

# 5 replies you can copy for your next awkward review

Free PDF. Five real review situations, three tone variants each. Copy, paste, post.

**From ReviewReplyAI**

[reviewreplyai.net](https://reviewreplyai.net) | [support@reviewreplyai.net](mailto:support@reviewreplyai.net)

Each reply is under 100 words. British English. Edited and ready to post. Always read and adapt before you publish — the best reply is the one that sounds like your business.

## 1. Slow service on a busy night

### Review left on Google:

*"Waited 45 minutes for two coffees on a Saturday. Tables were dirty. Staff didn't seem to care. Won't be rushing back."*

### Three replies you can post:

#### CALM

Thank you for being honest. A 45-minute wait on a Saturday is not what we aim for, and we are looking at what slowed us down that day. We have spoken with the team about keeping on top of tables during the busy spell. If you can email us we would like to make it right and welcome you back.

#### APOLOGETIC

I'm sorry — a long wait, and on top of that dirty tables, is the opposite of what we want for our guests. There is no excuse for the way it felt that day. Please get in touch so we can put this right. We will do better next time.

#### FIRM

Thank you for the feedback. We do not accept the standard you describe, and we are reviewing the rota and floor plan for Saturday afternoons. We would value the chance to discuss this directly — please email us.

## 2. Cold food or wrong order

### Review left on Google:

*“Ordered the fish and chips. Chips were cold and the salad looked like it had been out all day. Won't order again.”*

### Three replies you can post:

#### APOLOGETIC

I'm sorry the food wasn't up to standard — that is the most basic thing we owe you. We have spoken with the kitchen about temperature checks and plating between orders. Please email us so we can make this right and invite you back.

#### PROFESSIONAL

Thank you for the feedback. We hold ourselves to a high standard on food quality, and what you describe does not meet it. We are reviewing our kitchen workflow to make sure hot food reaches the table and salads are freshly plated. We would welcome the chance to put this right - please get in touch.

#### FIRM

Thank you for telling us. We do not accept the standard you describe. Our kitchen team has been reminded of plating and temperature standards, and we are auditing those on every shift this week. Please contact us if you would like to discuss this further.

### 3. Late or missed appointment

#### Review left on Google:

*“Turned up 5 minutes early for my appointment and waited 30 minutes. No apology, no explanation. Won't be coming back.”*

#### Three replies you can post:

##### CALM

Thank you for letting us know. A 30-minute wait with no explanation is not acceptable, and we are reviewing how we communicate delays on the day. We would value the chance to put this right — please email us.

##### APOLOGETIC

I'm sorry. You took the time to arrive early and we kept you waiting with no acknowledgement. That is on us. Please contact us so we can make this right.

##### FIRM

Thank you for the feedback. We do not accept the standard you describe, and we have put a new process in place so the front desk updates every waiting customer within five minutes of any delay. Please contact us if you would like to discuss this further.

## 4. Rude or dismissive staff

### Review left on Google:

*"The person at the desk was rude when I asked a simple question. Made me feel like I was wasting their time."*

### Three replies you can post:

#### CALM

Thank you for telling us — that is not the experience we want anyone to have. We have spoken with the team member concerned. We would welcome the chance to put this right, and we would value your email so we can contact you directly.

#### FIRM

Thank you for the feedback. We do not accept rudeness from any member of our team, and we are addressing this with the person involved. We would like to discuss this with you — please email us.

#### APOLOGETIC

I'm sorry. Being made to feel like a burden is the opposite of how we want to treat people. We have spoken with the team and are reviewing how we handle busy periods. Please get in touch so we can make this right.

## 5. Unfair one-star — what to write when the review is wrong

### Review left on Google:

*“1 star. Never went here. Don't know why this is showing up on my profile. Ignore.”*

### Three replies you can post:

#### FIRM

Thank you for taking the time to flag this. We have reported the review to Google as it does not relate to a genuine customer experience. If you would like to confirm this is not your review, please email us and we will follow up directly.

#### PROFESSIONAL

Thank you for the review. We have no record of a visit matching this, and we have raised it with the platform for review. If you are able to contact us we would like to understand the situation further.

#### CALM

Thank you for getting in touch. We cannot find a visit that matches this and have asked the platform to take a look. If you would like to discuss this with us, our email is below.

## **What next?**

If you'd like a tool that drafts replies like these in seconds, try ReviewReplyAI — it's free for 10 replies a month, no card required.

### **[reviewreplyai.net](https://reviewreplyai.net)**

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