

How to deal with negative online reviews:

Even if you run a top notch hearing practice, negative customer reviews are going to happen. Though you can and should do everything you can to prevent negative customer reviews, it's still important to have a plan in place for how to deal with negative reviews if and when they come up.

Here are some tips to help you deal with this kind of negative customer-sourced publicity.

1. Never Ignore It

Perhaps the worst thing you could do when it comes to negative publicity is ignore it and hope that it disappears on its own. It simply doesn't. In fact, if anything, it will get worse and worse until you handle the situation.

Assume that any piece of negative review online is an urgent action that needs attention.

2. Respond Quickly

If you respond fast, you'll be able to keep the fire to a minimum. You'll also send the message to your patients that you care and that you're paying enough attention to catch problems before they become too big.

3. Know What You Can and Can't Do on Major Sites

There are several different review sites out there – Yelp, Google, Better Business Bureau, etc. Each review site has different policies on taking down reviews and commenting on reviews. Sometimes a review may be unfair and needed to take down. Knowing what you can and can't do on these sites gives you more versatility when it comes to formulating an appropriate response.

4. Systematize It

You might be able to handle negative customer reviews on a case by case basis, but as your business grows, you'll want to develop a system for handling it instead.

Having a system for dealing with these kinds of issues will help you make sure that nothing slips through the cracks and goes unaddressed. It'll also help make sure that issues get resolved in a timely manner. There should be a clear chain of command and clear delegation of who's responsible for handling these issues.

If you follow these five tips, you'll be able to handle the vast majority of negative customer remarks that are thrown at you. Though the ideal solution is of course not to get negative remarks at all, it pays to be prepared for when it happens.