

The Salon Review Response Template Kit

In [episode 50](#) of Marketing 100 on [The Salon Business Show](#), salon marketing experts John and Kayle explore writing professional review responses that turn negative feedback into powerful marketing opportunities.

This template kit distills their proven strategies into ready-to-use solutions, ensuring your salon maintains a polished reputation while strengthening relationships with clients.

TOC

Section 1: Response Templates by Category

- 1. Color Service Issues
- 2. Styling/Cutting Issues
- 3. Customer Service Concerns

Section 2: Response Structure Guidelines

- Essential Response Elements
- Response Timing Guidelines
- Tone Adjustment Guide

Section 3: Personalization Guide

- Essential Information to Include
- Personalization Checklist
- Customization Matrices

Section 4: Response Do's and Don'ts

- Professional Tone
- Solution-Focused Approach
- Language to Avoid

Section 5: Before & After Examples

- Real-World Transformations
- Effective vs. Ineffective Responses

Bonus: Quick Reference Cards

The Salon Review Response Template Kit

Section 1: Response Templates by Category

1. Color Service Issues

Template 1A: Unexpected Color Results

Dear [Name],

Thank you for sharing your feedback about your recent color service. I'm truly sorry that the results didn't meet your expectations. As a salon owner, I understand how important it is to feel confident with your hair color, and I sincerely apologize for falling short.

Here's how we'd like to make things right:

1. Invite you back for a complimentary color correction with our senior colorist, [Name].
2. Include a deep conditioning treatment to ensure healthy, vibrant hair.

Please contact me directly at [phone/email] to schedule your appointment at your earliest convenience.

Best regards,
[Your Name]
[Salon Name]

Template 1B: Fading/Brassiness Concerns

Dear [Name],

Thank you for sharing your concerns about color fading. As a salon that prides itself on long-lasting color results, I understand your frustration.

Here's what we'd like to do to address this:

1. Offer a complimentary color refresh.
2. Provide professional color-preserving products.
3. Share expert tips for maintaining your color at home.

Please reach out to me directly at [contact info] so we can schedule an appointment and discuss the best solution for your hair.

Warmly,
[Your Name]

Template 1C: Damage Concerns

Dear [Name],

I'm deeply concerned about your experience with [specific service] and the condition of your hair afterward. Your hair's health is our top priority, and I apologize for not meeting our usual standards.

To help restore your hair, we'd like to:

1. Schedule a consultation with our treatment specialist.
2. Provide a customized repair treatment plan.
3. Offer our premium repair system for home care.

Please contact me at [phone/email] to discuss your concerns in detail and schedule your consultation.

Sincerely,
[Your Name]

2. Styling/Cutting Issues

Template 2A: Length/Shape Complaints

Dear [Name],

I sincerely apologize that your recent haircut didn't meet your expectations. I'd like to invite you back for a complimentary adjustment with our senior stylist to ensure we achieve exactly the look you want.

Please contact me at [phone/email] to schedule your appointment.

Best regards,
[Your Name]

Section 2: Response Structure Guidelines

1. Essential Elements of Every Response

- **Opening Acknowledgment:** Start with gratitude or acknowledgment of their feedback ("Thank you for sharing...").
- **Empathy Statement:** Validate their feelings without being defensive.
- **Solution Presentation:** Clearly outline how you will resolve the issue.
- **Closing Statement:** End on a professional and optimistic note.

Strong Examples:

- "I understand how disappointing it must be when..."
 - "We're committed to making this right..."
-

2. Response Timing Guidelines

- Respond within **24 hours** (48 hours max for non-urgent issues).
 - For urgent issues (e.g., chemical reactions), respond within **2-4 hours**.
-

Section 3: Personalization Guide

Key Customization Tips:

1. Use the client's name and specific details from their feedback.
 2. Reference the specific service or product mentioned.
 3. Personalize solutions and offers based on their history with your salon.
-

Section 4: Response Do's and Don'ts

Do's ✓

- **Keep Responses Professional:** Acknowledge the client's feelings and show empathy.
- **Provide Clear Solutions:** Outline specific steps to resolve concerns.
- **Follow Up Consistently:** Check in to ensure satisfaction.

Don'ts ✗

- **Avoid Defensiveness:** Never shift blame onto the client.
 - **Avoid Generic Responses:** Personalize every response based on the client's specific feedback.
 - **Avoid Overpromising:** Only offer solutions you can deliver.
-

Section 5: Before & After Examples

Example 1: Poor Response vs. Effective Response

Original Review:

"Terrible experience! My haircut was uneven, and the stylist didn't listen to what I wanted. Won't be back."

Poor Response:

"We've never had this complaint before. Maybe there was a misunderstanding. Feel free to come back if you want us to fix it."

Effective Response:

Dear [Name],

Thank you for your feedback. I sincerely apologize that your haircut didn't meet your expectations. I'd like to invite you back for a complimentary adjustment with our senior stylist to ensure we achieve the look you were envisioning. Please contact me at [contact info] to schedule an appointment.

Best regards,
[Your Name]

Bonus: Quick Reference Cards**Card 1: Emergency Response Flowchart****Negative Review Received**

→ Assess Severity Level → Choose Response Action:

- **Minor Issue:** Respond within 48 hours with clear resolution steps.
- **Moderate Issue:** Respond within 24 hours and include compensation options.
- **Urgent Issue:** Respond within 2-4 hours, escalate to owner, and document all steps.

Card 2: Tone & Language Cheat Sheet

- **Strong Openers:** "Thank you for sharing your feedback..."
 - **Empathy Phrases:** "I completely understand your frustration..."
 - **Solution Transitions:** "Here's how we'd like to make this right..."
 - **Professional Closers:** "We look forward to resolving this for you."
-

© [The Salon Business](#) | The Salon Review Response Template Kit

Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.