



# Online Review Response Plan

## Review Monitoring & Alerts

Establish systems for actively monitoring online review platforms and receiving timely alerts when new reviews are posted.

### Frequency of Review Platform Checks (per day)

Enter a number...

### Primary Review Platforms to Monitor (Initial Focus)

- ☐ Google Business Profile
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Yelp
- ☐ Facebook
- ☐ Other (Specify in LONG\_TEXT)

### Specify 'Other' platforms (if selected above)

Write something...

### Alert Method(s) - Which methods will trigger an alert?

- ☐ Email
- ☐ SMS/Text Message
- ☐ Slack/Team Chat
- ☐ Dashboard Notification

### Review Types to Trigger Alerts (e.g., 1-star, 5-star)

- ☐ 1-Star Reviews
- ☐ 2-Star Reviews
- ☐ 3-Star Reviews
- ☐ 4-Star Reviews
- ☐ 5-Star Reviews
- ☐ All Reviews

### Describe any existing review monitoring tools in use.

Write something...

## Review Platform Prioritization

Identify which review platforms (e.g., Google, TripAdvisor, Booking.com, Yelp) are most impactful for your business and prioritize response efforts accordingly.

**Which review platforms are most impactful for your hospitality business?**

- ☐ Google Business Profile
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Expedia
- ☐ Yelp
- ☐ Facebook Reviews
- ☐ OpenTable
- ☐ Other (Specify in LONG\_TEXT)

**If 'Other' was selected above, please specify the platform(s):**

Write something...

**Estimate the percentage of total bookings/reservations originating from Google Business Profile:**

Enter a number...

**Estimate the percentage of total bookings/reservations originating from TripAdvisor:**

Enter a number...

**Estimate the percentage of total bookings/reservations originating from Booking.com:**

Enter a number...

### Which platform receives the most reviews per week?

- ☐ Google Business Profile
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Other

### Briefly explain the reasoning behind your platform prioritization. What makes these platforms particularly important for your brand?

Write something...

## Response Team & Roles

Define who is responsible for monitoring, responding to, and escalating reviews within your team. Include contact information and backup personnel.

### Primary Review Response Contact Name

Write something...

### Primary Contact Phone Number

Enter a number...

### Primary Contact Email Address

Write something...

### Primary Contact Role

- ☐ General Manager
- ☐ Front Desk Manager
- ☐ Marketing Manager
- ☐ Guest Relations Manager
- ☐ Other

### Secondary Review Response Contact Name

Write something...

### Secondary Contact Phone Number

Enter a number...

### Secondary Contact Email Address

Write something...

### Secondary Contact Role

- ☐ General Manager
- ☐ Front Desk Manager
- ☐ Marketing Manager
- ☐ Guest Relations Manager
- ☐ Other

### Platforms with Response Responsibility

- ☐ Google Reviews
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Yelp
- ☐ Facebook
- ☐ Other

## Review Response Guidelines

Create guidelines for tone, brand voice, and legal considerations for responding to reviews. This includes addressing negative, positive, and neutral reviews.

### Overall Tone of Voice Guidelines

Write something...

### Standard Greeting for Positive Reviews

- ☐ Thank you for your kind words!
- ☐ We're so glad you enjoyed your stay!
- ☐ We appreciate you taking the time to share your experience.

### Standard Acknowledgment Phrase for Negative Reviews

- ☐ We are truly sorry to hear about your experience.
- ☐ We appreciate you bringing this to our attention.
- ☐ We're disappointed to learn you weren't completely satisfied.

### **Guidelines for Addressing Specific Complaints (e.g., cleanliness, noise, service)**

Write something...

### **Prohibited Phrases or Language (e.g., arguing, defensiveness, blaming)**

- ☐ Directly contradicting the reviewer's account
- ☐ Using sarcasm or humor
- ☐ Requesting the reviewer to remove the review

### **Maximum Response Time (hours)**

Enter a number...

### **Handling Personal Information Requests (e.g., contact information for complaints)**

- ☐ Direct reviewer to contact form on website
- ☐ Provide general contact email address

## **Response Templates (Positive Reviews)**

Develop pre-approved templates for responding to positive reviews to ensure consistency and efficiency.

### **Standard Thank You Template (General)**

Write something...

### Template for Reviews Highlighting Specific Service (e.g., Breakfast, Cleanliness)

Write something...

### Template for Reviews Mentioning Staff by Name

Write something...

### Default Level of Enthusiasm (Selection)

- ☐ Very Formal & Reserved
- ☐ Professional & Friendly
- ☐ Enthusiastic & Welcoming

### Emoji Usage (Scale 1-5)

Enter a number...

### Offer Inclusion (Selection)

- ☐ Always
- ☐ Sometimes (e.g. for specific promotions)
- ☐ Never

## Response Templates (Negative Reviews)

Create templates for addressing negative reviews, focusing on empathy, acknowledgment, and resolution. Include escalation paths for complex issues.



### Template 1: Acknowledging & Apologizing (Minor Issue)

Write something...

### Template 1 Example: [Example text apologizing and acknowledging the issue]

Write something...

### Template 2: Acknowledging & Investigating (Serious Issue)

Write something...

### Template 2 Example: [Example text acknowledging, apologizing, and outlining investigation steps]

Write something...

### Desired Resolution Offer (Select One)

- ☐ Refund
- ☐ Discount on Future Stay
- ☐ Upgrade on Next Visit
- ☐ Gift Card
- ☐ Direct Contact/Call Back

### Personalized Follow-up Notes (Optional)

Write something...

### Escalation Required? (Review Severity)

- ☐ Yes - Immediate Escalation
- ☐ No - Standard Response
- ☐ Maybe - Manager Discretion

### Notes for Escalation (If Applicable)

Write something...

## Escalation Procedures

Outline the process for escalating complex or sensitive reviews to management or other relevant departments.

### Review Score Threshold for Manager Escalation

Enter a number...

### Review Type Requiring Manager Involvement

- ☐ Legal Concerns
- ☐ Privacy Violation
- ☐ Safety Incident
- ☐ Significant Financial Request
- ☐ Repetitive Negative Reviews (same issue)

### Detailed Description of Issue for Escalation

Write something...

### Reviewer Sentiment requiring Escalation

- ☐ Extremely Negative
- ☐ Aggressive or Threatening
- ☐ Contain potentially false information

### Date of Review (if critical for context)

Enter date...

### Suggested Actions for Manager (e.g., direct contact, refund, investigation)

Write something...

### Department to Notify (if applicable)

- ☐ Operations
- ☐ Maintenance
- ☐ Food & Beverage
- ☐ Housekeeping
- ☐ Management

### Escalated To (Name/Title)

Write something...

# Review Recovery Strategies

Define strategies for addressing and potentially recovering from particularly damaging or unfair reviews. This might include contacting the reviewer directly or seeking platform intervention.

## Documented Process for Contacting Reviewer (If Appropriate)

Write something...

## Maximum Time to Initiate Contact (Hours)

Enter a number...

## Contact Method Preference (If Applicable)

- ☐ Email
- ☐ Phone Call
- ☐ Direct Message (Platform)

## Template for Outreach to Reviewer (Explanation of Discrepancy/Offer of Resolution)

Write something...

## Potential Resolution Options to Offer (Check all that apply)

- ☐ Partial Refund
- ☐ Complimentary Service
- ☐ Upgrade on Next Stay/Visit
- ☐ Explanation/Clarification of Situation
- ☐ Other (Specify in Long Text)

### Specify 'Other' Resolution Option (If Selected)

Write something...

### Internal Escalation Required? (For complex review situations)

☐ Yes

☐ No

### Date of Reviewer Contact (If Applicable)

Enter date...

### Notes on Reviewer Contact and Outcome (Document all communication)

Write something...

## Legal & Compliance Considerations

Ensure all responses comply with relevant legal guidelines, including truthfulness, accuracy, and privacy regulations. Consult with legal counsel as needed.

### Summary of Relevant Privacy Laws (e.g., GDPR, CCPA)

Write something...

**Are you familiar with the platform's Terms of Service regarding review responses?**

- ☐ Yes
- ☐ No
- ☐ Need to Review

**Outline the process for handling potentially defamatory reviews and seeking legal counsel.**

Write something...

**Do responses adhere to truth-in-advertising guidelines?**

- ☐ Yes
- ☐ No
- ☐ Need to Review

**Describe procedures for handling reviews containing personal information (PII) of guests or staff.**

Write something...

**Are responses checked for compliance with non-disparagement clauses in contracts (if applicable)?**

- ☐ Yes
- ☐ No
- ☐ Not Applicable

## Training & Education

Provide training to all team members involved in review response, covering guidelines, platform best practices, and handling difficult situations.

### Review of Brand Voice & Tone Guidelines

Write something...

### Platforms Covered in Training (Select All That Apply)

- ☐ Google Reviews
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Yelp
- ☐ Facebook Reviews
- ☐ Other (Specify in LONG\_TEXT)

### Role-Playing Scenarios (Negative Review Response)

Write something...

### Number of Training Sessions Completed (per Team Member)

Enter a number...

### Preferred Training Format

- ☐ Online Module
- ☐ Live Workshop
- ☐ Hybrid (Online & Workshop)

### Last Training Completion Date (per Team Member)

### Training Documentation (e.g., presentation slides)

 Upload File

## Regular Review & Updates

Schedule regular reviews of the Online Review Response Plan to ensure it remains effective and aligns with business needs and platform updates.

### Last Plan Review Date

### Frequency of Plan Review (Months)

### Summary of Changes Made During Last Review



### Areas of the Plan Reviewed

- ☐ Review Monitoring Tools
- ☐ Response Templates
- ☐ Escalation Procedures
- ☐ Legal Compliance
- ☐ Team Training
- ☐ Platform Guidelines (e.g., Google, TripAdvisor)

### Notes and Recommendations for Future Updates

Write something...

### Overall Assessment of Plan Effectiveness (Scale of 1-5, 1=Needs Improvement, 5=Excellent)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

### Next Scheduled Review Date

Enter date...