

Responding to Comments - Best Practice



CONTENTS

Get involved	01
Be respectful	01
Be accurate	01
Never be personal	02
Attempt to rectify any issues	02

GeoZone users have the ability to comment on your attraction freely. They may wish to update other users on your winter opening hours, highlight their experience at your attraction or comment on any service they receive at your business. At GeoZone, free speech is important to us, when signing up to the app, users agree to remaining [respectful and accurate] and we expect our merchants to abide by the same principles.

When a comment is received on your attraction, it is important for your brand that the comment is acknowledged and responded to where appropriate. Think of comments like a high-five or a complaint at your attraction, you would respond to both of those in person and the online environment is no different. Remember, we have thousands of GeoZone users reviewing relevant attractions each day and how you manage your reputation will play an important part in the ultimate success you achieve with GeoZone.

Now we know you'll never win all of the people, all of the time, but the below should assist you in navigating the GeoZone community landscape. As always we're on hand to help with any questions so feel free to contact us

Get involved!

Say thanks to all who comment positively about your attraction, answer questions and provide timely feedback. This is your best bet at keeping your profile looking active, engaging and making your attraction look like a fun place to be! We're pretty sure you'll be getting lots of positive feedback so utilise this as best you can, don't leave comments unanswered - it's a lost opportunity!

Be respectful

Just as we ask all of our user base to remain respectful when submitting comments, we request that our merchants abide by the same rules. If in the unlikely event that your tourism attraction receives negative comments, we request that you handle them in a respectful manner which I am sure would be no doubt the same way you'd handle a face-to-face complaint. We want GeoZone to be a friendly, inclusive space and any comments that do not align with this - from either users or merchants will be removed.

Be accurate

It is important that when addressing comments you remain accurate in both the facts and circumstances surrounding visits, which leads us to our next point...

Never be personal

If you do receive a negative comment, don't get personal. This includes: personally identifiable information about a commenter above and beyond their GeoZone profile (and associated apps), exact details of any issues you may have had with the visitor in question or anything similar that could have a negative impact on your business. Personal comments will be removed - from both users and merchants. Keep it friendly guys, you know that's the best way to deal with complaints on site!

Attempt to rectify any issues

In the same vein as the point above, a good host knows that making a good attempt to rectify any issues is a big plus in both the recipients eyes and anybody else who happens to hear about it or see it. We ask you try your best to make a GeoZone experience a positive one for all involved.

So go forth, have fun and build a great reputation for your business!!

There's just one other small housekeeping note...

YES, THIS IS CONSIDERED SHOUTING!

Please refrain from using all caps in comments as it does SEEM A LITTLE AGGRESSIVE. If you would like some assistance with how best to respond to a comment, you can always contact us first.

Have fun out there!