



LIONSTEP

# HOW TO: RESPOND TO POSITIVE & NEGATIVE ONLINE REVIEWS

- WHY ENGAGE WITH CANDIDATES
- BEST PRACTICES TO RESPOND

THE ULTIMATE GUIDE



## PART 1

# WHY ENGAGE WITH CANDIDATES ONLINE

Candidates trust the company's employees 3x more than the company to provide credible information on what it's like to work there.

We at Lionstep encourage to respond to all reviews on your profile - even if they are old! Responding shows that you are working on improving your brand & value your employee's perspective.

Glassdoor and Kununu are powerful platforms, where both current and former employees (anonymously) review a company/employer. *Similar to checking online reviews when purchasing a service or product, candidates do the same research during their job search.* Nowadays, when researching for a company, you can find information, such as: recent employee reviews, starred ratings and comments.

Candidates are increasingly dealing with a job search like they do with online shopping. As part of their research, candidates want to know about a company's expectations, work style and interview processes. They also leave reviews about their candidate experience.

BrightLocal found out that 88% of users trust online reviews as much as personal recommendations. The statistics endorse how vital Kununu, Glassdoor or Google listings can be to attract new employees (and customers of course).

Responding to online reviews, especially to bad ones, will improve the customer experience and in turn boost your business' reputation.

## PART 2

# BEST PRACTICES WHEN RESPONDING TO ONLINE REVIEWS

Before you start responding to reviews, it's best to formulate a strategy.

There are 4 common parts that comprise a response-to-reviews strategy:

- 1 ➔ Who will respond?
- 2 ➔ What is the process?
- 3 ➔ Voice for responding?
- 4 ➔ Cadence for responding?

**First, let's define the 4 important parts to build the response-to-reviews strategy.**

### STEP 1: WHO WILL RESPOND?

This should be someone who is qualified to speak on the company's behalf. It can be delegated to 1 person or a team, depending on the volume of reviews received. It's recommended to delegate this to: communications, recruiting, human resources or senior leadership team. They have the knowledge base & authority to reply and implement changes, based on topics presented through reviews.

### STEP 2: WHAT IS THE PROCESS?

Uber's playbook prioritizes reviews based on their urgency:

Actionable & No demand for consulting stakeholders:  
Respond in simple, clear sentences.

Actionable & Demand feedback from stakeholders: Ask for guidance & respond within 2-3 days.

Actionable & Sensitive in nature: Alert the corresponding department, and offer the reviewer a way to take the conversation offline.

Not actionable (venting/trolling/ hate speech): Provide a general comment: that you appreciate every feedback & delete hate speech if necessary.



## STEP 2: WHAT IS THE PROCESS? (CONTINUED)

In addition, Uber classifies responses into different categories to determine the appropriate workflow:

- Positive & Actionable: Thank the employee for their review, reinforce what's working and personalize the response.
- Negative & Actionable: Thank the employee for sharing feedback, acknowledge the issues mentioned & communicate what is being done to improve.
- Negative & Unactionable: If a negative review provides no explanation, still thank them for sharing feedback & invite to connect offline via email.

## STEP 3: VOICE FOR RESPONDING?

The voice and tonation of your response should represent your brand, while also having a human touch. It is very important to embody authenticity into the response. The brand voice should be consistent throughout every touch-point (also the career website).

## STEP 4: CADENCE FOR RESPONSE?

It's significant to respond to reviews in a timely manner, so reviewers remain engaged during the interaction. A fast response signifies sincerity. It shows that transparency and employee satisfaction are valued by your organization. Cadence is also dependent on the frequency and the volume at which you receive reviews.

**ONCE YOU NOTICE EMPLOYEE REVIEWS AND ENGAGE WITH THEM, POTENTIAL CANDIDATES WILL SEE THAT YOU CARE.**

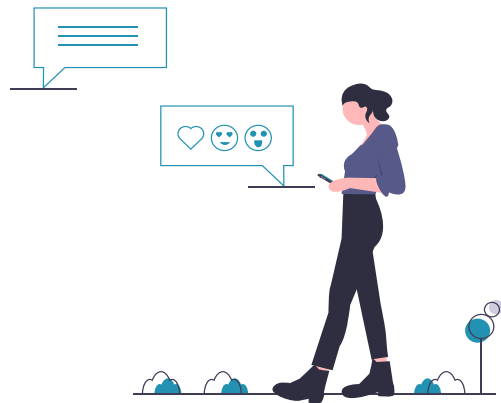
**THEIR EMPLOYER PERCEPTIONS CAN BE CHANGED.**

NEGATIVE

# RESPONDING TO NEGATIVE ONLINE REVIEWS

Many companies fear responding to negative reviews because of digital confrontation. However, bad reviews are an opportunity to improve your brand and candidate experience.

**Check out the 3-step guide to transform your negative reviews into positive experiences for candidates.**



## STEP 1: ASSESS FEEDBACK INTERNALLY

Analyze the situation before responding. Reacting to a negative review should not fuel any more anger of employees or customers. Geoff Toff says:

*"if they're angry enough (however unfairly) and care enough about getting the reaction they want from you (however petty that might be), they can spread negativity all over your reputation online, and people will probably believe it until they see a reason to think otherwise."*

Do not get emotional when it's your turn to respond to a bad review. Instead have a logical procedure in place.

## STEP 2: PUBLICLY RESPOND TO THE REVIEW

Don't hide and privately reach out to your employee, but respond to them on the platform that they posted the review (privately responding including a public response is good as well). Whether they left you a bad review on Kununu, Glassdoor or Google, do not avoid digital confrontation. Responding publicly to bad reviews shows your employees and potential customers that you care and are attentive.

## STEP 3: TARGET AUDIENCE SYMPATHY

Keep an apology short & sweet, while focusing on addressing the next steps. We encourage you to think about your target audience. Who do you really want to influence with your response (current- or future employees, customers, etc.)? Include this target group in a response. Provide solutions or actions to mitigate the issue.

**ALWAYS RESPOND TO NEGATIVE REVIEWS.  
SHOW THAT YOU CARE.**

POSITIVE

# RESPONDING TO POSITIVE ONLINE REVIEWS

Responding to positive reviews is also crucial in maintaining a powerful employer brand online. Many businesses focus their attention on responding to reviews for controlling crisis or damage. This makes sense - how often does a positive review go viral?

**BUT good reviews can empower your community and can lead to new opportunities. Especially when attracting new candidates.**



### **STEP 1: SHOW GRATITUDE**

You need to show appreciation to be appreciated. Expressing gratitude to anyone who leaves a good review demonstrates that you do more than just pay attention. It shows that you care.

This in turn can motivate others to leave a review when they see that it is actually being responded to.

### **STEP 2: HIGHLIGHT YOUR COMPANY NAME & USE KEYWORDS**

To reinforce SEO, use the company name and any relevant keywords in your response. This can increase the chance of finding the positive review with your brand name.

### **STEP 3: PROVIDE ADDITIONAL VALUE**

Be personal and address the person by their name. Focus on the feedback and see if you can offer some value in return. The way you respond can differentiate you from other brands and competitors.

Providing additional value can be done in many ways. Sharing the review to generate awareness and show attentiveness can make someone happy.

If your employee left a good review about how much they love to work at your company, offer them and your target audience something special, such as first beta testing on upcoming features - think outside the box!

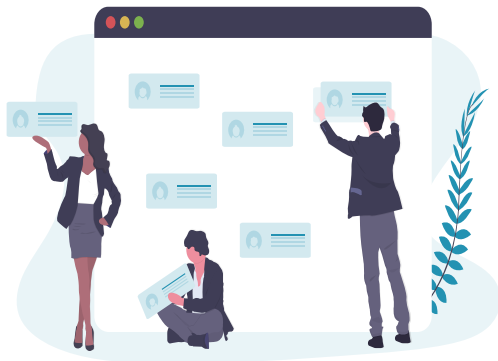
**DO MORE THAN SAYING "THANK YOU."  
DEMONSTRATE GRATITUDE.**



# ENGAGE EMPLOYEES AND ASK FOR REVIEWS.

If your company has little/or no reviews, you can ask employees for feedback. Sometimes you have to ask them, because they don't think about writing a review in the first place.

If you do ask them, it will demonstrate the company's commitment to transparency!



## **DON'T OFFER AN INCENTIVE FOR A REVIEW**

We do not recommend to incentivize your employees in any way (gift cards, promises of a party, etc.) to leave a review. An employee should not feel they were bribed to leave a review. Start today and engage with your employees!

## **DID YOU KNOW:**

### **THE REPUTATION OF A FIRM:**

- 84% of job seekers say the reputation of a company as an employer, is important when making a decision on where to apply for a job.

### **THE IMPACT ON PERCEPTION:**

- 62% of Glassdoor users agree their perception of a company improves after seeing an employer respond to a review.

### **THE EMPLOYER BRAND:**

- 96% of companies believe employer brand & reputation positively/negatively impacts revenue.

ACTIVE SOURCING AS A SERVICE

# USE LIONSTEP TO FIND YOUR NEXT CANDIDATE

If you have difficulties finding qualified talent or just simply want to expand your talentpool, we invite you to connect with our team today. Find out how Lionstep can support your recruiting process.

We have talked to over  
**15'000**  
candidates

We support over  
**500**  
customers






**CONNECT NOW**



## LIONSTEP HELPS YOU SOURCE QUALIFIED AND INTERESTED CANDIDATES.

-  Targeted addressing of suitable talents
-  Personally vetted talents
-  Transparent processes thanks to advanced technology
-  Valuable statistics on candidate feedback
-  Innovative employer branding
-  Personal success manager
-  Global presence and cross-border sourcing

## WE SUPPORT YOU IN THE FOLLOWING AREAS:

-  Marketing
-  Sales & Account Management
-  Technology Development & Data Science
-  Finance & Accounting
-  Management positions
-  and many more...

