

## Effective replies to reviews left about your restaurant

### POSITIVE REVIEWS



- 1 - Always thank the user and include your restaurant's name in your reply to strengthen its brand.
- 2 - Use intimate, friendly and cheerful language.
- 3 - Give personalised answers that includes the client's experience so that they can feel that the reply is human.
- 4 - Include a call to action that makes the most of the opportunity.
- 5 - Sign off your reply with the name of the restaurant manager or owner

Simple thank you

Here at restaurant X, we would like to thank you for your comment. We are glad to hear that you enjoyed (dish or service that received the comment). Our goal is to make you happy. We hope to see you again soon!

Reply with offer

The team at restaurant X, are very happy to hear your kind words. We work hard every day so that our clients can enjoy a wonderful experience. As we are keen to please you again, don't forget to check out our available discounts on TheFork which you can enjoy whenever you want.  
Regards!

Reply with invitation

Thank you for your visit, we are happy to hear you enjoyed the (dish the client mentioned), we make everything at restaurant X with quality products and a lot of love. Since you liked this dish, we think you might also like the (another dish), so don't forget to order it next time, which we hope will be soon.

Reply with flattery

It was a delight to read your comment. Restaurant x's good vibes are thanks to clients like you, who make our day. We hope you will visit again soon, we will be happy to serve you when you do. Thank you!

Thanking the user for their recommendation

Thank you for rating restaurant X and for recommending us to other customers. It was a pleasure to serve you and ensure you have an enjoyable gastronomic experience. We hope to see you again soon. Regards!

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### NEGATIVE REVIEWS



- 1 - Take your time to process the criticism.
- 2 - Use respectful and friendly language.
- 3 - It is best to not include your brand name to avoid the negative review appearing in searches for your restaurant.
- 4 - Write short answers, with simple and direct words.
- 5 - Always thank the client for taking the time to leave their review and for the information given in the comment.
- 6 - Apologise for their disappointment (even if you feel that the comment is unfair).
- 7 - Provide specific information when it comes to clarifying the situation.

Simple reply

Thank you for taking the time to tell us about your experience. We regret that we have not lived up to your expectations. We will take note of your comment and we hope we can please you in a next visit.

Reply to follow the conversation in private

Please accept our sincerest apologies. We work very hard to maintain a high level of service, but it seems that this has not occurred in your case. Please email us at (email address) to tell us more about your experience and so that we can resolve the issue for future occasions. Thank you for your comment.

Reply with invitation  
to return

We regret the negative experience you have had, especially as it is not usual at our restaurant. Which is why we would like to invite you to visit again, and also so that we can have a second chance to please you. Thank you for your comment.

Reply with clarification

We sincerely apologise for your bad experience. However, we would like to mention (kind explanation of what happened at the restaurant). Please email us at (email address) so we can clarify the situation. We hope we can offer you a better experience on your next visit. Thank you for your comment.

Reply with promised  
to improve

We completely understand that (problem that the client has commented on) and thank you very much for bringing it to our attention. We would like to apologise for the issue and have rolled up our sleeves to resolve it. We hope to do better on your next visit.