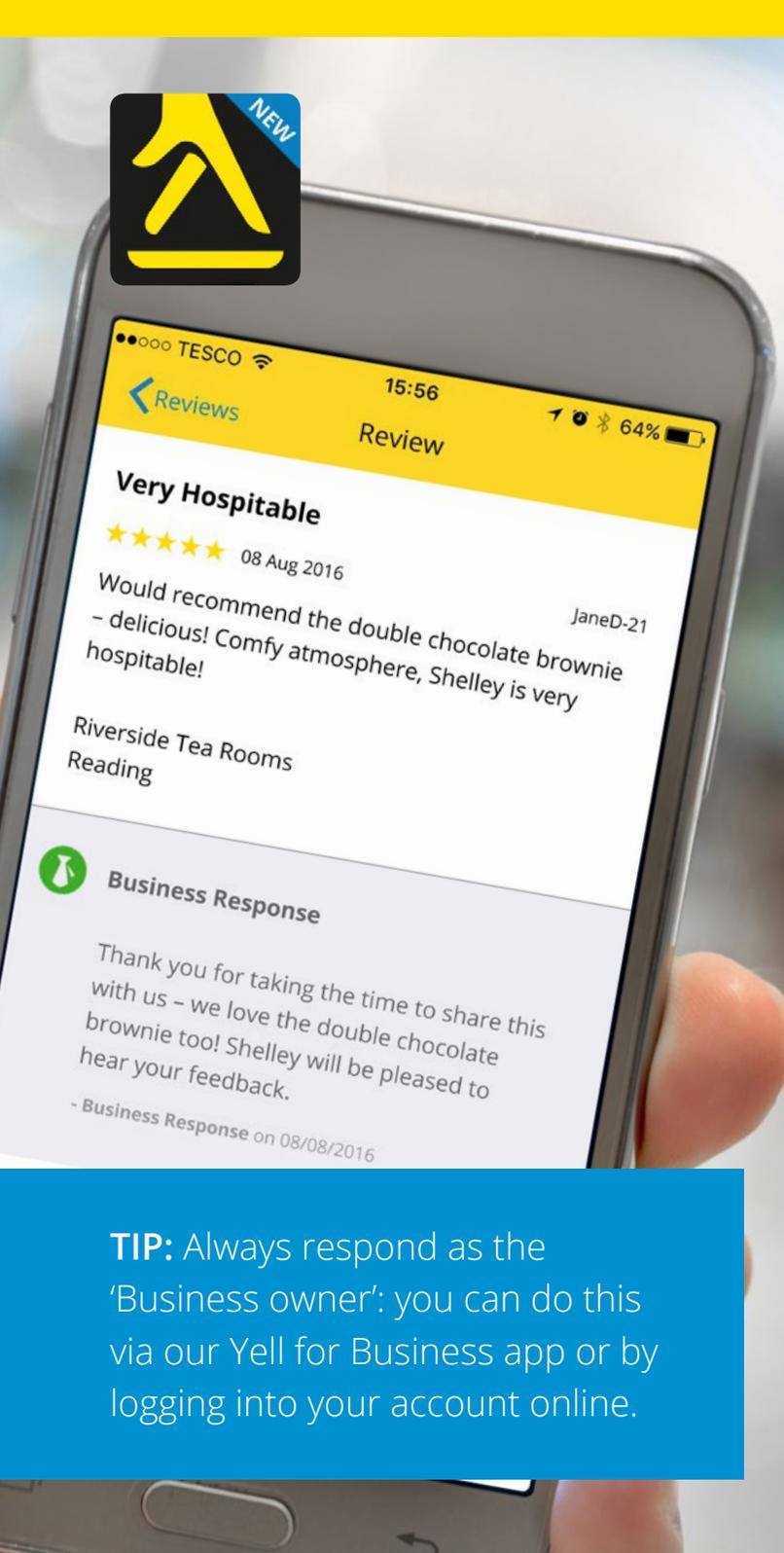


## Responding to your reviews:

- 1 Always thank the user for their review (irrespective of the star rating)
- 2 Acknowledge specific feedback:
  - **If the customer is happy:** Thank them for their specific comments
  - **Where a mistake has taken place:** Resolve the issue by offering solutions publicly
  - **When you have a disagreement on events:** We recommend that you take the discussion offline. If you know who the customer is and you have their contact details, take the initiative of calling or emailing them directly in order to resolve their issues. If you don't have the customer's details, then ask the user to contact you directly so that the conversation is not visible for all to see
  - **Where a review is not genuine:** If the review is not for your business or if you doubt the authenticity, you may report it for Yell to investigate. Use the 'Report Review' link on the right-hand side of the review in question
- 3 Keep it short and remember your response is public, so always respond professionally



**TIP:** Always respond as the 'Business owner': you can do this via our Yell for Business app or by logging into your account online.

# Business responses: Best practice examples



Daz57

13 Jan 2017



**This company is a joke to say the least**

Report Review

Don't even bother ordering from this online store, as you will be wasting your time, energy and money, as they do not deliver on both the products and customer service.

I've ordered a Stihl Backpack blower, on the Wednesday 11 Jan (expecting my item to be shipped out the following day), only having to call up numerous times on the Friday (When I was supposed to have received my items, since they claim they do next day delivery), and be told that they didn't only have the stock in the first place, but also were too complacent to have let me know in the first place.



**Business Response** 30 Jan 2017

Thank you for your review - we are very sorry for the way this potential sale has gone. We are determined it will not happen like this again and want to turn what seems to be a negative into a positive by learning from our mistakes. We strive to keep our customers happy at all times with sales, service and hire. Kind regards Ross Harwood: Marketing Manager



Emma-155

29 Jan 2017



**Will happily recommend**

Report Review

My elderly mother bought a car from Airport Garage recently and I was very impressed with the level of service she received. The sales team were very helpful and were happy taking the time to talk through the real basics with her. No pushy sales tactics here - just very friendly and transparent service.



**Business Response** 20 Feb 2017

Susan - Thank you very much for your feedback in relation to your Mother's vehicle. We really do appreciate your comments and hope that she is enjoying her vehicle. We hope to see you again soon - Thanks again - Airport Garage.



IanP-43

07 Jul 2016



**Poor service**

Report Review

Needed to change to a combi boiler and fit new radiators, Originally very good and work completed in time but had a leak straight after that damaged ceiling,leak was fixed promptly but nothing done about the water damage, then another leak caused loss of water pressure and more ceiling damage, called J Wilson but they were on holiday, so had to get another heating engineer in at cost to myself, leak was fixed and extra pipe work removed that should have been taken out originally, was advised by engineer that excess legs of pipes cause stagnate water which can cause legionaries disease so should of been cut right back but this was left half way across the length of the loft, I have been waiting since the 8th of May to have radiators bled after all the leaks and to sort out ceiling damage with promises of getting in touch soon but never heard back and feel like it's pointless contacting them again as I've called, texted and emailed but no one does anything about it



**Business Response** 02 Sep 2016

We do accept we were at fault on this matter, due to previous staff that no longer work for us. It is now only John and another long term employee who will be on the installs. We have since been in touch with Mr Taylor and reimbursed him the call out charge he occurred whilst we were on holiday when we were unable to attend and offered his next annual service free of charge.

76% of consumers believe it's important that businesses respond to issues raised in reviews\*.

\* Source: Critical Research 2017 (Results are based on past research and no guarantee of future performance)