



Handling a Negative Customer Review

How and When a Roofing Contractor Responds Could Turn it into a Positive

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It's what happens after a mistake is made that most people will remember. **Tom Picha**, vice president of **All in 1 Home Improvements** in Oswego, IL, believes that an unfavorable review from an unhappy customer shows the human side of business because we all make mistakes. We sat down with Picha in a 1-on-1 podcast interview, where he shared his keys to handling a negative customer review.

- **Take 24 Hours to Cool Off.** “Whether the review is accurate, flat out false, or exaggerated, I take 24 hours to cool off before responding to a negative review. It helps me avoid making the matter worse.”
- **Request a Face-to-Face Meeting.** “It’s easy to hide behind a text message, social media post, or an email, therefore we request a face-to-face visit with the customer so we can discuss the situation in person. Often, the complaint is significantly reduced just by being in front of the customer.”
- **Make it Right.** “If there’s something we did wrong on that particular project we want to handle it, we want to take care of it because we want a satisfied customer in the end.”



Listen to the podcast episode with Picha here: [Handling a Negative Customer Review Podcast](#)



Check out the featured article with Picha inside **Roofing Contractor Magazine** here: [Featured Magazine Article](#)



If you have a topic for a future podcast episode, email Paul Scelsi(pscelsi@gibraltar1.com).

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