FREE GUIDE

10 Review Reply Templates That Win Customers Back

Copy-paste responses for every star rating — in your own voice

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10 Review Reply Templates That Win Customers Back

87% of customers read review responses. A good reply turns a complaint into a showcase of your service. Every template below is ready to copy-paste — just replace the [brackets] with your details — and post within 24 hours.

1. The 5-star thank-you

Thank them by name, mention something specific they praised, invite them back.

> Hi [Name], thank you! You mentioned [the specific thing they praised] — that is exactly what we aim for, and the team will love hearing it. Thank you for taking a minute to say it. See you again soon. — [Your name], [Business Name]

2. The 4-star nudge

Thank them, then ask what would have made it five stars — shows you listen.

> Thank you for the four stars, [Name] — glad [specific positive detail] worked for you. We are always chasing the fifth star: what is one thing we could do better next time? Tell us here or on your next visit; we read every word. — [Your name], [Business Name]

3. The fair 3-star

Acknowledge the mixed experience, highlight what you'll fix, offer to make it right.

> Hi [Name], thanks for the honest review. You are right that [the weak point they named] was not our best — here is what we have changed since: [the fix]. The [thing they liked] is the standard we want for the whole visit, and we would love a second chance to show you. — [Your name], [Business Name]

4. The angry 1-star (legit)

Apologize without excuses, take it offline.

> [Name], I am sorry. What you described — [their complaint, in your words] — is not the experience we want anyone to have, and it is on us. I would rather fix it personally than trade messages here: please call me at [phone] or write to [email] and ask for [Your name]. If you give us a second visit, it will be different. — [Your name], [Business Name]

5. The unfair 1-star

Stay calm and factual. Future readers judge YOU by your tone, not the reviewer.

> Hi [Name], thank you for posting. We checked our records for [the date or detail they mention] and cannot match the visit you describe — but if we missed something, we want to know. Please contact us at [phone] with any detail (a receipt or the time of day helps) and we will look again, carefully. — [Your name], [Business Name]

6. The fake review

Politely note you have no record of their visit and invite them to contact you directly.

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> Hello — we take every review seriously, and we have no record of a visit or order matching this account. If you did visit us and something went wrong, please contact us directly at [phone] so we can look into it properly. If this was posted in error, we would appreciate it being removed. — [Business Name]

7. The vague complaint

Ask for the detail you need — most people never get asked.

> Hi [Name], we are sorry your visit fell short — and honestly, we cannot fix what we cannot see. Could you tell us a little more about what happened, here or privately at [email]? Every detail helps us train the team and make it right. Thank you for saying something instead of just not coming back. — [Your name], [Business Name]

8. The competitor jab

Never accuse. Respond with class; readers see through it.

> Thank you for sharing this. We will not spar in the reviews — we would rather earn the next visit. If you give us a try: [one honest strength, e.g. 'our coffee is roasted in-house, and the first cup is on us']. Judge us by that. — [Your name], [Business Name]

9. The old review

Still reply! A late answer shows every future reader that you read everything.

> Hi [Name] — this review is from a while back, and it still deserves an answer: thank you for visiting, and for the kind words about [detail]. A lot has changed since [year of the review] — [one concrete improvement]. We hope to see you again and show you. — [Your name], [Business Name]

10. The repeat reviewer

Recognize loyalty — a regular who reviews twice is gold.

> Great to see you again, [Name]! Back for the [their usual order / the thing they praised] — we will keep it ready. Thank you for reviewing us more than once; regulars who speak up are how a place like ours stays good. — [Your name], [Business Name]

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