

Dos and don'ts when responding to app reviews: response templates for different occasions 😊

We've gathered together some examples of short phrases which are suitable for responses in the app stores. Mix them up to get hundreds of ready-made and friendly-looking templates. And remember that users' preferences and expectations vary depending on an app's or game's topic, so make sure to adjust them according to your company's tone of voice.

Thank you notes

- Thanks you for your interest in our game/app
- Thank you (so much) for your feedback/kind words/compliments
- Thanks for taking time and share your thoughts/contribute this feedback
- We're pleased to hear that you're having fun
- We're always glad to read such comments from our users/players
- Thank you for 5 stars/such a great review
- Thanks for taking the time to rate our app/game
- Thanks for leaving/writing a review
- Thank you for raising your concern/ your honest feedback
- Thank you for the updated review
- Glad you like it
- Thanks for rating us
- We're happy to hear we hit the mark for you
- Your opinion means a lot to us
- Your review made our day
- We were so pleased to find your review in our in-box this morning
- Feedback like yours bring us so much joy
- Your kind words make the sun shine in our office

A review from a loyal customer

- Thank you for being with us all this time
- You're an amazing/great/marvelous player

- We work hard to meet expectations like yours
- I think we found what might be our #1 fan

Apologies

- We are sorry to hear about that
- We regret that the current work of [the feature] doesn't meet your expectations
- We (fully) understand your frustration/feelings/emotions
- We sincerely/truly apologize for the inconvenience
- Thanks for sharing your struggles about [the problem]
- We understand your frustration caused by [the problem]
- Sorry to hear that you've faced/been through/experienced [the problem]
- We are (terribly) sorry for the trouble/issues/inconveniences with [the problem]
- Genuine apologize for the trouble
- We bring our sincere apologies for the inconvenience caused by this/for the temporary inconvenience
- Thank for for reporting this trouble
- Sorry you feel this way
- Sorry you didn't find it fun
- We're sorry to hear you haven't had great experience with our app/game

Request details

- Could you describe a case in more detail?
- Please, contact our team for help here: [email/FAQ/helpdesk]
- Tell us more about this, and we'll see what we can do/
can be done in your case
- We'd love to have the opportunity to address this issue properly. Please, get in contact with us via [email/FAQ/helpdesk]
- Please write in to [email/FAQ/helpdesk] with [info], and we would love to help
- We would love to take a look at [the problem], so that we can prevent it from happening in the future. Please, share details via [email/FAQ/helpdesk]
- Please open [route in the app] so that our team can get more information about [the problem]
- Our team would love to help, but first we need more info. Please open/use this link [email/FAQ/helpdesk]
- We would like to have you contact us so that the team can investigate it further. Please contact us at [email/FAQ/helpdesk]
- Please send us a message at [email/FAQ/helpdesk] so that we'll be able to support you further
- What causes/triggers your negative emotions? Please share your thoughts at [email/FAQ/helpdesk]
- These posts/articles will help you out [FAQ]
- Would you be so kind as to resubmit your ticket here [link] ?
- It would be really nice to mention the information about [info]

- We would love to review this in detail, please submit a ticket through [email/FAQ/helpdesk]
- You can quickly reach out to us via [email/FAQ/helpdesk]
- Could you please contact us at [email/FAQ/helpdesk] and explain [the problem] you were referring to?
- We'd love to understand what went wrong in our app/game. Could you send [info] into [email/FAQ/helpdesk]?
- If you wouldn't mind elaborating on this issue, please share your concern at [email/FAQ/helpdesk]

Reconsider previous rating

- We hope to improve your [the app] experience and your star rating
- We'd like to know if you have any inconveniences. We hope to earn your 5-star rating
- I'm glad to inform you that the situation has been resolved. We hope you'd reconsider your previous rating
- Can you please update your star rating to match the feedback/comment/review you made?
- Please feel free to update your rating later
- We're glad to inform you that the issue you were reporting about has been fixed. We hope it'll improve the way you feel about [the app]

Thanks for a feature request or idea

- We appreciate users/players like you who willingly shares their ideas/suggestions with us
- We appreciate/value your (constructive) feedback
- Your feedback is very valuable to us
- This is a good/awesome/excellent idea! We'd love to explore it in the future
- You've raised a very good point, and we will (definitely) take it into consideration
- Thank you for the detailed review/ideas
- Hope that our app/game will become better thanks to your suggestions
- We were really impressed by your feedback
- We will make sure to use it in the future development
- We will consider your opinion in the upcoming releases
- We are happy to take your experience into account
- The app/game is in progress, so we're always looking for new ideas

We will consider your idea

- We'll share your thoughts/ideas/opinion about [the feature] with the (our development) team
- We take all suggestions on board
- We'll be happy to forward your suggestions to our development team
- We will tell our developers about [the idea]
- We'll (definitely) pass your input/feedback along to the rest of the team/ to all relevant teams

We are working on it

- Our team is aware of this issue and is working on a fix
- Currently this issue is being investigated by our development team
- We are aware of this issue and the next update should fix it
- We aim to solve it as soon as possible/ ASAP
- We are currently investigating this with our Quality Assurance team to make sure this problem will be fixed
- We hope to have this resolved soon

Wrap up

- I hope you'll continue to enjoy our game/app
- If you have anything else to share, give us a shout!
- Have a lovely time
- Stay tuned and have a great time
- We're always ready to help you
- Hopefully, you're enjoying...
- We're happy that you are enjoying...
- Thanks for playing
- Hope that you stick around to see some new [features]
- We're glad that you're continuing to enjoy the app/game
- We have some more exciting features coming out
- Have a wonderful/fabulous day/time
- Best of luck

Ok, let's see how you can mix these phrases up to create customer-friendly responses.

Case 1. Bugs 🥲

Review: *This doesn't work on my iPad. It never worked and it gave a black screen.*

- ❌ **Bad:** *Please contact customer support and add all necessary information about this issue.*
- ✅ **Good:** *Hi Astra! We're so sorry to hear you haven't had great experience with our app. We'd love to understand what went wrong. Could you send your device, OS version, the app version, and a screenshot into support@company.com? We hope to have this resolved soon. /Lana from Support Team*

Case 2. Update issues 😱

Review: *Why did you guys ruin this with a new update? Foolishness to make us watch an ad all the time.*

- ❌ **Bad:** *Hi, Thanks for your feedback! We will deliver your opinion to the development.*
- ✅ **Good:** *Hi Ben! We are terribly sorry for the trouble with the ads. We take all suggestions on board, so we'll definitely pass your input to the team. If you have anything else to share, give us a shout!*

Case 3. Monetization issues/expensive subscription 💰

Review: Not recommended at all. Expensive for what it is. Bad user experience. I unsubscribed to the annual plan.

- ❌ **Bad:** We're sorry to hear that the price isn't as expected.
- ✅ **Good:** We appreciate your honest feedback and are sorry you feel this way. Our app has a 7 day free trial that allows full access to all content. However, you do need a subscription to continue using it. We offer 8 training programs, meal plans, activity planner, progress tracker, and more.

Case 4. Angry user 😡

Review: Horrible game! They don't care about their players, not even a tiny bit. Makes me feel they do this to make us purchase!

- ❌ **Bad:** Hello. We will tell our developers about this issue.
- ✅ **Good:** Hi Liam! Thank you for being with us all this time, we work hard to meet expectations like yours. What triggers your negative emotions? Please share your thoughts, and we'll be happy to forward your suggestions to the team.

Case 5. Happy customer 👍

Review: Great game! Challenging, but lots of fun!

- ❌ **Bad:** Thanks!
- ✅ **Good:** Thanks Jenny! We're always glad to read such comments from our players ❤️