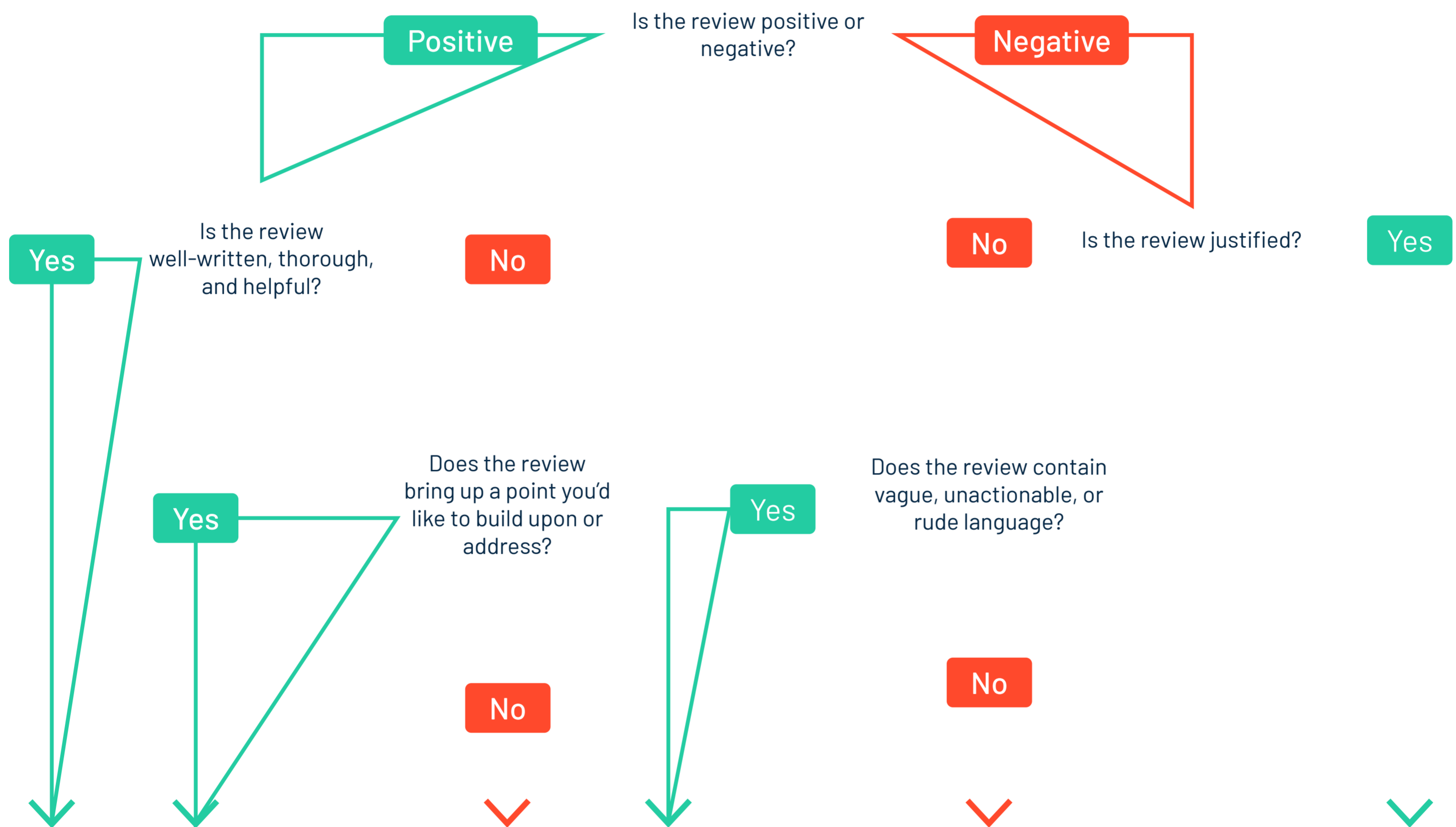




How to Respond to Reviews on G2

Responding to reviews acknowledges and addresses the comments of the reviewer and gives you the opportunity to offer insights from your brand.



Thank the Reviewer

Make sure to personalize the message by addressing the reviewer by name and referencing something in the review.

Do Not Reply

If a review contains vague, unactionable or rude language, a reply probably won't help the situation and you are best not engaging in further dialogue.

Tell Your Side

If a reviewer makes claims that you consider to be untrue (or not the whole truth), address those in your response and correct the inaccuracies.

Own Up and Apologize

Lead your response with an apology and explain why things went wrong. Then briefly explain the steps you're taking to ensure the same issues do not arise again.