

Review response examples and decision guide

Choose whether a public reply helps, then adapt the words to facts you know. These synthetic examples are editable starting points, not ready-to-send responses or a substitute for a manager decision.

Use the worksheet

1. Read the whole review, confirm the correct branch and identify the issue or request. Stars alone do not determine the response.
2. Use only facts from the review or verified records. Do not reveal private records even when you believe they support the business.
3. For praise, acknowledge a specific detail only when it was actually mentioned. For vague criticism, ask for a private contact without inventing the visit.
4. For a service complaint, acknowledge the stated concern, explain the next authorized step and omit unapproved refunds, remedies and timelines.
5. Hold safety, discrimination, medical, legal or sensitive personal issues for the responsible person. Use an official private channel when appropriate; do not ask for sensitive details in a public reply.
6. Review the final text and submit separately with actual authority. Record submission and later public visibility separately. Do not offer rewards, pressure a reviewer or make help conditional on changing a review.

Open and reuse

Download review-response-decision-guide.csv and keep an untouched master copy. Open or import it as UTF-8, comma-separated CSV in your spreadsheet app. All columns are text; no formulas, macros or external data connections are included. Set reference, phone and date columns to Text if your app changes them. Delete synthetic example rows before using your own records. Add rows as needed and restrict access to completed copies.

CSV files do not preserve column widths or text wrapping. After importing, select the populated cells including headers and turn on wrapping (Google Sheets: Text wrapping > Wrap in the toolbar). Widen columns containing long descriptions and check that every row is fully visible. Save your working copy in the spreadsheet application's native format to retain this layout; downloading it again as CSV does not retain formatting.

Worked decision

Every row is fictional. The blank sensitive-case response is intentional: the next action is review by the responsible person, not automatic wording. "Not sent" is a preparation status and must not be interpreted as platform publication.

Scope and privacy

No customer quote, business result, legal advice or guaranteed removal is included. Keep support available independently of review sentiment. Do not copy the same wording to every review.

Sources checked October 18, 2026

- <https://support.google.com/business/answer/3474050?hl=en>
- <https://support.google.com/contributionpolicy/answer/7400114?hl=en>

Printable records

Keep completed copies private. Examples are illustrative, not customer results. Print at actual size on Letter or A4. Copy blank records as needed.

Record 1 / 5

Synthetic situation	Praise with a specific detail
Decision before reply	Use only the detail actually stated
Editable example	Thank you for sharing your experience. We appreciate your feedback about [detail actually mentioned].
What to verify or change	Replace the bracketed text or remove that sentence.
Publication status	Not sent

Record 2 / 5

Synthetic situation	Low rating without an explanation
Decision before reply	Do not invent the reason
Editable example	Thank you for your feedback. If you would like to share more, please contact us through [official business channel] so the responsible team can look into it.
What to verify or change	Use an actual monitored channel; do not request personal details publicly.
Publication status	Not sent

Record 3 / 5

Synthetic situation	Waiting-time complaint
Decision before reply	Check the concern with the branch
Editable example	Thank you for telling us about the wait. We would like to understand what happened. Please contact us through [official business channel] so we can review the details privately.
What to verify or change	Do not claim the issue was fixed or promise a remedy before authorization.
Publication status	Not sent

Record 4 / 5

Synthetic situation	Safety or sensitive allegation
Decision before reply	Hold for the responsible manager
Editable example	
What to verify or change	A generic template may be inappropriate; no automatic response.
Publication status	Held

Record 5 / 5

Synthetic situation	Suspected policy violation
Decision before reply	Assess the reporting route; do not accuse publicly
Editable example	
What to verify or change	Reporting does not guarantee removal. Do not demand review changes in exchange for service.
Publication status	Not sent