



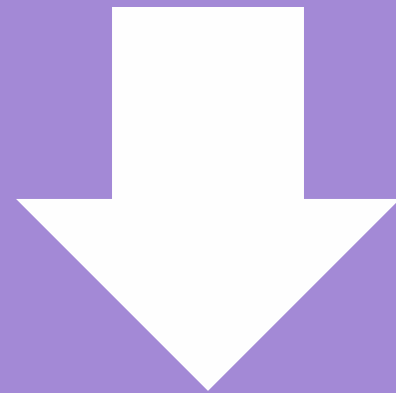
# Reputation Resilience: Turn Feedback Into Opportunity

Jackie Levine  
Central Square Florist  
Cambridge, Massachusetts

Sheldon Jensen  
Flowers by Michelle  
Las Vegas, Nevada

# Designated Person

- **Who receives customer communication (emails)?**
- **Who answers phone calls?**
- **Who receives review notifications?**



- **The designated person should be well-informed about daily operations to effectively address customer feedback and concerns.**

# Effective strategies for managing unhappy customers (both online and in person)

- Stay calm and set emotions aside
- Answer promptly
- Always offer a solution for minor issues
- Follow up



# Helpful Phrases For Managing Unhappy Customers



- **Stay calm & listen actively** – “I understand how you feel.” (“Thank you for letting me know that this has happened.”)
- **Empathy & validation** – “I completely understand why that would be disappointing.” (“You’re right, this shouldn’t have happened, and thank you for bringing this to my attention.”)
- **Offer a solution quickly** – “Let’s make this right for you.” (If you are struggling to find a solution, you can ask, “How can we make this right for you?”)
- **Go above and beyond** – “I’d love to send a fresh arrangement that better suits your preferences.”
- **Set expectations** – “Flowers are perishable, but we want to ensure you’re happy with their longevity.”
- **Follow-up & build trust** – “Just checking in—how are you enjoying your flowers now?”
- **De-escalate & redirect** – “I appreciate your patience, here’s what we can do right now.”








# Response Time

- Shows accountability and care
- Prevents escalation of the issue
- Minimizes negative word-of-mouth
- Strengthens loyalty



# Knowing When to Fire a Customer

-  Not every customer is a good fit.
-  Constant complainers drain time & resources.
-  It's okay to say no.
-  Protect your team & focus on great customers.
-  Be professional, but firm.



# Leveraging Positive Feedback



Don't be afraid to ask for a review

AND

Make it easy to leave a review

# Follow Up



Call us at [\(617\) 221-8634](tel:6172218634)

## Your Feedback is Important to Us!

We recently made a delivery on your behalf and we'd love to hear your thoughts.

### How Did We Do?

Click a star below






# Ask:

Spider Plant Delivery Update 🌿

◆ Summarize this email

 **Central Square Florist** <info@centralsquareflorist.com> 4:04 PM (5 hours ago) ☆ ↶ ⋮  
to kimberlywh1 ▾

Hi Kimberly,

As we discussed via text, the spider plant arrived earlier than expected and we're so happy we could deliver it today as originally planned! It was just delivered a few minutes ago! We hope it is enjoyed! It went straight from the greenhouse to Casco's residence!


We truly appreciate your understanding along the way! If you have a moment, we'd be grateful if you could leave us a Google Review [here](#)—your feedback means so much and helps our small business grow (no pun intended). ❤️

Please don't hesitate to reach out if there's anything else we can assist with. Thank you for your order with Central Square Florist! Wishing you a wonderful rest of your day!

Best,  
Jackie


# And you shall receive:



 **Kimberly Haley**  
1 review

★★★★★ an hour ago **NEW**

Fantastic service! The staff kept me updated regarding possible delays, gave me options for substitutions and delivered on time! The product was exactly as portrayed on the website. Highly recommend this business and will use them again!

 Like

If you have any questions regarding this order, please contact us at (800) 798-1847.

Thank you, and please remember us for all your floral needs.

One of the best kinds of compliments we can receive is an online testimonial from you! We would really appreciate if you would take a few minutes out of your busy schedule to post your feedback on your shopping experience. It's a very simple, and will help us out tremendously in getting the word out there!

Click to leave a review on Yelp: [https://www.yelp.com/writeareview/biz/ltR7GvINfAWX\\_V0eTCM1gQ?return\\_url=%2Fbiz%2FltR7GvINfAWX\\_V0eTCM1gQ&review\\_origin=biz\\_details\\_war\\_button](https://www.yelp.com/writeareview/biz/ltR7GvINfAWX_V0eTCM1gQ?return_url=%2Fbiz%2FltR7GvINfAWX_V0eTCM1gQ&review_origin=biz_details_war_button)

Click to leave a review on Google: <https://g.page/r/CTYFijLpZpYcEAg/review>

"Blooming Wishes", Michelle & Our Floral Team

Thank you,

The staff at Flowers By Michelle

## Flowers By Michelle

6510 N Buffalo Dr Ste. 140, Las Vegas, NV

4.8 ★★★★★ 1,193 reviews ⓘ


[Write a review](#)


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**Monique Gilstrap**  
6 reviews · 4 photos

★★★★★ 2 weeks ago **NEW**

I was contacted by the company that no one was home to take the delivery of live plants. It was cool outside, so it was left at the front door. The recipients of the plants received them and were so happy with the gift. I appreciate the company letting me know that no one received the plants, and that conditions were good to leave them. I appreciate the quality of the plants provided. Again, the recipients were pleased.



 Like

**Response from the owner** 2 weeks ago  
Thank you for your wonderful feedback. We are glad to hear that the recipients enjoyed the plants.

## Flowers By Michelle

6510 N Buffalo Dr Ste. 140, Las Vegas, NV

4.8 ★★★★★ 1,193 reviews ⓘ


[Write a review](#)

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**Sandy Dimitris**  
4 reviews

★★★★★ a month ago

I would give them 10 stars if I could. Their communication is excellent! From the moment you place your order until delivery is completed. I got the address wrong and fortunately, the neighbor was home and directed them to the right address. I like that they check to make sure the delivery was received. The flowers looked exactly as it did in the photos. I'm very happy with their service and would use it again.

 Like

**Response from the owner** 4 weeks ago  
Thanks for your kind words, Sandy! We're overjoyed to hear about your positive experience with Flowers By Michelle.

# Questions

Contact us:

[jackie@centralsquareflorist.com](mailto:jackie@centralsquareflorist.com)

[sheldon@flowersbymichelle.com](mailto:sheldon@flowersbymichelle.com)

THANK  
YOU!