



# **CRAVER**

## **Review Response Template**

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# Introduction

**Every review—good, bad, or somewhere in between—is a chance to show your guests you're listening.** Responding builds trust, boosts your credibility, and turns feedback into loyalty. Whether you're thanking a fan or addressing a concern, thoughtful replies can make a lasting impression and set your coffee shop apart. With these templates, you can confidently respond to any type of review while staying professional and true to your brand.

## How To Best Use This Guide →

- **Save your favorite templates** for quick copy/paste replies.
- **Use automated responses** if your review platforms allow.
- **Track trends in feedback** to guide staff training and menu updates.

# Quick Tips

## General Tips For Your Responses →

- **Respond to every review.** It shows you care and builds trust.
- **Always thank the guest.** Gratitude goes a long way.
- **Don't argue.** Keep things professional, even if a review feels unfair.
- **Personalize where possible.** Mention their name, order, or experience.
- **Stay on-brand.** Keep your tone friendly, helpful, and consistent.
- **Respond promptly.** Aim to reply within 48 hours.

# Positive Review Response

## Short & Enthusiastic

Example →

Thanks so much for your kind words, [name]! We're thrilled to hear you loved [item/experience]. Can't wait to see you again soon! 🍵

## Detailed & Personalized

Example →

Hi [name], thanks a latte for the awesome review! We're so glad you enjoyed your [specific item] and had a great time at [shop name]. Your support means the world to us! 😊



# Neutral Review Response

## **Acknowledging Feedback & Offering to Improve**

Example →

Hi [name], thank you for sharing your thoughts. We're glad to hear [positive comment], and we appreciate your honesty about [concern]. We're always working to improve and hope to give you a five-star experience next time!

## **Open-Ended & Inviting Conversation**

Example →

Thanks for your review, [name]. We'd love to hear more about how we can improve. Feel free to email us at [email] so we can make things even better!



# Negative Review Response

## **Empathetic & Professional**

Example →

Hi [name], we're really sorry to hear about your experience. We take feedback seriously and want to make things right. Please reach out to us at [email] — we'd love the chance to learn more and improve.

## **Apologetic & Constructive**

Example →

Thanks for bringing this to our attention, [name]. We never want our guests to feel disappointed. Your experience isn't the standard we aim for, and we're reviewing this with our team.

# False or Misleading Review Response

## **Calm & Factual Response**

Example →

Hi [name], we're sorry to hear this feedback, but there seems to be some inaccuracies in your review. We take reviews seriously and would be happy to speak directly. Please contact us at [email] so we can better understand your experience.

## **Firm but Friendly**

Example →

Hello [name], we strive for transparency and high-quality service. We can't verify this situation, but we'd appreciate a chance to clarify. Please get in touch at [email] so we can discuss further.