## *Start* with a greeting

# Hi/hello (username)"

**TIP:** To make it more friendly, greet users in their language and continue with a response in English.

**Templates for replying to negative reviews** in App Store and Google Play. We looked through thousands of responses from market leaders and created a number of templates that can be used when replying to negative app reviews. Mix them to get hundreds of ready-made and friendly-looking templates. And remember that users' preferences and expectations vary depending on an app's or game's topic, so make sure to adjust them according to your company's tone of voice.

**Emma**

# Continue with 1 ...an apology

### Emma
★ ☆ ☆ ☆ ☆

- Sorry to hear about the trouble with [problem mentioned]

- Sorry for the inconvenience

- We would like to apologise for the service you experienced with us

- Our apologies for any inconvenience

- It's a shame to hear this

- That doesn't sound right!

- We're sorry to hear that your experience with us was less than satisfactory, as this is certainly not the kind of experience we wish for our users to have

- We're so sorry for the frustration this has caused.

- We are (terribly) sorry for the trouble/issues/ inconveniences with [the problem]

- this certainly sounds like a frustrating experience.

- We are sorry to hear about that

- We would like to apologise for the service you experienced with us.

## 2 ...and thanks for flagging issues.

### Carla
★ ☆ ☆ ☆ ☆

- Thank you for your feedback on the app.

- Thank you for your feedback.

- Thank you for flagging this

- Thank you for your feedback and for raising this issue

- Thank you (so much) for your feedback

- Thanks for taking time and share your thoughts/feedback

- Thanks for taking the time to rate our app/game

- Thanks for your review

- Thank you for taking the time to help us improve [name of your app]!

- Your opinion means a lot to us

- We truly appreciate your feedback/review

- Thank you for reporting this issue

- Thank you for reporting the issue, we are working towards a fix.

# Then ask for more details...

**Helen**

★ ☆ ☆ ☆ ☆

- We would love for you to try our services again, please do get in touch with us on our email [email] or call our support line — stating your account email, so that we can further look into it and prevent it from occurring again

- Could you share more details with us about the functional issues you were experiencing? We will be happy to look into this. [link to the form or email]

- Please share more details with us via this form so we can look into this [link]

- Can you give us more information via this form [link] so that we can investigate.

- Please help us understand the challenge you are facing in depth. Please submit the details in this form: [link]  We'll ensure to look into it.

- Our customer service team could look into this for you. You can send an email to [email] (please make sure to mention the issue in the title) or you can reach out here [link].

- Please feel free to reach out to our support team via the app, Facebook Messenger, or Twitter DM and we'd be happy to troubleshoot this with you.

- Could you please contact us directly from the app [instruction] and we will try to fix this problem

- Could you please contact us directly at [email] and send screenshots of the bug you referred to

- We would love to solve this issue. Could you please tell us more about it over email [email].

- We would love to take a look at [the problem mentioned in the reivew], so that we can prevent it from happening in the future. Please, share details via [email/helpdesk]

- Our team would love to help. Please send us more details to [email/helpdesk]. This will help us make our app better.

- We'd love to understand what went wrong in our app/game. Could you send us more details to [email/helpdesk]?

- Could you please clarify what exactly you didn't like about the app?

- We are really upset that you are dissatisfied with the app. Please tell us what can be improved to change your opinion?

- Please call us at [phone number] or email us at [email] to provide more information to help us fix it.

- Please send us a message at [email/FAQ/helpdesk] so that we'll be able to support you further

- We would love to review this in detail, please submit a ticket through [email/helpdesk]

# 4 and send an instruction on how to solve the problem

**Rose**
★★★☆☆

- This could have happened due to a variety of reasons, could you please try our troubleshooting tips to figure out what might cause the issue to happen? Please follow this instruction [instructions or link to your help section]

- For issues related to [issue], please visit [help centre's url] . If the problem still persists, please write to us at [url/email] and we'll investigate

- This can happen for a number of reasons like [mention reasons]. Please try [troubleshooting instruction]. If the problem still persists, drop in the details at [email].

- We are aware of the issue with [issue] and we are actively working on it. For the time being, could you please try a few troubleshooting steps to see if anything helps: [instruction]

- Here is an article from our help centre that will help you solve the issue [link]

# 5 Don't forget some nice words in the end...

- Any information shared through [url] would be very appreciated

- Thanks for your cooperation.

- We hope your next visit with us will be much smoother.

- We appreciate all feedback, as this helps us improve our product.

- Wish you a smooth experience again.

- Our Support Team is reviewing your case in more detail and will be in touch as soon as possible.

- Feel free to let us know if you have any other questions.

- We would be happy to investigate your case further.

## ...and your signature

- [app's name] Support team

- [Your name] from Support team

- Regards, [your name]

# Bonus tips

## Update your response with the progress of your issue fix
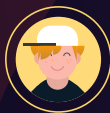
**Elliot**
★ ★ ★ ☆ ☆

- This issue was fixed.

- We are still working on fixing this issue.

- [Name of the issue] was fixed

- Our Support Team is reviewing your case in more detail and will be in touch as soon as possible.

- I'm glad to inform you that the situation has been resolved.

- We're glad to inform you that the issue you were reporting about has been fixed.

## Ask for updating their review and rating

**Christian**
★ ★ ☆ ☆ ☆

- Could you let us know what we can improve the app to get your higher rating?

- We hope to improve your [the app] experience and your star rating

- We hope you'd reconsider your previous rating

- Can you please update your star rating to match the feedback/comment/review you made?

- Please feel free to update your rating later if you are happy with the app

- We hope it'll improve the way you feel about [app name]

- Would you mind updating your review if you are happy with the app or share more details on how we can improve it?

Remember you can cut the first response time by delegating your routine to automation. Here is a comprehensive guide on Review Management Automation from AppFollow. [LINK]

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