

101 ways to answer on line reviews

Turning a complaint to your advantage is possible by asking the customer why they didn't choose to make their disappointment clear during the stay.

Start by saying 'What a pity that you didn't speak to me during your visit as I am positive that we could have made your time with us a positive experience'.

Alternatively, the guest might have spoken to you but failed to mention this in the review.

Start your reply by saying 'You will recall that we did speak and this is what we discussed'

A good way to address an issue where you are perplexed is to say 'I have sent you a private message to request more details'.

Guilty

Review: The sheet on my bed had stains on the sheet, which I reported to the staff the following morning! Bathroom could have been cleaner.

Reply: None.

So, what is your conclusion when seeing the lack of an answer from the host?

Unhappy experiences

1. Thank you for your review. You booked the last room available in one of our beautiful, rooms. You requested a walk in in shower which by moving other rooms we were able to accommodate this. At the time of booking, you wanted B&B but that was not available. Dinner was booked for you on the first night at 6.45pm but you did not turn up and on the second night dinner was again booked for you at 9pm but you didn't arrive until 9.30pm when the kitchen had closed. Best Regards

2. Dear (reviewers name if possible) , we regret to hear that you had this experience with us. Here at the (insert), we are always looking for ways

to improve; we appreciate your input. If you would be willing, we would like to have you contact our manager at the (insert) to discuss ways we can better serve you in the future.

3. Sorry to read about your reasons for complaint and I have noted the areas where improvements can be made and I am grateful for your feedback.

4. Thank you for your feedback, I appreciate your comments about check in and can only apologise that you experienced this delay. We will do our best to make sure this doesn't happen again.

5. Thank you so much for taking the time to write a review. Please know that feedback such as yours is important to us to help us improve our offering.

6. We regret to hear that you had this experience with us. When you have an opportunity, please reach out to us at the (insert) so we can try to restore your confidence in our business. Thank you again for taking the time to share your experience, and we hope to hear from you soon.

7. Hi, thank you for taking the time to leave us your honest feedback.

8. Thank you for taking the time to tell us about your stay at the (insert).

9. Thank you for taking the time to let us know about your concerns and observations. I have sent you a private message to request more details about what happened. We take these matters very seriously, and I want to apologize for the situation you encountered. Thank you for choosing our location for your accommodation. We look forward to seeing you again during your future travels. Our establishment strives hard to provide an awesome and memorable experience.

10. We love to provide the highest standards of accommodation. I'm sorry to see we did not meet your expectations, and I have forwarded your review to our management to take action as soon as possible. I have also sent you a private message to talk a bit more about it. I want to thank you for stopping by and staying with us. We are going to work hard to regain your trust in your future travels.

11. Thank you for choosing to stay with us and for posting a candid review. I was very concerned to read your comments regarding staff service. I understand your dismay and I am sorry. This is not the frictionless experience that we wanted for all our guests. I will make sure to share your comments with our team for the necessary improvements needed at our end. I hope you will give us another chance in the future.

12. I have forwarded your concerns about our check-in staff to our management. I want to offer you my apologies for any issues this might have caused you. We want you to enjoy your stay at our property. Our team of professionals will keep working to make sure that your future travels meet your expectations. Thank you so much for choosing us. We can't wait to host you again to show how we can do better.

13. Thank you for choosing our hotel for your most recent stay. I'm sorry to learn that your experience was not fulfilling due to the issues you've encountered, particularly with the staff unable to advise about (insert) at check-in. I've sent you a private message to get more details. Thank you for bringing this matter to our attention.

14. Good Afternoon (insert name). I thank you for taking the time to give your feedback regarding your stay, I will pass on your comments to help us improve. Again, thank you for taking the time to review your stay and we apologies for falling short of your expectation. Kind regards.

15. Thanks for your feedback and sorry your stay was not a good one. You are right we have had staffing shortage and our service has suffered.

Please do get in touch with me, we don't want to lose you just as things are turning around now.

16. We will certainly prioritize deep cleaning the rooms much more frequently in the future.

17. Thank you for taking the time to let us know about your recent visit, I am sorry to read that it wasn't the most positive one. Whilst I wish you had a better experience; we will use your comments to improve and ensure we deliver exceptional service for all future guests.

18. The (insert), are always looking for ways to improve; we appreciate your input. If you would be willing, we would like to have you contact (insert telephone number) to discuss ways we can better serve you in the future.

19. Thanks for taking the time to do a review. We are an 18th century coaching inn and we have decorated in a sympathetic way which might be described as modern classic but we understand that our style may not suit all tastes. We do publish photographs of every room on our website so that guests get a full overview, which do vary quite a bit.

20. (insert) is mortified that you felt she was in anyway avoiding chatting to you - usually once she starts chatting to guests we can't stop her! We very much hope to see you again at the (insert).

21. Hi there, I have responded by letter which you will receive shortly. We are deeply sorry for the experience you had during your recent visit.

22. Thank you for your review. We would like to apologise to you for not exceeding your expectations during your recent stay at our hotel. We value your feedback as it is only by receiving such information that we can strive to improve our service and the quality that we offer to guests. Rest assured that your feedback has been shared with the team.

23. Thanks for letting us know. We are in the process of addressing the concerns you have highlighted. We are sorry you did not enjoy your stay.

24. Thank you for your review. We're sorry that your experience wasn't the best and you didn't enjoy your stay. Please get in touch so that we can get a little bit more feedback and to find a way to make it up to you.

25. Dear (insert), Thank you for the time spent writing a review. Honest opinions are always much appreciated.

26. I appreciate you bringing these matters to my attention and I am sorry for any disappointment caused.

27. Thank you for your review, we always appreciate feedback no matter how hard it is to read. It was clearly not a good experience for you and I apologise for the issues that marred your stay with us. I accept that there were a number of elements that should have been much better and accept responsibility for the shortcomings. We will review training across the areas you mention in order to improve. If you would kindly respond to the personal email I sent you I will gladly manage any future booking personally so that we can assure you of our commitment to high standards. Thanks again.

28. This isn't up to our usual standards and this will be looked into immediately,

29. We are looking into introducing more 'finesse' within the hotel and some changes to be made in the future.

30. I'm deeply disappointed to hear about your experience. We pride ourselves on our friendly, professional service, but it sounds like we missed the mark on this occasion.

31. I understand our hotel manager has been in contact with you already. I do hope that this was resolved to your satisfaction but please contact me if there is anything else you wish to discuss.

32. We hope that you'll give us another chance in the future.

33. Feedback is important to us. Overall, I am assuming that you did enjoy some aspects of your stay.

34 The (insert) team will be happy to assist you with a future booking and offer a gesture. Please make contact with the property direct.

36. Dear Guest, I am sorry for this happening and I am making contact with you to resolve and understand what happened, kind regards

37. Thank you for taking the time to tell us about your stay at the [name].

38. Thank you for your feedback, we pride ourselves on our customer service, so sorry as your comments are certainly not what we aim to offer our guests.

39. I'm so sorry to hear you were disappointed with your visit. I have reviewed your visit with the team and we have discussed where things

might have gone wrong to prevent occurrences like this happening in the future.

40. Thank you for your review. We do try to cater for individual needs and do our utmost to specifically source particular requirements with notice. Each person is an individual to us, and we have many that have very specific requirements. We hope that we have the opportunity of doing better next time.

41. Thank you for sharing your feedback. I am very sorry your experience was not as it should have been. It was an uncommon instance. However, as always we will strive to do better in the future. My sincere apologies again.

42. We are sorry that you found (insert name of staff member) repartee unwelcoming. In his defence, the waitress had not turned up and he was attempting to do everything himself. He was under a lot of pressure and had called for assistance, which only arrived at 7.25pm.

We're sorry that you interpreted his attempts at levity as rudeness or sarcasm. Please be assured that we welcome all comments and feedback and use them to help improve our service for our customers and discuss this with the staff member involved. We hope that you will visit again in the future and realise this was an unfortunate one off incident.

43. Thank you for taking the time to leave us feedback and let us know here that there was a drip outside your room, it appears it was the overflow in the loft on the tank so a plumber has been out to look at it. We are glad that you enjoyed the room despite the drip outside. We hope to see you both again, drip mended! and maybe you would enjoy a meal with us next time.

44. I'm so sorry to hear you were disappointed with your visit. I have reviewed your visit with the team and we have discussed where things might have gone wrong to prevent occurrences like this happening in the future.

45. Thank you for taking the time to share your feedback about your recent stay at (insert name).

We sincerely apologise for the cleanliness issues in your room and the breakfast experience not meeting your expectations. Your comments

have been shared with our housekeeping and kitchen teams to ensure these matters are addressed promptly. We continuously strive to improve our services, and your feedback is invaluable in helping us achieve that.

We would love the opportunity to provide you with a flawless experience during your next visit. Please feel free to contact me directly at [Your Contact Information] for any future bookings, and I will personally ensure that your stay is perfect.

Thank you once again for your feedback. We hope to welcome you back soon.

Warm regards,

46. We would appreciate the opportunity to discuss your experience further, so please get in touch with our management at [contact information]. Your satisfaction is of utmost importance to us, and we hope to regain your trust on a future visit.

47. What a disappointment for you and for us. We will make sure our staff are trained on the points you have raised.

48. Thank you. We will learn from your helpful feedback.

49. We got it wrong. Very sorry. No excuses.

50. Whoops. Apologies. We have taken your comments on board.

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Happy Experiences

1. Thank you for your feedback, I am delighted to hear you enjoyed your (insert name of relevant department) experience with us and look forward to welcoming you back again soon.

2. Thank you for taking the time to let us know how we did. We hope you have a great day!

3. That's lovely to read and we hope to have the opportunity of looking after you in the future. Thank you.

4 Thank you! Your very kind words have us all smiling! Much appreciated. We hope to see you back in our area again and look forward to another opportunity to host you. Kind regards.

5. Thank you for your wonderful feedback. It so great to hear how much you enjoyed your (insert relevant department) :) We are very proud of our staff who work so hard and it's nice to hear this was appreciated. We very much look forward to seeing you again in the future.

6. We are glad you had such a wonderful experience with us! We'll make sure to give (staff member name) a high-five from you. Have a great day!

7. Thank you so much for taking the time to leave us a wonderful review, we very much appreciate it and are so pleased that you loved your stay with us. We hope that you can come and stay again.

8. Thank you so much for taking the time to leave us a wonderful review, we very much appreciate it and are so pleased that you loved your stay with us. We hope that you can come and stay again.

9. Thank you very much for taking the time to leave a lovely review. We very much appreciate it. It was a pleasure to host you and your family. You will always be very welcome.

10. Thank you for choosing to stay with us and for taking the time to write a review. We are delighted to read your appreciation of the small but finer things that we do at the (Site name), that go towards making it a wonderful choice of stay, when visiting (location) .We wish you the very best and look forward to welcoming you back again, some day. Kind regards.

11. Thank you so very much for choosing to stay with us.

12. Thanks so much for the lovely review. It was our pleasure to meet you both and do hope to see you again in the future.

13. Thanks for taking the time to do a review ! Such kind words too. We are so pleased that you two had a nice time with us here and it was our pleasure to meet you both. Always makes for a good weekend when we have such nice people staying, almost embarrassed to charge for your

company !! Thanks again and we do hope to see you two again sometime.

14. Dear Guest, thank you for taking the time to post your kind review, people like you make all the difference towards staff motivation. Please come back soon.

15. Hello and thank you for feedback. Great to see that you enjoyed our (insert).

16. Thank you so much. Is there anything we could have done better perhaps ? (insert e mail address)

17. Dear (insert name of reviewer), we are very happy to have provided you with such a positive experience! The team work hard to deliver for all our guests and I am very happy to read you had a great visit.

18. Thank you for your amazing review of the hotel, it was pleasing to read that you enjoy the entirety of your visit and that we met your expectations.

19. We have managed to recruit an exceptional group of young, dynamic and hardworking individuals that are a credit to us here at the hotel. We hope to see you at the hotel again soon.

20. Such a nice review to read, thank you so much.

21. Good Afternoon. Thank you so much for this lovely review I will make sure the team all read this they will be thrilled. Thank you so much. Take care.

22. Thank you for your comprehensive review, it is always good to get such detailed feedback.

23. Thank you for your support, we very much appreciate it. Your feedback has been shared with the team. We look forward to seeing you again soon. Thank you once again

24. I will pass your kind words on to the team who will be pleased to hear that their hard work did not go unnoticed.

25. Thank you seems inadequate; you have made my day!

26. Thank you so much for taking time out of your day to post a review. I am absolutely blown away by your kind and generous comments. Thank you again

27. Brief but wonderfully to the point! I wish I could write as well as you. We hope that we will see you both soon.

28. Thank you so much for your generous comments; I am truly grateful.

29. We are very happy to have provided you with such a positive experience!

30. The team absolutely loved reading through your review. They put a lot of effort into making our guests feel welcome and are looked after. A review like yours is the best "thank you" they could get. Thank you for finding the time to write it. We hope you will be visiting us soon again.

31. Thank you for your lovely review! I will be certain to pass your comments along to our restaurant team who are working hard to ensure a smooth and cheerful experience. We hope you can return to us again soon.

32. Thank you for taking the time to tell us about your stay at the [insert name].

33. Dear guest, Thanks for sharing your feedback with us regarding your recent stay at the (insert name). We are delighted to hear you had an enjoyable stay and we have taken all of your comments on board. We hope to welcome you back in the future.

34. Reviews like this give us motivation and help us ensure we continue to provide high quality service.

35. Thank you very much for taking time to leave this review! Whether it's positive or negative, we always value our guests feedback.

36. Oh, my golly! Thank you so much. We're blushing, here. What a wonderful, uplifting review. We will carry on beavering away, and improving as we go. Crickey.

37. How lovely to see such a glowing review thank you so much for taking the time to tell us, and others about your experience.

38. Thank you for making such a helpful review to prospective guests.

39. I love that you enjoyed your (insert name of room) room - I love those too! You should come and stay again in the summer so you can enjoy a nice drink in the sun on our patio!

40. Great to hear. Thank you.

41. Wow. Thank you for taking the time to leave this review.

42. Thank you. Makes all our efforts worthwhile.

43. What a treat to read.

44. Your feed back gratefully received.

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Oscar winning answers to reviews.

1. Review: "The breakfast was terrible. The eggs were rubbery."

Response: "We're sorry to hear about your breakfast experience. Our eggs are supposed to be 'sunny side up,' not 'bouncy side up.' We'll crack down on this!"

2. Review: "The room decor is outdated."

Response: "We prefer the term 'vintage chic,' but we understand. Our decorators are working on bringing us into this century, one fabulous piece at a time!"

3. Review: "I found a spider in my room!"

Response: "Our apologies for the uninvited guest. Rest assured, we've evicted Charlotte and her web.

4. Review: "There were no towels in my room when I checked in!"

Response: "Oh no! Our towels must have gone on an unscheduled adventure. Sorry. We'll make sure they stay put for your next visit!"

How not to answer reviews.

1. Review: "The pool was closed for maintenance during my stay."

Response: "Oh no! Did the hotel not revolve around your schedule? Next time, call ahead and we'll consult you before making any maintenance decisions."

2. Review: Firstly, this is literally a one horse town. There is a pub, a deli and a Co-op, The staff were unable to tell us about the pub. It might be an idea to go and check it out. There's only one.

Response: We apologise for being situated in a small village and not a sprawling metropolis. We like the location. The staff apologise for not being able to tell you the history and menu options of the pub, as you say it is a pub, serves food and drink. We are sorry that you took such offence.