Review Alerts and Bad-Day Plan

When three one-star reviews land on a Friday evening, nobody should be working out who replies. Set the alerts, fill in the names, print this and keep it with your complaints policy.

From lesson 5.1. The full course and the reviews audit: reyse.co.uk/resources/reviews. November 2026 edition. General education, not legal advice.

Level	What triggers it	What happens
One	Two or more 1 or 2-star reviews within seven days on any platform, or the same specific complaint twice within 30 days	The reply owner checks the root cause and tells the branch manager the same day
Two	Three negative reviews in a day, or any review alleging dishonesty, discrimination, a safety problem or a legal claim, or any sign a journalist or competitor is involved	The escalation lead takes over. Holding replies only until a director has seen it

Who's alerted, and how to reach them

Role	Name	Phone	Deputy
Reply owner			
Branch manager			
Escalation lead			
Director			
Solicitor or adviser			

Lesson 5.1, reyse.co.uk/reviewscourse/alerts-and-bad-day-plan

Instant alerts, and a plan for a bad day

Do this first Check your Google notifications are on and reaching two named people, then write a one-page bad-day plan.

Check

Check Google's alerts

- [ ] At business.google.com, go to More, then Notifications. Check review alerts are on and going to someone who'll see them.
- [ ] In the Google Maps app, tap Business, then the notifications icon, and check the same.

Time your next alert

- [ ] When your next genuine review arrives, compare when it was posted with when your alert arrived.
- [ ] Never post a test review yourself: that would be a fake review.

The fire drill

- [ ] Imagine three one-star reviews landed today. Who would find out, who would reply, when would you phone, and where is the evidence kept?
- [ ] Write down every gap.

Ask AI

AI prompt Here is my draft same-day plan for a cluster of negative reviews at an estate agency, with no real names in it. What's missing? Which step is most likely to fail on a busy day? Don't invent facts.

Fix

Point alerts at two people

- [ ] Turn on review notifications on every platform you manage (Google, Trustpilot and Facebook each have their own settings).
- [ ] Send them to the person who owns replies and a named deputy, through the shared inbox from lesson 1.3.
- [ ] Add an email rule that forwards review alerts to a phone or team channel, and re-check it after any app or password change.

Decide what counts as a bad day

Our rule, not an industry standard. Adapt it to your size.

- [ ] Level one: two or more 1 or 2-star reviews within seven days on any platform, or the same specific complaint twice within 30 days.
- [ ] Level two: three negative reviews in a day, or any review alleging dishonesty, discrimination, a safety problem or a legal claim, or any sign a journalist or competitor is involved.

Write the one-page plan

- [ ] Who's alerted (the reply owner, the deputy and the branch or group manager).
- [ ] Who investigates first, who replies publicly and by when (lessons 3.1 and 3.2), and when a phone call beats a public reply.
- [ ] When to escalate to a director, a solicitor or your redress scheme, and where the evidence log lives.
- [ ] Print it, and keep it with your complaints policy.

Check the root cause before you reply

- [ ] Did a key person leave or go on leave? Did a fee, holding deposit or inspection policy change?
- [ ] Did a portal, phone line or web form go down? Was there a delayed completion or missed repair?
- [ ] Do the reviews mention the same property, landlord or person?
- [ ] Several reviews close together can also be fake (lesson 3.3). Check whether the reviewers have any record with you before deciding.

> **Then:** Test your alerts each quarter by checking you heard about your latest genuine review. Re-read the plan twice a year, or after a staff change.

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/reviews