

The logo for Forty Winks, featuring the words "Forty" and "Winks" stacked vertically in a white, serif font, set against a solid blue square background.

Forty
Winks

SERIOUS ABOUT SLEEP

Review Response Framework Guidelines



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Negative Review
Response Guide



Neutral Review
Response Guide



Positive Review
Response Guide

This document contains examples of reviews you may receive on your store's online business listing, with suggested responses, important instructions and notes.

If you have any queries or need assistance in responding to reviews, please get in contact with the National Support Centre's digital team via online@fortywinks.com.au

Negative Review Response Guide

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Customer complains about the quality of delivery service	<p>☆☆</p> <p><i>We had a great experience in-store but not with our delivery. The driver arrived 30 minutes late and the bed frame was damaged. Very disappointing.</i></p>	<p>Hi <customer name>, thanks for your feedback. It's great to hear you had a good experience in-store, however we're sorry to hear about your delivery experience and take this very seriously. We will forward your feedback onto our delivery team and will strive to improve our service.</p> <p>We would appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number>?</p> <p>Kind Regards, <staff first name></p>	<p>Thanks for your feedback <customer name>, we pride ourselves on delivering the best customer service, from purchase right through to delivery so we take your feedback seriously.</p> <p>We will ensure your feedback is passed on to our delivery team and will strive to improve our service.</p> <p>If you would like to discuss this further, please don't hesitate to contact us on <store email> or <store phone number>.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: ensure the customer and future customers reading the review that the store will improve its customer service. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.
Customer complains about delivery waiting time	<p>★</p> <p><i>We ordered our new bed six weeks ago and it only just arrived!</i></p>	<p>Hi <customer name>, we make every effort to deliver your order according to the estimated delivery time, and we apologise that your bed arrived later than originally anticipated.</p> <p>We would appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number>?</p> <p>Kind Regards, <staff first name></p>	<p>Hi <customer name>, providing you with the best customer service is extremely important to us, so we take your feedback seriously.</p> <p>We make every effort to deliver your order according to the estimated delivery time, however, sometimes, due to stock issues or other unforeseen circumstances this isn't always possible.</p> <p>Should you wish to discuss this further with us, please contact us on <store email> or <store phone number>.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Customer complains about damaged product	<p>★</p> <p><i>Our new bed frame just arrived and there's chips and scratches all over the wood - not happy!</i></p>	<p>Hi <customer name>, providing you with the best service is extremely important to us, so we're sorry to hear about your experience.</p> <p>We'd like to investigate this further for you. Can you please contact us via <store email> or <store phone number> as soon as possible so we can discuss this further?</p> <p>Kind Regards, <staff first name></p>	<p>Hi <customer name>, we always aim to deliver great service and high quality products, so we're sorry to hear about your experience.</p> <p>Our team have been in touch with you directly regarding this, and are <insert solution to customer problem eg. ordering a replacement part></p> <p>Should you need any further assistance, please don't hesitate to contact us on <store email> or <store phone number>.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance. ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: Show you're willing to resolve the issue. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.
Customer complains about quality of mattress	<p>★★</p> <p><i>We purchased a new mattress expecting it to last us years. After one year in and it's already sagging!</i></p>	<p>Hi <customer name>, we're sorry to hear you are experiencing issues with your mattress.</p> <p>So we can discuss this further with you, could you please contact us on <store email> or <store phone number>.</p>	<p>Hi <customer name>, thank you for your feedback, providing high quality products is extremely important to us so we take this feedback seriously.</p> <p>So we can investigate this further for you, can you please contact us on <store email> or <store phone number>?</p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: Show you're willing to resolve the issue. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.
Customer gives strong, negative feedback	<p>★</p> <p><i>Terrible experience from start to finish. Not happy with the quality either. Would never recommend this store!</i></p>	<p>Hi <customer name>, providing you with the best shopping experience is extremely important to us, so we're sorry to hear you weren't happy with your service at our store.</p> <p>We would really appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number>.</p> <p>Kind Regards, <staff first name></p>	<p>Hi <customer name>, thanks for your feedback. We're disappointed to hear you weren't happy with your experience as we pride ourselves on our service and quality product. Whilst we understand that we fell short of your expectations in this instance, we welcome the opportunity to discuss this further so we can aim to improve all aspects of our customer experience in the future.</p> <p>If we can be of any further assistance, or if you would like to speak to the store owner directly about your experience in-store, please don't hesitate to contact us on <store email> or <store phone number>.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: Show you're willing to resolve the issue. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Customer advises others to shop elsewhere	<p>★</p> <p><i>Absolute ripoff! <store name> next door has the same mattresses for half the price.</i></p>	<p>Hi <customer name>, we offer the widest range of mattresses and bedroom furniture and aim to offer products to suit every budget. Please contact us in-store if there's anything further we can do to help.</p> <p>Kind Regards, <staff first name></p>	<p>Hi <customer name>, we pride ourselves on being Australia's leading bedding retailer and we apologise that we have not lived up to your expectations.</p> <p>We would appreciate another chance to earn your business. Please call or ask for <insert staff name> next time you're in the market for a new mattress.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: Show you're willing to resolve the issue. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.
Customer complains about rude staff	<p>★</p> <p><i>The girl with the blonde hair working on Sunday was very rude to my wife and I. We left and bought a bed next door instead.</i></p>	<p>Hi <customer name>, providing you with the best shopping experience is extremely important to us, so we're sorry to hear about your experience at our store.</p> <p>We would really appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number>.</p> <p>Kind Regards, <staff first name></p>	<p>Hi <customer name>, thanks for your feedback. Bringing you the best customer service is important to us so we're sorry to hear you weren't happy with your experience. We're always aiming to improve our service, so we will pass this feedback on and discuss this further with our team.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: Show you're willing to resolve the issue or aim to acknowledge and improve. ● Sign off with a staff name, to humanise the response.
Customer complains about lack of assistance	<p>★</p> <p><i>We waited nearly five minutes without being served and walked straight out - the store wasn't even busy. Never shopping here again!</i></p>	<p>Hi <customer name>, we pride ourselves on good service, so we're sorry to hear about your experience and that we weren't able to help.</p> <p>We would appreciate another chance to earn your business. Please don't hesitate to call or ask for <insert staff name> next time you're shopping in the area.</p> <p>Kind Regards, <staff first name></p>	<p>Hi <customer name>, we pride ourselves on delivering the best customer service, and appreciate buying a bed is a big decision for our customers. Sometimes this means serving customers in-store may take longer than expected, so we're sorry to hear we weren't able to assist.</p> <p>We would appreciate another chance to earn your business. Please don't hesitate to call ahead or ask for <insert staff name> next time you're shopping near us.</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● Take responsibility: Show you're willing to resolve the issue. ● Encourage customer/s to reach out to your store directly and aim to take the conversation offline. ● Sign off with a staff name, to humanise the response.

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Customer complains about receiving promotional material (e.g. VIP Night SMS)	★ <i>Stop texting me! I don't know how you got my number but I want you to stop!</i>	Hi <customer name>, by replying to these messages with 'stop' you will no longer receive these messages. If you are still having issues, please contact reception@fortywinks.com.au and we will investigate further. Kind Regards, <staff first name>		<ul style="list-style-type: none"> Do not include your store name in response. Respond in a calm and sympathetic tone. Refer the customer to reception@fortywinks.com.au
Customer leaves a 1-star or 2-star rating with no comment	★★ ★	Hi <customer name>, thanks for taking the time to leave a review - we're sorry you did not have a positive experience with us. We would appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number>? Kind Regards, <staff first name>	Hi <customer name>, bringing you the best shopping experience is extremely important to us, so we take your rating seriously. We would appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number>? Kind Regards, <staff first name>	<ul style="list-style-type: none"> Address reviewer's name to show their importance Do not include your store name in response. Respond in a calm and sympathetic tone. Take responsibility: Show you're willing to resolve the issue. Encourage customer/s to reach out to your store directly and aim to take the conversation offline. Sign off with a staff name, to humanise the response.
Customer left negative review and issue was able to be resolved offline	★ <i>Customer negative review remains unchanged even though issue was resolved and customer was happy with resolution</i>	Hi <customer name>, thanks for your feedback. We were wondering if you could update your review since we were able to fix <insert issue and solution eg. replaced the damaged parts>? We pride ourselves on our high review ratings and would really appreciate it if you could re-think the rating you gave us as we were able to help resolve this for you. Please feel free to get in touch with us at the store if there is anything else we can do for you. Thank you, <staff first name>	Hi <customer name>, thanks for your feedback. We were pleased to be able to resolve <insert details of issue> this for you, and would welcome a revised rating to reflect your end experience. Please don't hesitate to get in touch with us at the store if there is anything else we can do for you. Thank you, <staff first name>	<ul style="list-style-type: none"> Address reviewer's name to show their importance Do not include your store name in response. Thank the reviewer again for their feedback and explain the resolution, so it's clear to prospect customers you have resolved this issue despite the unchanged review. Respond in a calm and sympathetic tone. Sign off with a staff name, to humanise the response.

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
<p>Staff/owner has already tried to resolve issue without resolution or outcome</p>	<p style="text-align: center;">★</p> <p><i>Extremely angry with staff and store owner. Mattress I purchased is sagging after 1 month and I spent thousands on it, the store will not help, they were very rude and do not care about their customers. Avoid at all costs!</i></p>	<p>Hi <customer name>, bringing you the best shopping experience is extremely important to us, so we take your feedback seriously.</p> <p>We would appreciate the opportunity to discuss this further with you, and would like to escalate this to our state manager.</p> <p>Could you please email us at reception@fortywinks.com.au, so we can get in touch?</p>		<ul style="list-style-type: none"> ● Address reviewer's name to show their importance ● Do not include your store name in response. ● Respond in a calm and sympathetic tone. ● If a resolution was not possible at store level, we need to ensure we publicly show concern, so these situations need to be escalated to your state manager. Please encourage them to contact reception so the conversation can be taken offline.

Neutral Review Response Guide

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Mixed review with positive and negative feedback	<p>☆☆☆</p> <p><i>Service was great, but expensive compared to other shops.</i></p>	<p>Hi <customer name>, thanks for your feedback. We're pleased to hear you were happy with your service in-store!</p> <p>We offer the widest range of mattresses and bedroom furniture and aim to offer products to suit every budget. Please contact us in-store if there's anything further we can do to help.</p>	<p>Hi <customer name>, thanks for taking the time to share your feedback. We're so pleased to hear you had a great experience with us in-store.</p> <p>Bringing you the best shopping experience is really important to us, including offering competitive pricing, so if there's anything we can do to help you further, please reach out to us at <store email> or <store phone number>.</p>	<ul style="list-style-type: none"> • Thank the reviewer • Do not include your store name in response. • Acknowledge the feedback and take it on board. • Encourage customer/s to reach out to your store via phone and/or email.
Mixed review with positive and suggested improvements	<p>☆☆☆</p> <p>Overall a good experience, but really wish you had more flexible payment options available!</p>	<p>Hi <customer name>, thanks for getting in touch. We are pleased you found our service helpful and we hope that the limited flexible credit options didn't hinder your overall experience. We continually aim to improve both our products and our service so appreciate you taking the time to leave a review.</p> <p>Thank you, <staff first name></p>	<p>Hi <customer name>, thanks for sharing your fantastic feedback - we're pleased to hear the team provided a great shopping experience in-store. Appreciate you passing on the feedback to provide more flexible payment options. We always strive to improve our services, so we will take this on board in the future.</p> <p>Thank you, <staff first name></p>	<ul style="list-style-type: none"> • Thank the reviewer • Do not include your store name in response. • Acknowledge the feedback and take it on board. • Encourage customer/s to reach out to your store via phone and/or email.
Mixed review with positive and suggested improvements	<p>☆☆☆☆</p> <p>Great in store experience! Wonderful staff. Some advice on where to take the old mattress would've been nice.</p>	<p>Hi <customer name>, thanks for sharing your fantastic feedback - we're pleased to hear the team provided a great shopping experience in-store. Appreciate you passing on the feedback to provide more advice on removal of old mattresses and we will take this on board in the future.</p> <p>Kind regards, <staff first name></p>	<p>Hi <customer name>, thanks for getting in touch. We are pleased you found our service helpful and we hope that not being able to remove your mattress didn't hinder your overall experience.</p> <p>We continually aim to improve both our products and our service so appreciate you taking the time to leave a review.</p> <p>Thank you, <staff first name></p>	<ul style="list-style-type: none"> • Thank the reviewer • Do not include your store name in response. • Acknowledge the feedback and take it on board. • Encourage customer/s to reach out to your store via phone and/or email.

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Mixed review with positive and negative feedback	<p>☆☆☆</p> <p>Staff in-store were really helpful and friendly, but the delivery service was terrible!</p>	<p>Hi <customer name>, thanks for sharing your feedback - we're pleased to hear the team provided a great shopping experience in-store.</p> <p>Bringing you the best customer experience, from purchase through to delivery is really important to us, so we would appreciate the opportunity to discuss this further with you, could you please contact us on <store email> or <store phone number></p> <p>Thank you, <staff first name></p>	<p>Hi <customer name>, thanks for getting in touch. We are pleased you found our in-store staff helpful however we are disappointed to hear that you were unhappy with your delivery service.</p> <p>Providing the best customer service is extremely important to us so we will investigate this further with our delivery team to ensure this feedback is taken on board.</p> <p>Thank you, <staff first name></p>	<ul style="list-style-type: none"> • Thank the reviewer • Do not include your store name in response. • Acknowledge the feedback and take it on board. • Encourage customer/s to reach out to your store via phone and/or email.
Customer leaves 3-star rating with no comment	<p>☆☆☆</p>	<p>Hi <name>, thanks for your feedback. If there's anything we can do to assist you further or you wish to discuss your experience, please don't hesitate to reach out to us on <store email> or <store phone number>.</p> <p>Thank you, <staff first name></p>	<p>Hi <name>, thanks for your feedback. Providing our customers with 5-star customer service is extremely important to us, so if there's anything we can do to improve your experience, please contact us on <store email> or <store phone number>.</p> <p>Thank you, <staff first name></p>	<ul style="list-style-type: none"> • Thank the reviewer • Do not include your store name in response. • Encourage customer/s to reach out to your store via phone and/or email.

Positive Review Response Guide

Review Type	Consumer Comment/Review Example	Suggested Response 1	Suggested Response 2	Instructions/Notes
Customer gives positive feedback	<p>★★★★★</p> <p><i>Excellent service! Great experience.</i></p>	<p>Hi <customer name>, We're thrilled to hear you enjoyed your visit in-store and we hope you continue to enjoy your <insert product purchased>. Thanks for supporting Forty Winks <store name>. We hope to see you again in the future!</p>	<p>Hi <customer name>, thanks for taking the time to leave a review. Providing the best level of service in store is really important to us so we're really pleased to hear this.</p> <p>Thank you, <staff first name> at <store name></p>	<ul style="list-style-type: none"> • Thank the reviewer • Express hope that they will return • Include your store name in response for SEO (organic search) benefits
Customer gives positive feedback about overall experience	<p>★★★★★</p> <p><i>Thanks to the team, service in-store was brilliant and delivery. We are more than satisfied with the bed we purchased and highly recommend!</i></p>	<p>Hi <customer name>, we really appreciate you taking the time to share your experience. Thanks for choosing Forty Winks <store name>, and we hope you enjoy the new bed!</p>	<p>Thanks for taking the time to share your experience <customer name>, we're pleased to hear you were happy with the service provided in-store and the delivery. We'll be sure to share your feedback with the team! :-)</p>	<ul style="list-style-type: none"> • Thank the reviewer • Express hope that they will return • Include your store name in response for SEO (organic search) benefits
Customer gives positive feedback and names store worker who helped	<p>★★★★★</p> <p><i><staff name> was very professional and helpful. Service was exceptional!</i></p>	<p>Hi <customer name>, thanks for taking the time to share your fantastic feedback and for supporting Forty Winks <store name>. We're so pleased <staff name> and the team were able to help you find your new bed!</p>	<p>Thanks for your review and kind words about <staff name>. We are so happy to have been able to assist you in finding <insert product purchased> and that you were pleased with our service! We sincerely appreciate your kind recommendation.</p>	<ul style="list-style-type: none"> • Thank the reviewer • Express happiness that staff and team were able to assist. • Include your store name in response for SEO (organic search) benefits.
Customer leaves 5-star rating with no comment	<p>★★★★★</p>	<p>Thanks for your 5-star rating, <customer name> and for supporting Forty Winks <store name>! Kind Regards, <staff first name></p>	<p>Hi <customer name>, thanks for the recommendation. We greatly appreciate it!</p> <p>Kind Regards, <staff first name></p>	<ul style="list-style-type: none"> • Thank the reviewer • Include your store name in response on occasion. • Include your store name in response for SEO (organic search) benefits.