Responding to Reviews on Your Company Profile

Responding to reviews is a great way to stay engaged with your employees and show that you value their feedback.

It doesn’t matter if the review is positive, negative or neutral – your response shows that you’re listening and paying attention. Reviewers cannot respond to your published statement and a discussion involving other users is not possible through this feature.

**Leaving a response to a review is simple. Just follow these steps:**

1. Log into your kununu account by clicking on "MY KUNUNU"
2. Click on “Comments” on the left tool bar.
3. Click on the “Edit Statements” button to the right of your company name.
4. Click on the green “Add Statement” button beneath a review you’d like to post a response to.
Guidelines for writing responses:
So now that you know how to leave a response, what should you say? Your words are important. They can help highlight a positive review or show a constructive review how you’re addressing a concern. Here are some useful strategies to help get you started:

Say thank you

- Whether you agree with the reviewer or not, always show gratitude for feedback and say “thank you.” It shows you’re listening and appreciative.

Respond quickly

- When you see a new review, don’t hesitate to respond. A quick response shows you’re paying attention and that you value employee feedback.

Keep it professional

- When you receive a critical or negative review, avoid writing an emotional response. Instead, focus on responding in a way that shows your organization is committed to improving.

- Remember that employee reviews are opinions and it’s important to respect each person’s perspective in a professional manner. Instead of telling reviewers that their opinions are wrong, it’s better to respond with: “we’re sorry to hear that you feel this way.”

- Provide facts (if applicable) and invite the reviewer to reach out to you or management directly to have a more in depth discussion.

Update any incorrect or outdated information

- Reviews from previous employees could contain outdated information, such as an old benefits package. Be sure to correct this information respectfully so that job seekers have up-to-date info.

- Your response can include language such as, “Thank you. We take employee’s feedback seriously and have improved our benefits package recently.”

- The response can also include a link to the new information, if available.

Have questions? Reach out to our support team: Email: support@kununu.us  kununu.com