



Social Listening Guidance

Online reviews are critical to the success of a local general practice. More and more consumers are making decisions about services from online reviews than ever before. Therefore, responding to online reviews is another critical piece in not only building a positive online presence, but also encouraging other patients to leave their feedback and engage with your practice.

Managing positive reviews

Responding to positive reviews is just as important as responding to negative reviews. Responding to a positive review is an easy way to engage with happy patients that benefits both your practice identity and your one-to-one relationship with that patient. Positive conversations online can enhance your practice's reputation.

You should always respond to a positive review because:

- It is the polite thing to do – if a patient gave you a compliment directly, you would say thank you.
- Everyone is looking – 92% of consumers now read online reviews. Potential future patients of your practice may read this review – an opportunity for subtle marketing.
- It affects search rankings – by replying properly the review will show up in search results for practices.

How to respond to a positive review

- Thank them for taking the time to write the review or for visiting your practice and be specific.
 - *"Thanks for leaving a review and mentioning our receptionist Angela. You're right - she is always smiling"*
- Mention your practice name, so that review shows up within your search engine results
 - *"The team here at North Shore GPs is delighted to hear such great feedback about our staff and that we are the friendliest practice in Auckland"*
- Highlight something that you are improving within your practice
 - *"We have recently conducted some patient experience training for our receptionists"*

A great way to build trust and visibility with your practice online is to cultivate a strong, positive online presence.

Managing negative reviews

Negative reviews can be unpleasant for your practice to receive, however, if negative reviews are not responded to – this can lead escalate the situation. Don't let online wounds fester - you can't ignore a bad review by burying your head in the sand and hoping for the best. Dealing with negative reviews doesn't have to be difficult, and it can even be leveraged as a positive opportunity. Remember the following:

- You are not just replying to one reviewer. You're speaking to everyone who reads this review, including potential future patients of your practice.
- Replying is your opportunity to make things right. If a patient brings a complaint to you directly, you would make it right. Despite the impersonal nature of online reviews, it is not over. You can turn things around.
- Replying shows other readers you care and are not neglectful of feedback. You have taken steps to ensure the problem won't happen to the next patient.

The best thing to do when responding to a negative review is to act quickly and make the most out of the less-than-pleasant experience.



How to respond to a negative review

- Apologise and sympathise in your response to the negative review. From the outset, acknowledge the patient's concerns. Even if they are unfounded, show sympathy that they had a bad experience. *"I'm sorry to hear about your experience."*
- Insert some positivity into the bad review – explain what the practice strives for. *"We pride ourselves on providing positive patient experiences, and we regret that we missed the mark on this occasion"*.
- Move the conversation offline. Provide contact info with someone at the practice so they can discuss the problem in person. *"My name is..... and I am the Practice Manager. If you'd like to discuss this in further detail, please contact me on (provide number or email address)."*
- Keep your response simple, short and sweet. Don't go into too much detail or ask any questions. This will prevent saying something that might cause upset and more negative feedback. Three sentences for the whole reply is a good rule of thumb.

The best thing you can hope for when responding to negative feedback is to have the unhappy patient revise or add another review because of how happy they are that their feedback was dealt with.

Embrace all ratings and reviews and use the feedback you receive as tools to identify areas of improvement within your practice.

Tell us what you think, we're listening

You said...

We did...

Demonstrate how you have used feedback

Comment from Earnhardt Honda D. of Earnhardt Honda Business Owner

10/4/2013 - Jay - thank you for bringing this situation to our attention. First and foremost, I would like to apologize for any inconvenience we may have caused you, as well as any miscommunication from our Service Department that has led to your distrust in our dealership. Our service technicians are highly-trained and qualified; I am discouraged to hear of your negative experience. Above all else, providing excellent customer service is our main goal and it is unfortunate you were not treated with the respect you deserve. Given the opportunity, I would like to learn more details about your case and to be able to make things right. Please contact me at your convenience.

Sincerely,

Austin Hyde,
Customer Relations Manager
623-934-5211
ahyde@earnhardt.com [Read less](#)

Sincere and personal - promoting trust and transparency with full contact details

James Munro @jamesfm55

"We are so sorry if you felt you were not treated kindly." There goes another non-apology. 😊

10/02/17, 2:45 AM

8 RETWEETS 14 LIKES


NHS Administrator @nhsadmin · 4h

@jamesfm55 Absolute worst poss response short of saying "Your feedback is v. important to us and we have filed it with all other feedback"

Ensure your apology is sincere

Marty/이용 @ChefMartyK 16h

@WaitemataDHB Not the type of hygiene we expected from a NZ hospital! Patients meals pathetic and dirty clothes (cross contamination)



Waitemata DHB @WaitemataDHB

@ChefMartyK Hi Marty, sorry you weren't happy with the quality of the meal. We can follow this up with food services. Just DM us more info.

8:55pm · 14 Dec 2016 · TweetDeck

A timely response, taking conversation immediately offline, however less personal. Avoid use of abbreviations.