

The SMM

EXPERT

MANAGING NEGATIVE FEEDBACK

**A BRAND'S PLAYBOOK FOR
PROFESSIONAL RESPONSES**

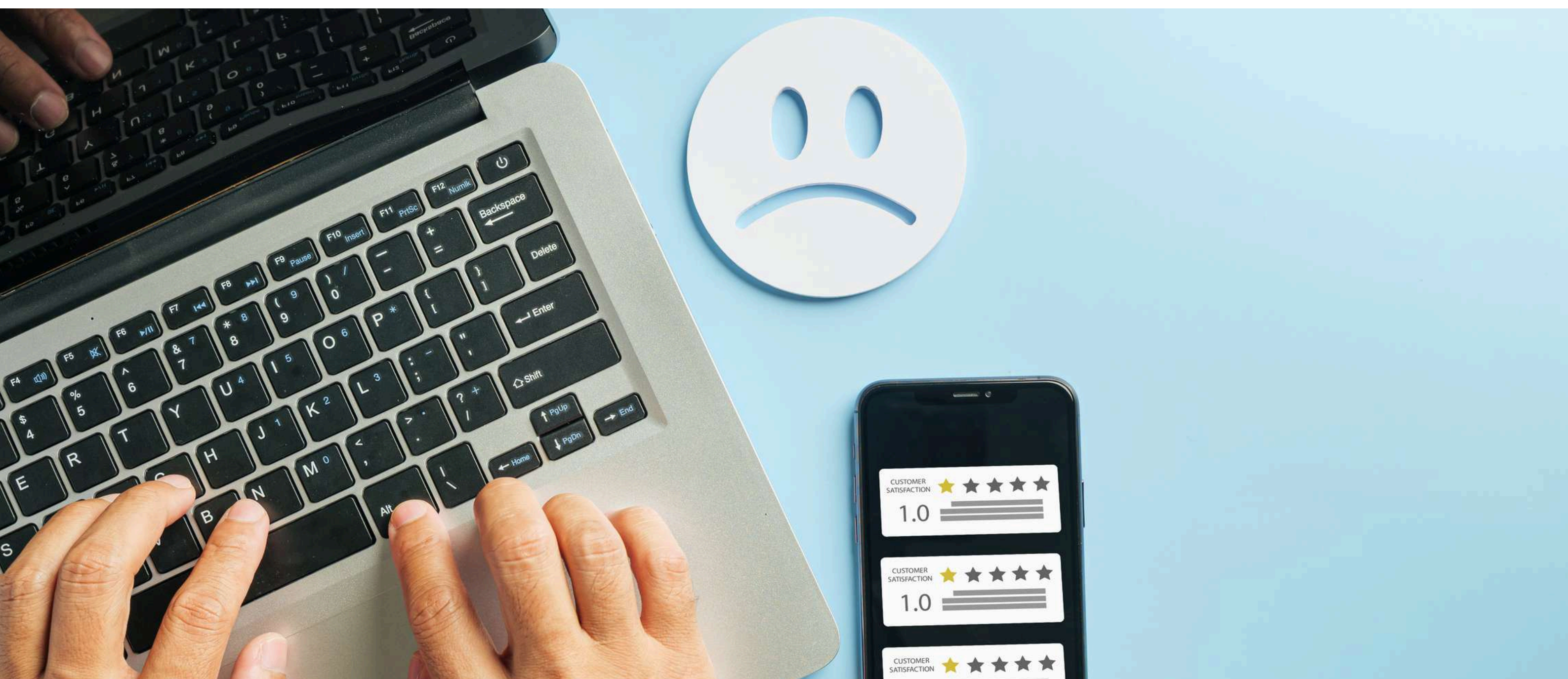


What Is

Negative Feedback Management?

Negative feedback management involves proactively receiving, analyzing, and responding to constructive criticism or complaints to improve products, services, or customer relationships.

Negative feedback can take many forms, such as an online review with a low star rating, a text review detailing grievances, or a malicious review meant to harm the business. They can also come through DMs, customer support tickets, or as comments and replies in different social media forums.



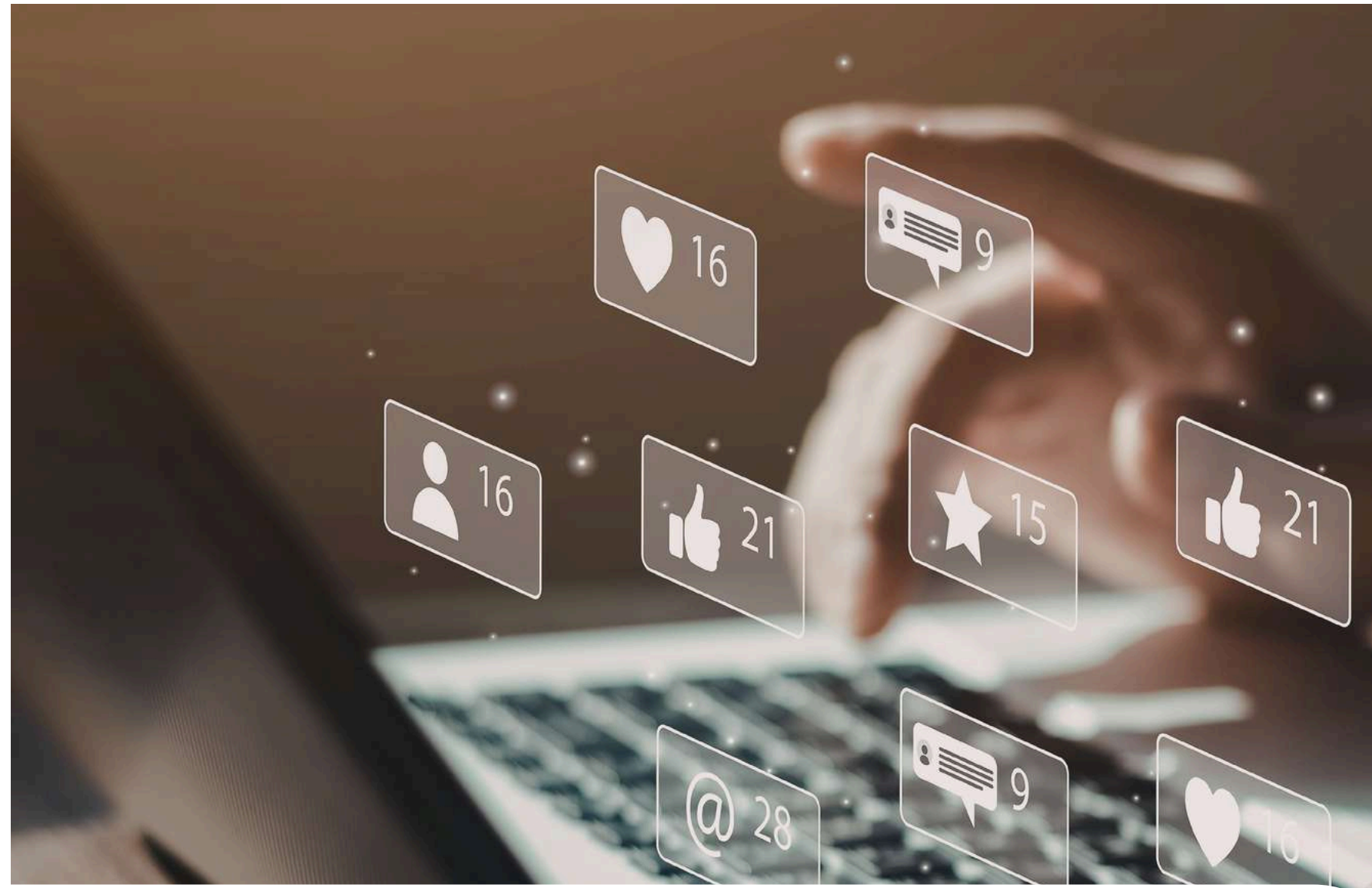
Furthermore, not all negative feedback is the same. These can range from constructive criticism to mixed reviews to one-off experiences to direct complaints or dissatisfaction.

Effective feedback management isn't about shifting blame or pulling a marketing stunt. It's about identifying where the business's issues are and correcting them to build a better relationship with customers.

How Brands Can Manage

Complaints on Social Media

Managing negative feedback requires fast action, empathy, and transparency. This is especially more so when the interaction is on a platform and can affect a lot of customers' perception of the brand as a whole.



1

ACT FAST

Social media feedback should be responded to within 24 hours. This is especially important because the complaint is public and can generate a mob effect with enough time.

2

KNOW YOUR PLATFORM

Different social media platforms require you to use different modes of approach to customers. While X may have a blunt tone, LinkedIn is on the professional side and requires a different touch.

3

RESPOND PUBLICLY, RESOLVE PRIVATELY

Acknowledge the grievances of your customers publicly and allow them to share their thoughts before subtly directing them to your DMs or Emails to resolve the issue privately.

4

HIGHLIGHT RESOLVED COMPLAINTS

Showcase resolved complaints to build customer trust in your business. This indirectly blocks mob effects and stops brand perception from being ruined by new complaints.

5

ANALYZE COMPLAINT TYPE

A text review or mention requires a fast response, to shift the conversation to a private zone, while tagged posts require a more serious approach, as it is harder to shift it from the public domain.

Why Ignoring Complaints

Can Hurt Your Brand Reputation

Erosion of trust and credibility

Silence to customer complaints will give the impression to present and potential customers that your business doesn't care about



Chain-damage

Frustrated customers post their complaints on various platforms, increasing their reach, doing SEO damage, and helping your competitors snatch customers.

Human Shield Syndrome

Ignoring complaints makes customers turn to the frontline staff for answers, forcing them to endure the entirety of the customers' ire and reducing their loyalty towards the business.

Penalization from the platform

A thread/comment box filled with unaddressed complaints is penalized by the algorithm by decreasing content reach or labeled as low quality.

Lurker effect

Most customers follow complaint threads without interacting. No response from the brand forces the other customers to take the complaints as factually true.

How Feedback Management

Improves Customer Retention and Loyalty



Service recovery paradox

Responding to customer complaints and circling back to them with proof of satisfactory action taken increases loyalty more than the business having no points of complaint.

Brand defender effect

After the positive resolution of a customer's grievances, they are more likely to defend the brand on different platforms.

Lower cost

Effective feedback management ensures customer retention, which is 5 to 25 times less than the cost of acquiring a new customer.

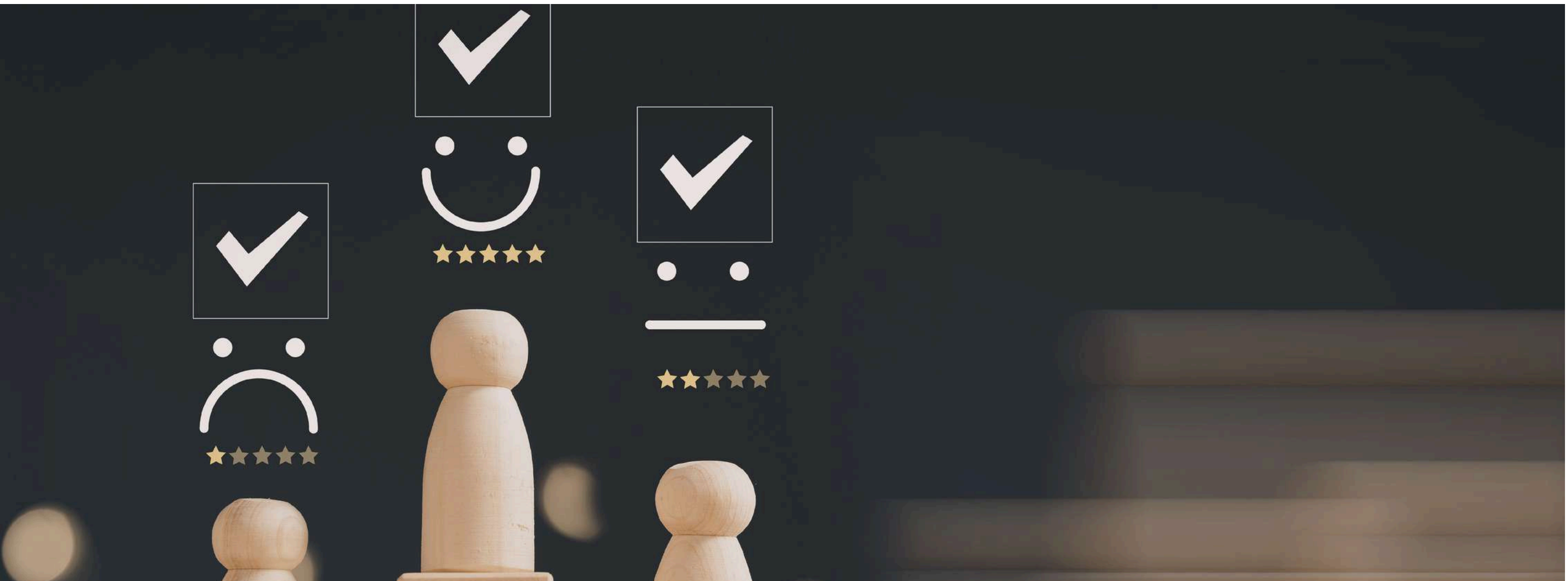
Positive word of mouth

Satisfied customers become the brand's ambassadors, promoting the brand to new customers as well as existing customers, increasing overall retention and loyalty.

Learn [How to remove negative reviews](#) to manage reputation

Step-by-Step Guide to Organize

Negative Feedback Management



- **Step 1:** List all your touchpoints with the customer, who oversees the interactions and the average response time.
- **Step 2:** List all the complaint channels based on priority, along with the details of the primary handler and monitoring frequency.
- **Step 3:** Classify complaint types based on whether they concern the product, service, delivery, billing, or even the brand.
- **Step 4:** Assign specific responsibilities and create a clear path of escalation to ensure all customer feedback is sorted out.
- **Step 5:** Divide complaints based on urgency and ensure a response based on your SLA framework.
- **Step 6:** Create a response template library to be able to give structured responses to all the complaints while not sounding robotic
- **Step 7:** Set routine checks and monitoring methods, such as Google Alerts and negative keyword detection that is associated with your brand.
- **Step 8:** Feedback management provides the chance to analyze and correct the shortcomings of the business. Frequent complaints regarding a particular issue represent deeper problems.

Quick Evaluation —

Are Your Response Processes Effective?



First response time

- Are you responding to customers within 2-24 hours?
- 66% of customers expect a response in no more than 3 days. The appropriate time varies based on the medium/platform used.

Average resolution rate

- What percentage of customer problems are you resolving successfully?
- 73% customers claim that they are willing to give a business a second chance if their problems are solved.

Average resolution time

- Are you resolving the customers' issues within a satisfactory time?
- An effective system should be able to resolve most issues within 24 hours of response.

Overall response rate

- What percentage of negative feedback are you actually responding to?
- Businesses that respond to reviews are seen as 1.7 times more trustworthy than businesses that do not.

HOW TO RESPOND IN A WAY

THAT MAINTAINS BRAND CREDIBILITY



ACT FAST

Respond to negative feedback within 24-48 hours of the complaint. This shows your sincerity while stopping any mob effect.



ACKNOWLEDGE

Acknowledge the customer's pain point and apologize. Validating the customer's feelings is the most important part of feedback management.



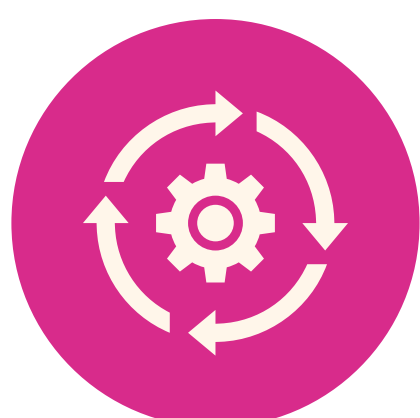
PERSONALIZED RESPONSE

Give a personalized or customized response to the customer that still maintains the preset templates for both structure and genuineness.



SHIFT TO PRIVATE CONTACT

Invite the customer to a private conversation via phone, email, or another channel to avoid lengthy back-and-forth in comment sections.



OFFER RESOLUTION

Understand the customer's problem and offer a satisfactory resolution.

Crisis Mode —

When a Complaint

Becomes a PR Problem

1

ACKNOWLEDGE IMMEDIATELY

Issue a statement acknowledging the customer's pain and assure them that an investigation is ongoing.

2

DIRECT CRISIS MANAGEMENT TEAM

You should have a well-organized team of members specializing in PR, Legal, social media etc for crisis moments.

3

PAUSE SCHEDULED CONTENT

Promotional campaigns during crisis times are prone to worsening the image of the brand.

4

GATHER FACTS

Do an internal investigation, gathering related facts to the complaint, and issue a second statement

5

SHOW EMPATHY, NOT DEFENSE

Defending during crisis moments can be seen as deflecting blame and a lack of empathy.

6

TAKE DEFINITE STEPS

All actions taken to resolve the situation should be shown to the customers to stop mob effects.

Crisis mode

Dos and Don'ts



DO'S

- Acknowledge the issue and thank the customer.
- Give a sincere apology, showing empathy.
- Provide context on what/how it happened.
- Try to shift the conversation to a private medium.
- Highlight actions taken or improvements made.

DON'TS

- Do not ignore negative reviews/comments, as it builds resentment.
- Do not take a defensive or argumentative stance.
- Do not use automated or copy-paste responses.
- Do not have long conversations on public platforms.
- Do not share sensitive data regarding the reviewer or the issue.

How to Turn Negative Feedback

Into Constructive Insights



Analyze Negative feedback as market research

Negative feedback directly shows you which parts of the business require your immediate focus.

Look for patterns or connections within the feedback

Check if two or more complaints are related or if certain complaints have a specific time or area.

Do a scheduled feedback analysis for results

Do regular analysis of customer feedback to check for new or recurring problems.

Analyze the impact of issue resolution

Check if the steps taken have completely resolved the problem or uncovered further need for actions to be taken.

How to Turn Complaints Into Marketing Opportunities



- Transparency in resolving customer issues enhances the business's trust score on public platforms, attracting more customers.

- Customers with resolved issues become the brand's ambassadors and promote/market the brand free of cost.

- Circle back to the customer for updated reviews to generate more positive reviews and increase brand visibility.

- Showcase your percentage of issues resolved with customer satisfaction as a strong point to attract new customers.

- Document the unique complaints and actions taken in case studies to show your care for the customers through them.

- Resolve your prominent issues based on feedback and promote the improvements as your USP.