



The Right Way to Respond to Reviews

Confidential



Good Response to a **Negative** Review



Re: Marketo

Mohan A. - 3 years ago

Hello,

I am Mohan Achar, Director of Customer Support at Marketo. I am sorry to hear your experience with Marketo Support has not been the best. We at Marketo Support are very dedicated to our customer's success.

Our Support offerings have variety of options to connect with your Marketo Experts via Phone, Email, Web and for more demanding support requirements we also offer premium support which includes accelerated SLA's, Mentoring session etc.

I would appreciate the opportunity to hear your feedback and come up with the plan of action to help you become successful with Marketo. You can connect with me through machar@marketo.com to collaborate on mutually convenient time to meet.

Thank you for being a Marketo Customer and looking forward to connecting with you.

- Mohan Achar

[Read the review of Marketo.](#)



What Made It a Good Response

- Director of Customer Support responded directly
- Acknowledged the reviewer's negative experience
- Owned up and apologized
- Listed out additional support methods
- Asked for the opportunity to come up with next steps towards a resolution
- Gave email address as point of contact



Good Response to a **Positive** Review



Response from Jessica Michaels of CallTrackingMetrics

August 26, 2015 06:26 PM CDT

Hi Chris,

Everyone at CTM appreciates it when a customer takes the extra time to write such a great recommendation. I'm going to let you in on a little secret, we are working on a new and totally awesome UI with the capability of filtering by tags and call scores, along with several other updates that our customers have requested. The new call log is scheduled to roll out towards the end of September. Stay tuned to our status messages and emails for more information.

[Read the review of CallTrackingMetrics.](#)



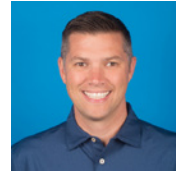


What Made It a Good Response

- Addressed the reviewer by name
- Thanked the reviewer to taking the time to share feedback
- Referenced the reviewer's specific shortcomings
- Highlighted actions being taken to solve those issues



Good Response to a **Negative** Review



Mea culpa and great Aesop fable reference

Kyle P. - 4 years ago

My name is Kyle Porter. I'm the CEO and founder of SalesLoft. Reading this review brought forth a number of emotions for me: fear and embarrassment to name a few; but the biggest of which is sadness that you did not get the customer experience you deserve.

We've had the opportunity to serve a large number of customers and always strive to exceed their expectations. This is evidenced in part by the fact that this is our only non-5 star review for Cadence, and our other product Prospector has a total of 40 - 5 star reviews and only 1 - 4 star: <https://www.g2crowd.com/products/salesloft-prospector/reviews>.

None of this matters to you though because your situation is unique to you. And it's our fault and responsibility to improve and make better.

I have a major ask of you. You do not owe it to us, but I'd like to request that you share your name with me so I can dig in deep into the account to find bugs or share ways the user experience can be improved. We've found many of our thousands of customers can use a little help from our services team to be the best they can be. If you've already contacted services, I'd like to see where that could improve as well.

I believe we can help and that this is an anomaly. I'd like to make it right. Here is my email so you can stay anonymous - kyle@salesloft.com. Will you please send me an email so I can help?

[Read the review of SalesLoft.](#)



What Made It a Good Response



- CEO responded directly
- Acknowledged the reviewer's negative experience
- Owned up and apologized
- Made an effort to dig deeper into the issue and see where things went wrong
- Outlined steps towards a resolution
- Gave email address as point of contact