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HOW TO HANDLE A NEGATIVE REVIEW

DECEMBER 18, 2015 BY BRIAN GREENBERG

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“Do not do business with this company! The product I ordered arrived damaged. Customer service was no help and only offered to send the item again. It is too late and I do not need the product anymore! I want a full refund for my order.” 1 out of 5 stars.

How did this happen? I look at the review on my [Google business page](#) and the blood rushes to my face. This customer is really upset. Did they really need to do the review in all capital letters?

I remember this customer when they placed the order late on a Thursday afternoon, needing the product delivered by Saturday. They were so friendly on the phone and we shipped their product out the same day with expedited shipping at no extra charge!

Thanks again to [@BritishAirways](#) for rebooking me over Twitter after my flight was canceled due to strike. Now on my way home!

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