



TEMPLATES FOR HIRING PROS

How to Respond to Reviews



INTRODUCTION



Feedback doesn't have to be scary. **Both positive and negative feedback are what drives change**, and helps people and organizations grow and improve.

Plus, feedback, including reviews published on Glassdoor, is a two-way street. When employees share their opinions about working at your company, you can **join in the conversation and share your side too, for [free](#)**.

Need help getting started? We've got you covered. These templates will give you exactly what you need to communicate with current and former employees leaving reviews, and importantly, anyone reading them as well. You'll quickly learn how easily you can turn the feedback loop into a critical recruiting mechanism that will help you fill your pipeline with informed and engaged candidates.



SECTION 1

**Results of Responding
to Reviews**

Reviews are an important piece of your candidate's job search. In fact, **86% of employees/job seekers are likely to research company reviews and ratings** when deciding where to apply for a job.¹ Those reading reviews aren't just skimming the surface. A majority (65%+) of Glassdoor users **read at least 5 reviews before forming an opinion of a company**, making them some of the most informed candidates on the market today.²

But what if your company's reviews are less than glowing? Or, you want to give your opinion about something an employee has shared? The antidote for this problem is simple. **Respond to your company's reviews.**



In fact, 80% of job seekers that read reviews on Glassdoor say their perception of a company improves after seeing an employer respond to a review.³



Responding to reviews has positive impacts beyond impressing prospective candidates. It can also impact your company's bottom line and determine its future success. Having trouble convincing leadership of this? **Try these proof points:**

✓ **IMPACT ON RECRUITING.**

The average cost per hire is \$4,129,⁴ but companies with **bad reputations pay 10% more per hire.⁵**

✓ **IMPACT ON EMPLOYER BRAND.**

Of Best Places to Work companies, which financially outpaced the S&P 500 by 295% between 2009 and 2019,⁶ **more than half (56%) respond to reviews.**

✓ **IMPACT ON BUSINESS PARTNERSHIPS.**

Salesforce leverages company and **CEO ratings on Glassdoor as leading metrics** in deciding which companies to potentially acquire.⁷

1. Source: Glassdoor/Harris Poll, September 2019, US; 2. Source: Glassdoor.com U.S. Site Survey, November 2019; 3. Source: Glassdoor.com U.S. Site Survey, November 2019; 4. Source: SHRM Human Capital Benchmarking Report, 2016; 5. Source: Harvard Business Review, March 2016; 6. Source: What's Culture Worth? Stock Performance of Glassdoor's Best Places to Work 2009 to 2019, Glassdoor, May 2020; 7. Source: Quartz, October 2016



SECTION 2

**The Rules of Reviews
and Responses**

In order to gather balanced and actionable feedback for employers, Glassdoor asks employees to include “pros,” “cons” and “advice to management” in their reviews.

Glassdoor also maintains strict [community guidelines](#) to **ensure all reviews and responses are helpful, balanced and authentic**. Reviews go through a two-touch content moderation process which includes both a technological review and sometimes, human review as well. If reviews or responses do not abide by these guidelines, they will not appear on our site.



To make sure your responses are within our community guidelines:



- 1 Be courteous and professional.
- 2 Do not include the name of the individual who you believe wrote the review.
- 3 Do not threaten the writer of a review with legal or other punitive action.

ACTION TIP

[Read the Community Guidelines](#) in their entirety.

Responding to Reviews

Best Practices

- ✓ Ensure title and name of responder is correct
- ✓ Draft responses in Word or Google Docs to allow for proper editing of spelling, grammar and tone
- ✓ Say “Thank You”
- ✓ Acknowledge positive feedback
- ✓ Address specific concerns honestly
- ✓ Take the high road
- ✓ Avoid corporate jargon
- ✓ Offer to take the conversation offline



When it comes time to formulate your response, in addition to following the best practices, we recommend keeping the three As in mind:

- 1 Acknowledge.** Oftentimes people are looking for you to acknowledge a problem rather than offer an empty apology. Be transparent about explaining the current situation, and/or offer insight into what’s being done make changes.
- 2 Articulate** your position, stick to the facts. Offer data and research to back your position to keep your emotions out of your response.
- 3 Advise.** Your response is not just for the current or former employee who reviewed your company, it is also for prospective candidates. Advise future candidates on what they can do to have the best possible experience.

Test Your Knowledge

Let's put the best practices to work! Read the following responses to reviews and determine whether the responses follow the best practices and community guidelines.

1

Response

Thank you for taking the time to share your feedback. From the top down, the key to our business is our commitment to not only customer service, but to our associates. Because taking care of associates is one of our core values, we're always looking for ways to ensure our associates have equal access to growth and development opportunities. We strive to provide an environment where associates feel they're valued, treated fairly and respected. Our associates are encouraged to provide further feedback to feedback@businessxyz.com.

2

Response

Julie, I know you may not approve of our modified commuter benefits, but we don't have the funds right now to cover all commuter costs as our employee base has grown too large. If you can't be appreciative of the benefits that you do receive then we may not be a good fit for you any longer...

3

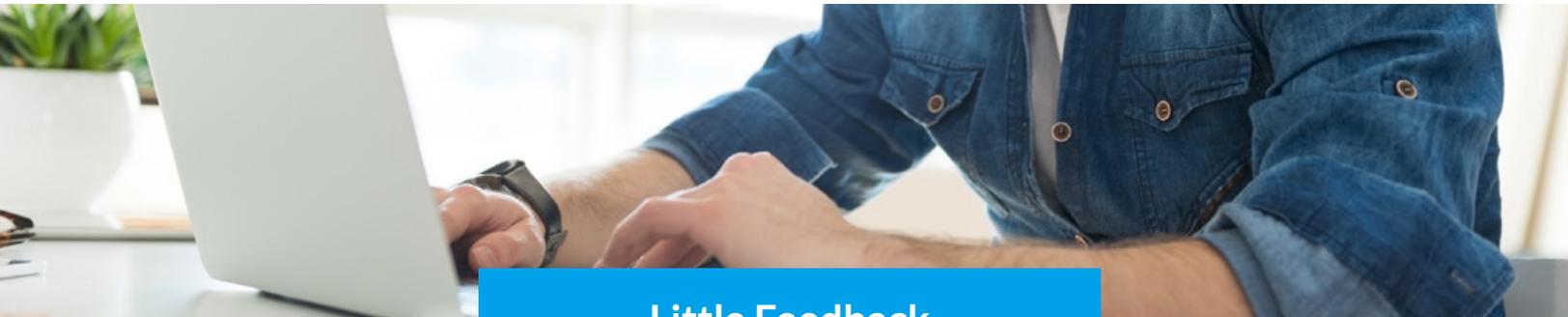
Response

Thank you for taking the time to write a thoughtful review! We appreciate hearing about your personal experience and are glad to learn that you enjoy working with your team members and our unique work perks. We care very deeply for our employees and like to provide fun benefits like bagels on Fridays and chair massages every quarter. We are growing quickly which presents its challenges. We are dedicated to always improving our benefits package, which includes providing 401k matching in the future. If you'd like to provide further feedback please email me at feedback@businessxyz.com.

Key: 1. Yes 2. No 3. Yes

Responding to Reviews Flowchart

Now that you've successfully identified the right way to respond, let's take a look at different ways you can tackle reviews as an organization, including stakeholders to include in the feedback loop depending on the content of the review.



Little Feedback

Positive

Review Example:

Pros: I love working for this organization. This is the best place I've ever worked!
Cons: I don't have any cons.



Response:

Thank you for taking the time to provide feedback. We appreciate your input and are happy to hear you're enjoying your experience here. If you have any further feedback to share please email us at feedback@businessxyz.com.

Negative

Review Example:

Pros: I don't have anything positive to say.
Cons: This organization is completely backwards. Terrible work environment and I regret every day I spent in this office.



Response:

Thank you for taking the time to provide feedback. We'd love to learn more about your experience and how we can improve. Please email us at feedback@businessxyz.com.

You should be responding to every Glassdoor review, however, some will have a higher level of urgency than others. We've color coded these common review types to help you prioritize your own reviews and help you decide which to tackle first.

-  Mildly urgent
-  Urgent
-  Very Urgent

Responding to Reviews Flowchart

Compensation & Benefits

Review Example:

Pros: Great work/life balance and a lot of growth opportunities.

Cons: The compensation is below the average for the greater Boston area. Benefits aren't great either. No 401k and PTO policy isn't ample in comparison to other companies I've worked for in this industry.



Not planning to make a change to compensation or benefits:

Thank you for taking the time to provide your feedback. We've made a conscious decision at this time to not make any adjustments to our compensation and benefits packages. After doing extensive evaluation of our packages in comparison to other employers in the area as well as our industry, we find that our compensation and benefits, while not above average, are fair. If you would like to discuss your benefits and compensation package further, please email feedback@businessxyz.com.



Planning to make a change to compensation or benefits:

Thank you for taking the time to provide your feedback. After evaluating our benefits and compensation packages and comparing them to our competitors in the area, we've found that it's time for us to adjust our package to ensure we're providing our employees the benefits and compensation they are comfortable with. Be sure to keep an eye out for updates from our HR department. If you'd like to discuss issues you have with our compensation and benefits in more detail, feel free to email us at feedback@businessxyz.com.

Policy

Review Example:

Pros: The people that work here are amazing, they are very smart and I'm always learning from my co-workers.

Cons: We have a maternal leave policy but not a paternal leave policy. Because there isn't a policy in place, I felt discouraged to take time off when my child was born.



Not planning to change policy in question:

Thank you for taking the time to provide feedback. The reason have a maternal leave policy and not a paternal leave policy is because we have found that most new dads utilize their PTO to fulfill this need. It is not meant to discourage men from taking leave to be with their family. If you'd like to share further feedback, please email at feedback@businessxyz.com.



Planning to make a change to policy in question:

Thank you for taking the time to provide feedback. We want our employees to know that their priorities are our priorities. We don't want any employee to feel discouraged to take time to be with their family. We are taking this feedback seriously and we are developing a paternal leave policy that mirrors our maternal leave policy. If you'd like to offer more feedback please email us at feedback@businessxyz.com.

ACTION TIP

Deliver feedback to stakeholders.

■ Mildly urgent ■ Urgent ■ Very Urgent

Responding to Reviews Flowchart

Leadership

Review Example:

Pros: Great benefits! Very ample vacation policy and good health care options.

Cons: Big changes are made without consideration for all who may be affected. Many initiatives that would have positive implications for employees start at the top and never make their way down.

General leadership issue:

Sync with HR to formulate a plan to resolve the problem and how to communicate that plan in your response.



Response for general leadership:

Thank you for taking the time to provide feedback. When decisions are made at the top many factors come into play. One of them is the way it will impact all of our employees. We often have to make long-term business decisions that could have negative implications in the short-term. If you bear with us during our time of growth, I believe that our whole company will feel positive impact. I'd be happy to discuss any other feedback you may have. Please email us at feedback@businessxyz.com.

Specific member of your leadership team is called out by name or job title:

Work with that individual to formulate a response and post the response from that individual.



Response for specific member of leadership team:

Thank you for taking the time to provide feedback. When I make decisions, many factors come into play. One of them is the way it will impact all of my colleagues in the sales org. Often, I have to make long-term business decisions that could have negative implications in the short-term. If you bear with me during our company's time of growth, I believe that our whole company will feel positive impact. I'd be happy to discuss any other feedback you may have. Please email us at feedback@businessxyz.com.

ACTION TIP | Deliver feedback to leadership at your company. Bonus points if you turn this feedback into goals for leadership.

■ Mildly urgent
 ■ Urgent
 ■ Very Urgent

Responding to Reviews Flowchart

Culture

Review Example:

Pros: There's a lot of potential for growth here!

Cons: There's no team mentality in the engineering department. Everyone acts like they are individual contributors even though our organization is divided into teams. We're all so overworked there's not time for collaboration or to get any help because everyone is already working weekends to get their work done. I've also experienced discrimination in this department as one of the only women on the engineering team.



Response for HR or legal violation:

Thank you for taking the time to provide feedback. We appreciate you letting us know what is going on in regards to harassment and we take these concerns very seriously. So that we can address this, please email me at legal@businessxyz.com.

Work/life balance



Response from department head:

Thank you for taking the time to provide feedback. We are working to implement initiatives to encourage employees to unplug during the weekends. This kind of shift begins with our managers, so we will also be building in manager training to encourage employees to unplug when they leave the walls of our office. If you'd like to provide further feedback or ways that we could help implement better work/life balance please email us at feedback@businessxyz.com.

Co-workers



Response from department head:

Thank you for taking the time to provide feedback. It's important that we recognize different working styles within the engineering department. Knowing that we need to work to facilitate more collaborative working styles, I will be planning a hackathon in which the department will be divided into teams to encourage cross functional work. If you wish to provide further feedback or have ideas on how I could help you thrive in our working environment, please email us at feedback@businessxyz.com.

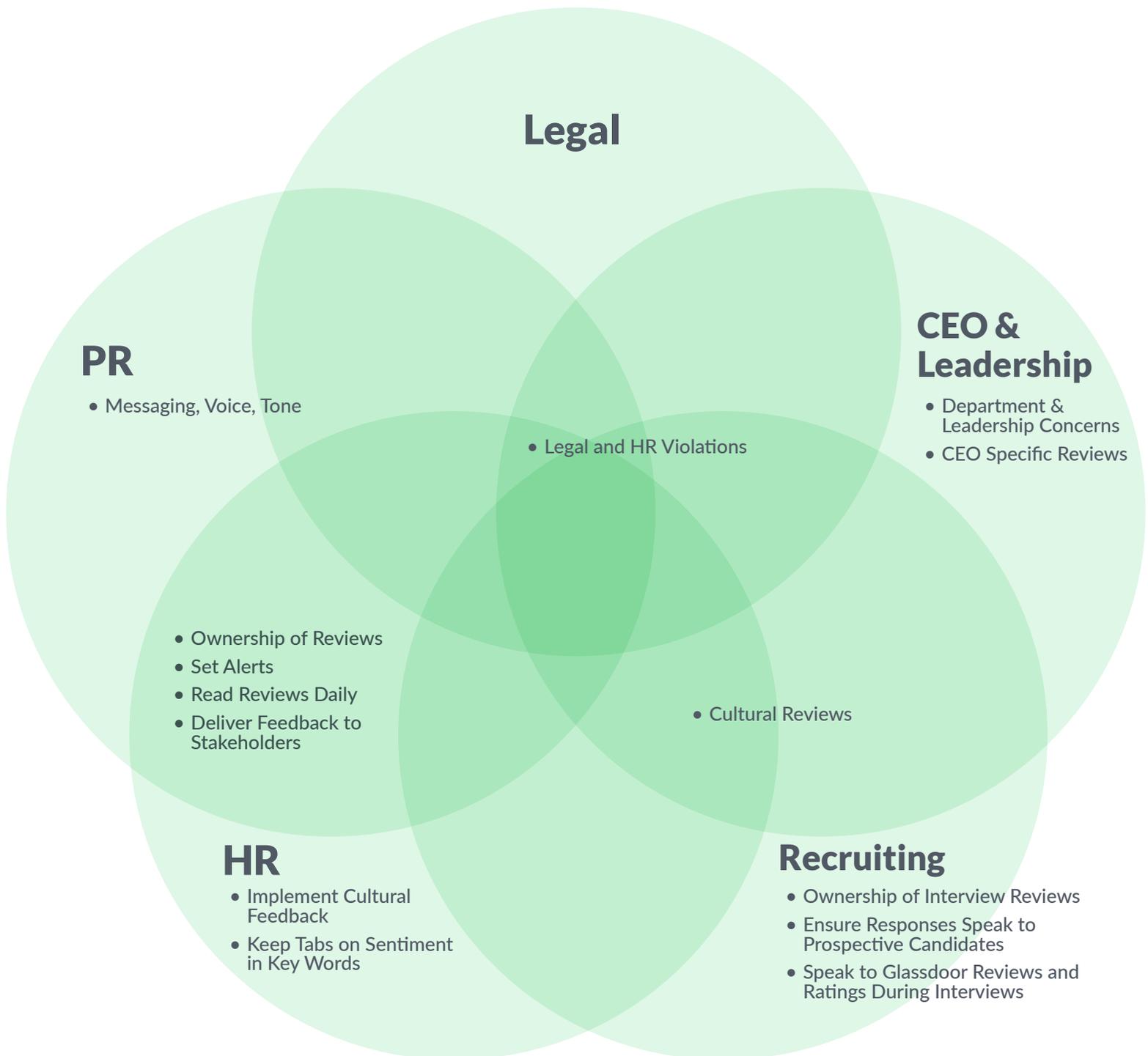
ACTION TIP

Deliver feedback to leadership and others that take ownership for your company culture. Bonus points if you include positive feedback in your unique employer value proposition.

■ Mildly urgent ■ Urgent ■ Very Urgent

Roles and Responsibilities

You don't have to take on responding to reviews on your own. Make sure you enlist the right people to help you address your reviewer's concerns. **Here's how you can share responsibilities across HR, PR, Legal, Recruiting and Leadership:**



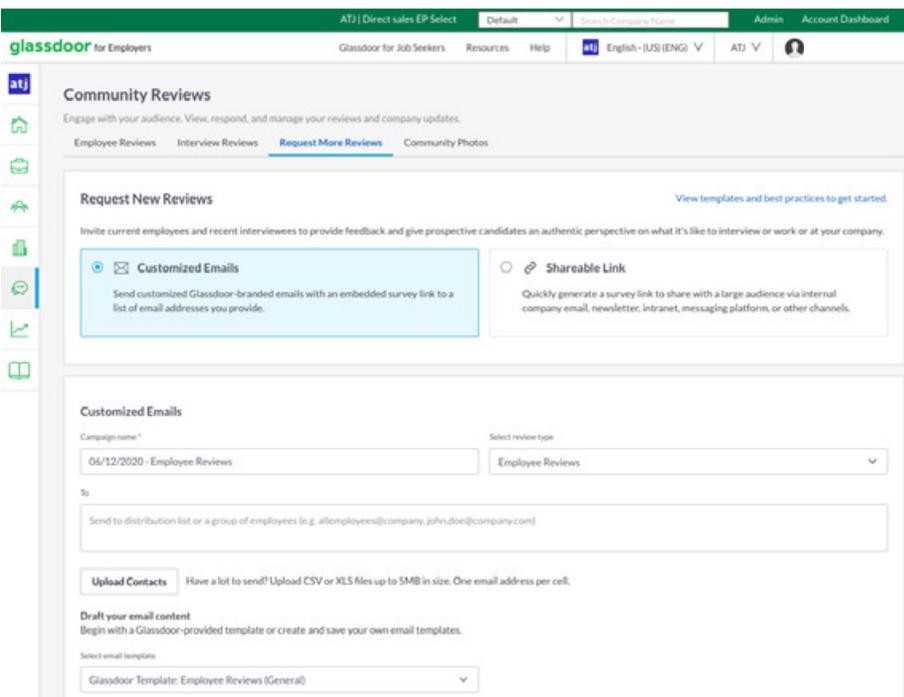


SECTION 3

Requesting Reviews

Now that you have the tools you need to respond to your Glassdoor reviews, ask your employees for feedback! **You can request more reviews from employees through the Glassdoor Employer Center. Here's how:** →

- 1 From the Employer Account, go to Review Management > Request More Reviews
- 2 Fill out "From" and "To" email address fields
- 3 Fill out subject line and email content
- 4 Send email



We suggest tailoring your request to specific demographics within your company such as:

- ✓ New hires (and employees finishing their probation period)
- ✓ Employees celebrating work anniversaries
- ✓ Employees in roles you're hiring for

Here's a general message you can send to all of your employees:

Hi everyone,

We'd be very grateful if you would take a moment to review us on Glassdoor. Glassdoor is a leading job search destination that our future hires are using to research us. We want our employees to tell prospective candidates what it's like to work here by leaving reviews. We also use employee feedback on Glassdoor to make our company a better place to work.

Your honest feedback is very much appreciated and will remain completely anonymous.

Thank you very much for taking the time to tell us what's on your mind,



SECTION 4

Tips From a Top Responder



ATB Financial

[Top CEOs, Glassdoor, 2018](#)

[Best Places to Work, Glassdoor Employees Choice Awards, 2017](#)

[Top CEOs, Glassdoor, 2017](#)

[Best Places to Work, Glassdoor Employees Choice Awards, 2017](#)

[Top CEOs, Glassdoor, 2016](#)

Q: *What advice can you offer to people who are trying to get leadership on board with engaging with the conversations taking place on Glassdoor?*

A: **Executive sponsorship or buy in is important to your success with Glassdoor or any external marketing, branding or recruitment initiative.** Be a partner to your senior leadership team. Demonstrate the value that can be obtained through anonymous transparent feedback. Give them a compelling reason to be open to the idea of reviews by doing your own homework. Identify trends, key messages, themes in the material you're seeing on your Glassdoor employer page. And find a way to tie this directly into your business objectives. This connectivity will encourage your senior leaders to understand the value in reviews and how they can impact your most valuable asset — your team members.

Q: *How do you encourage employees to leave feedback on Glassdoor?*

A: **Ensure that you encourage the mentality of creating that safe space for current and former team members to tell their stories.** Make sure your team members know that they are all brand ambassadors and empowered to help build that brand. By sharing their unique perspectives, they're part of building something truly meaningful for your company.

ATB lives this practice — our senior leaders have boldly said, “You have a voice and it deserves to be heard. If you have something positive to say, we're humbled, excited and grateful to hear what we should keep doing right. If you need to share something that's more difficult, know that we're listening. If you're more comfortable providing anonymous feedback, we value this. In the event you want to provide feedback directly, as a senior leadership team, we're here to hear your story personally.”

It's really **improved the sense of openness** within ATB and has made a big impact on the perception of our senior leaders' availability.

ATB Financial

Q: *Candidates look at Glassdoor because they want an inside look at the company. Do you believe this transparency is important in attracting the right kind of candidates to your organization?*

A: This may be a bold statement but here goes. **Transparency is THE ONLY way to ensure you're attracting prospective talent that aligns with your values.** How many times have you attracted a new friend or even a date that had any real staying connectivity by pretending to be someone you're not?! Transparency is not just a buzzword, but a foundational element to your company culture, which will feed into your talent strategies. Your talent brand voice should be based on your company culture. Every time you communicate internally or externally, it's advantageous to bring your company vision, mission and values to life. Your review responses are a GREAT way to do this.



AT ATB, we are able to connect with our audience in meaningful ways by using consistent language that feels and sounds like ATB. Our messaging and voice is consistent with our brand in everything we do, including our Glassdoor response, which we aim to keep smart, simple, helpful and steadfastly genuine.





About Glassdoor

[Glassdoor](#) offers uniquely powerful employee insights and employer branding tools to attract, engage and retain top talent at scale. By aggregating and interpreting tens of millions of reviews and insights provided by employees and candidates, Glassdoor gives companies unique and powerful data they can use to shape, improve and promote their perception as an employer. Launched in 2008, Glassdoor now has reviews and insights for over 1M employers in more than 190 countries.¹ To stay up to date on employer-related news, industry trends and employer branding tips, visit the [Glassdoor for Employers Blog](#).

To get involved in the conversation on Glassdoor and start managing and promoting your employer brand,

Unlock your Free Employer Account today

To get involved in the conversation on Glassdoor and start managing and promoting your employer brand, email employers@glassdoor.com, call **(415) 339-9105** or visit www.glassdoor.com/employers.

For the latest in recruitment marketing tips, best practices and case studies, follow us on Twitter: [@GDforEmployers](https://twitter.com/GDforEmployers).

1. Source: Glassdoor Internal Data, March 2020. # of countries includes certain sovereign dependent territories and non-self-governing territories