



CLIENT CASE STUDY



LAMB.AGENCY



**TRANSFORMING YOUR ONLINE
REPUTATION FROM NEGATIVE TO
POSITIVE AND MAINTAINING
SUCCESS WITH ONLINE REVIEWS.**

NEGATIVE REVIEWS IN A RESTAURANT'S WORLD



In this realm where taste buds reign supreme, every review is a piece of candy-coated insight. A single unsatisfied customer can wield surprising power. Their dissatisfaction can spread like wildfire through online review platforms, becoming cautionary tales for the wary diner. Whether it's the soggy fries, the undercooked steak, or the indifferent service, negative reviews can leave a restaurant feeling extremely vulnerable.



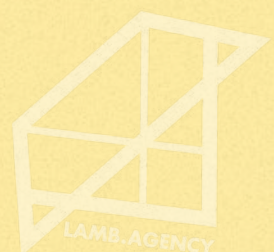
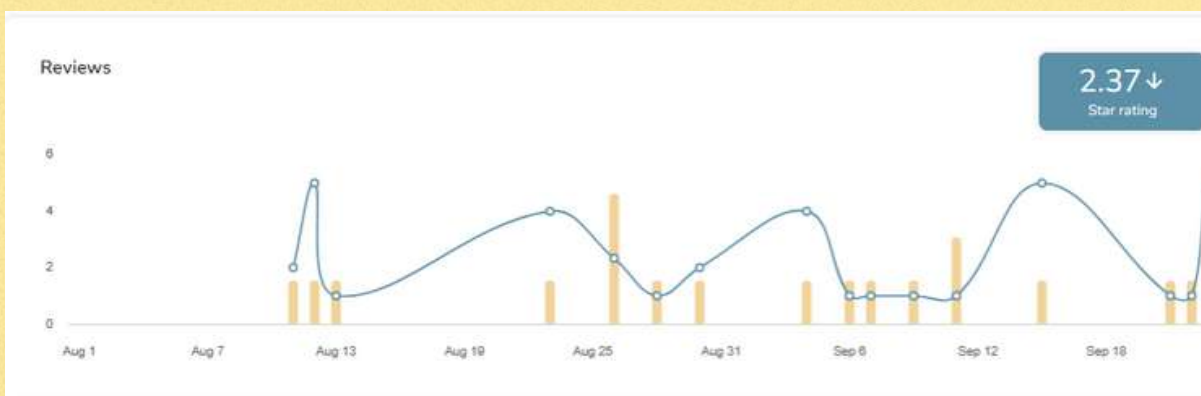
"Waited roughly 20 minutes for our drinks and the place wasn't even that busy. The food was tasty but very small portions, I know how big a 250g steak is and that wasn't it. Very underwhelming experience"



"Service was poor and the food was below average. Waited 40+ min for our sushi and main meals. Really disappointed in the service and quality."

CLIENT:

Our client, a unique restaurant & celebration dining establishment, was constantly facing harsh 1 star feedback. It leaves a restaurant owner and a digital agency wondering "What am I doing wrong?". Take a minute and discover how this establishment, with our help, went from a 2.3 star rating to that satisfying 4.2 star rating, in the span of 7 months!



3 KEY INGREDIENTS FOR 5 STAR RATINGS



ONE

COMMUNICATION

Communication is the backbone of any restaurant operation, especially when managing your online reputation. Fostering clear communication can significantly enhance your ratings:

- Ensure all staff members know the importance of customer satisfaction and reviews. Provide training on these points and have team meetings/discussions about reviews become the norm.
- Actively engage with customers online and offline. Encourage their feedback! How else will you know what is satisfying them, and what is not?
- Maintain open lines of communication with your social media agency. Provide them with insights into in-store occurrences, your business objectives & strategies.

TWO

ALIGNMENT

Hey owner, yes you! Don't be a loner. It is so important for you to align your strategies, expectations and visions with not only your team and staff, but also with your social media agency. Once these are communicated with your team and agency clearly, you will see a unified vision and commitment. Whether it's with customer interactions in-store, or online promotions of your deals, everyone is on the same page. Cohesive and customer-centric approaches drives positive online reviews.

THREE

ACTIVITY

We know that negative reviews can scare one away from social media and customer interactions. However, it's key to stay active both on social platforms and in-store. It allows you to showcase your brand's values and those positive reviews you do receive online. Being active in-store, checking up and interacting with customers can instantly turn their experience from a 1/5 to a 5/5! Don't shy away, stay active!



OUR STRATEGY & ADVISE AS AN AGENCY IN THIS SCENARIO



1. HAVE A PLAN!

Ensure that you implement a plan which will be followed by the agency, client and the restaurant's team. Set up feedback and review systems, train staff members and ensure that everyone is on the same page before answering reviews & reaching out to customers.

2. DON'T SPIRAL!

Take control of the situation. Refrain from letting bad reviews spiral out of control with more negative experiences. Customers online tend to share their bad experience to connect with someone else's bad experience.

Stay calm, and respond promptly to these reviews addressing specific concerns. Maintain professionalism by offering solutions and learning from the feedback. Focus on quality in-store and online to combat these reviews.



3. DO THE RIGHT THING!

Customers want to be heard and validated. Every customer's experience is different, and every negative experience is perceived differently. Ask yourself why they were dissatisfied, and open your space for discussion.

Ensure that the root of the customer's dissatisfaction is resolved. Refund fairly, but don't expect free meals or vouchers to fix matters without doing the hard work of addressing the concerns and making changes in your service delivery

4. THE SILVER LINING IS LEARNING!

Managing bad reviews and online negativity can be challenging, but it also presents opportunities for growth. With steady and constant management of these negative situations from the restaurant team, owner and social media agency, the rain cloud of 1 stars will clear up. By listening to your customers you have incredible opportunities for learning. Working consistently at improving the areas of learning will result in working on the right areas of concerns, at the right times.

Facing negative review situations can be intimidating, but it's so worth it when you look at the success of your restaurant's reputation management.

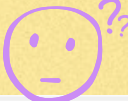


THE RESULTS



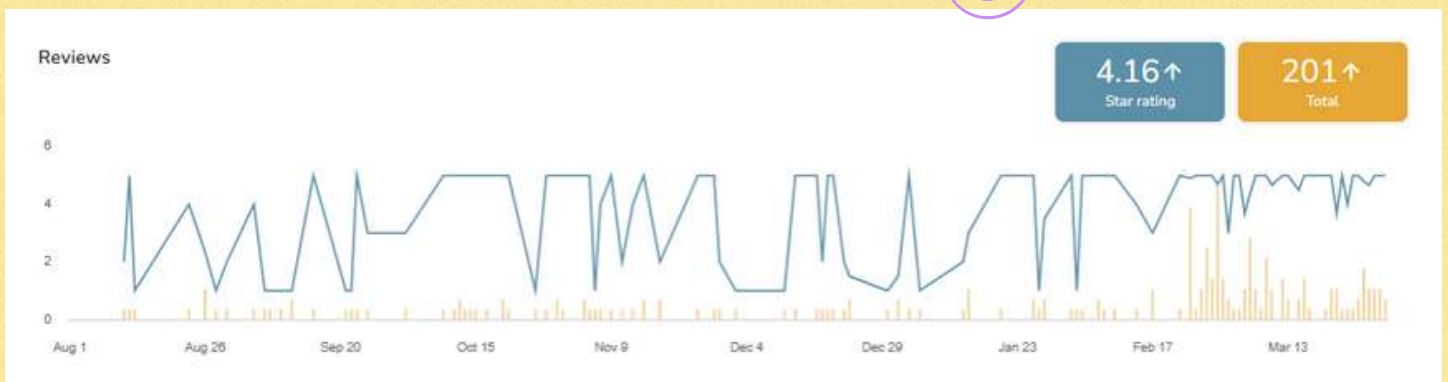
Our strategic approach, close and consistent communication, together with the restaurant's efforts and hard work in the area of improvements, resulted in a delightful assortment of positive feedback.

Like unwrapping your favourite candy, the sweet reviews rolling in brought us pure joy!

AFTER 3 MONTHS 



SPAN OF 7 MONTHS 



Reviews

Reviews from the web

Facebook

4.6/5

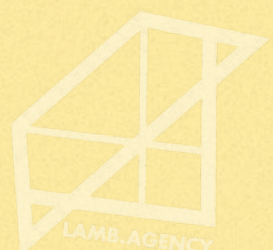
38 votes

Google reviews ⓘ

4.2 ★★★★★ 341 Google reviews

CURRENT CLIENT RATING

(A sweet, sweet 4.2 stars on Google & 4.6 stars on Facebook!)





ABOUT US

We whip up fresh ideas constantly and our endless creativity is a sweet spot for every client we get to work with.

We also love impactful strategies, that make a difference, so expect us to refer to our sweet strategies often. Our strategies achieve results, and we are proud of that.

In short, we're really the sweetest agency you'll find, a team of dedicated digital professionals delivering services that make a difference for our clients since 2011.

So if you feel like you're just randomly grabbing candy from a bag of sweets, when you know you should be more strategic about your brand and marketing, then let us know.

We can make it sweet and easy.

LAMB.AGENCY



WANT RESULTS LIKE THESE?

LET'S WORK TOGETHER!

TALK TO US



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