

THE
NANNY
AGENCY



GUIDE TO

Dealing with
Negative Reviews

OCTOBER 2019

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BAD REVIEWS
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THE TRUTH ABOUT BAD REVIEWS

- POOR REVIEWS CAN HELP YOUR BUSINESS
- NEGATIVE REVIEWS DO NOT MEAN YOU ARE FAILING
- YOU CAN TURN BAD REVIEWS AROUND

Living in a world where everybody rates you 5 stars would be amazing, but unfortunately that is not a reality. When working as in this industry you are bound to have an unhappy client or two.

Learning how to handle bad reviews can not only allow reviewers to witness your interaction with people, but you have the power to allow it to become a positive impact on your business.

HOW TO REPLY TO BAD REVIEWS



TAKE YOUR TIME

It is so important to take your time when responding to a bad review! When you receive a bad review, you need to **not** panic. It's natural to feel overwhelmed and nervous about the impact of a bad review, but panicking will solve nothing.

DO NOT REMOVE A BAD REVIEW

It is incredibly tempting to remove a bad review, but the truth is that when you remove a bad review and only have positive reviews, it could potentially come off as fake!

RESPOND TO THE REVIEW

Always respond to negative reviews as this will show future clients that you care about mistakes you may have made or about your unhappy client's experience with your agency. Keep your response short and do not include any personal details about the client or the process.

SAMPLE RESPONSE

A great sample response to any negative review can be as simple as, "Hi [client name], we are so sorry to hear that your experience with our agency was not a positive one. We would love to discuss this further to see if we can be of any further assistance in fixing any problems that may have occurred."

BAD REVIEWS CAN BE POSITIVE



MAKING GOOD REVIEWS LOOK BETTER

Are you more likely to trust a business that has **only** positive reviews, or a business that has a few negative mixed in with the positive reviews? When a business publishes both negative and positive reviews it shows they have nothing to hide.

BAD REVIEWS CAN BE A LEARNING EXPERIENCE

When you experience a negative review, it can be a growing experience for your agency. You can take that review and correct any mistakes that were made during the process so that you can avoid making the same mistake in the future. Think of bad reviews as constructive criticism that will help assist in the growth of your agency!

BAD REVIEWS CAN BRING IN MORE CLIENTS

When somebody posts a bad review, clients will be more interested in reading positive reviews and comparing. Negative publicity is still publicity, and it's how you deal with it that matters. If potential clients read a negative review and your response is positive and encouraging the unhappy reviewer to call you to discuss further, they will see that you are dedicated to improving and working with clients.

US NANNY ASSOCIATION



ABOUT USNA

USNA IS MADE UP OF VOLUNTEERS WHO ARE COMMITTED TO PROVIDING RESOURCES AND KNOWLEDGE TO PROFESSIONAL IN THE INDUSTRY.

THE US NANNY ASSOCIATION STRIVES TO ADVANCE NANNY SKILLS AND ELEVATE THE PROFESSION OF CHILDCARE WITH RESOURCES, EVENTS, PARTNERSHIPS, PROFESSIONAL DEVELOPMENT, NETWORKING OPPORTUNITIES, AND NATIONALLY RECOGNIZED STANDARDS AND CREDENTIALS.

GET INVOLVED

INTERESTED IN VOLUNTEERING YOUR TIME WITH USNA? EMAIL US AT [INFO@USNANNY.ORG](mailto:info@usnanny.org) TO DISCUSS HOW YOU CAN PARTNER WITH US TO SUPPORT OUR EFFORTS AT PROVIDING RESOURCES AND KNOWLEDGE TO INDUSTRY PROFESSIONALS!

DISCOVER MORE

IF YOU HAVE ANY QUESTIONS OR CONCERNS ABOUT USNA, PLEASE CONTACT US BY EMAIL AT [INFO@USNANNY.ORG](mailto:info@usnanny.org)

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