

ILLUSTRATIVE SAMPLE: PREPARED FOR DEMONSTRATION PURPOSES

Sample Review-Risk Brief

Reputation Defense System

VENUE	PLATFORM	CASE ID	DATE FLAGGED
Harbour & Stone Kitchen	Google Reviews	KG-2026-0714	July 14, 2026
REVIEW AGE	CASE STATUS	ANALYST	REVIEWER HISTORY
2 days	Action Recommended	KluGuard Intelligence Desk	First-time reviewer, no prior posts

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EXECUTIVE SUMMARY: WHAT YOU NEED TO KNOW IN 30 SECONDS

A new 1-star Google review is currently visible to every prospective guest researching this venue. It scores **7 out of 10** on our risk scale, meaning it is credible, specific, and likely to influence bookings if it goes unanswered. Removal is unlikely to succeed because it does not violate Google's policies, so the correct move is a fast, carefully worded public reply combined with an internal fix. We recommend responding within 24 hours, using the drafted language in Section 6, and briefing staff on the prevention step in Section 9. **No action beyond reading this brief is required from you right now.**

The Flagged Review

★ ★ ★ ★ ★ Google • 1-star • Posted 2 days ago • Verified guest

"We booked a table for dinner and were seated almost 40 minutes after our reservation time. Nobody explained what was happening, and when we finally asked, the server seemed annoyed. The food was fine, but the whole experience felt disorganized and like our time did not matter. We will not be back."

Risk Score: 7 out of 10, Elevated

This complaint is credible, specific, and centered on reliability and hospitality, the two factors future guests weigh most heavily when deciding whether to book a table. A vague one-line rant fades quickly in a review feed; a detailed, plausible timeline like this one is far more persuasive to readers evaluating trust in the venue. Unaddressed service complaints on Google correlate with lower click-through from the local map pack, because readers scan the most recent reviews first and tend to read silence as confirmation of the complaint rather than as an open, unresolved issue.



ELEVATED RISK

Credible, specific, and likely to influence bookings. Recommended reply window: **within 24 hours.**

How the score was calculated

RISK FACTOR	WEIGHT	WHY IT APPLIES
Specific, timestamped service failure	+2	Concrete details (a 40-minute delay) are harder for readers to dismiss than vague complaints.
Direct booking and trust impact	+2	Reservation reliability is a top decision factor for new diners comparing venues.
Repeat-pattern signal	+2	Seating-delay complaints tend to cluster; unresolved, this can indicate a systemic issue rather than a one-off.
High-visibility platform placement	+1	Google Reviews carries strong weight in local search rankings and map-pack visibility.
Total Score	7 / 10	Sum of applicable risk factors, capped at 10.

Where 7/10 sits on our scale

SCORE	TIER	WHAT IT MEANS
0-3	Low	Minor, vague, or unverifiable complaint. Monitor only, no reply required.
4-6	Moderate	Legitimate complaint with limited spread risk. Reply within a few days.
7-8	Elevated (this case)	Credible, specific, and likely to influence bookings. Reply within 24 hours.
9-10	Severe	Legal, safety, or discrimination exposure. Escalate to management immediately, involve legal counsel if warranted.

Removal likelihood: Low (approximately 15–20%). This review describes a plausible service experience, not a platform-policy violation: no hate speech, no proof of non-patronage, no solicitation, no off-topic content. A takedown request would most likely be declined. Removal is not recommended as the primary strategy; a strong public response is.

What This Could Cost You If Ignored

FACTOR	ESTIMATE
Prospective guests who read recent reviews before booking	Roughly 60–70% read the 3 to 5 most recent reviews on Google before choosing a venue.
Conversion drag if this review goes unanswered	Reservation-reliability complaints typically suppress booking conversion by 5–10% among readers who see them within the first week.
Conversion recovery from a strong, prompt public reply	A prompt, accountable response recovers roughly half of that lost trust; readers weigh the business's response almost as heavily as the original complaint.

These are general industry-observed ranges used for prioritization, not a guaranteed calculation for this specific venue.

Recommended Action

Respond publicly within 24 hours. Do not dispute the guest's account or promise outcomes management cannot verify yet. Confirm the operational facts internally first, then acknowledge the delay, show ownership, and invite the guest into a private channel with management. This protects the business's public tone while still gathering the facts needed for an accurate, defensible reply.

Escalation threshold: Escalate internally to the general manager if this is the third or more seating-delay complaint in a rolling 60-day window, since that threshold typically signals an operational problem rather than an isolated situational one.

Facts To Secure Internally Before Replying

Reservation record

Booked time, party size, table assignment, and actual seating time from the reservation system.

Operational cause

Walk-in volume, delayed table turnover, staffing gaps, or a booking-system error that evening.

Service notes

Which staff member spoke with the guest, what was communicated, and any recovery gesture offered on-site.

Comparable incidents

Whether any other guest that night, or in the past 60 days, reported a similar seating delay.

Drafted Public Response: Two Options

Option A: Warm and Accountable

RECOMMENDED

"Thank you for bringing this to our attention. A 40-minute delay after a reservation is not the experience we aim to provide, and we're sorry we didn't communicate more clearly while you were waiting. We're reviewing what happened that evening so we can improve how we manage delayed seating going forward. Please reach out to our management team directly at [email/phone] with your reservation details so we can look into this properly and make it right."

Option B: Short and Factual

"We're sorry your table wasn't ready on time and that we didn't explain the delay in the moment. That falls short of our standard. We'd welcome the chance to discuss this directly. Please contact management at [email/phone] with your reservation date and time."

Tone guardrails applied to every response

- Never state or imply the guest is wrong, exaggerating, or lying, even if internal notes suggest otherwise.
- Avoid internal jargon ("86'd," "covers," "turn time") that guests won't understand and that can read as dismissive.
- Keep the public reply under 80 words; long, defensive replies tend to read as guilt rather than care.
- Move specifics (staff names, compensation, exact internal cause) to a private channel; never state them publicly.
- Sign the reply with a real name and title where possible; anonymous replies read as less accountable.

Pattern and Trend Context (90-Day Lookback)

This is not treated as an isolated incident. Every new flagged review is cross-checked against the venue's rolling 90-day complaint history to detect whether an issue is a one-off or a symptom of a repeatable operational gap. For this case, seating-delay language has appeared in **one prior review in the last 90 days**, which keeps this below the internal escalation threshold of three or more occurrences, but it is logged for trend tracking in this month's Reputation Report so a second occurrence within the window automatically triggers an escalation flag.

Staff and Training Note

The review specifically flags the server's tone as "annoyed" when questioned about the wait. Independent of the public reply, this is worth a short, non-punitive coaching conversation with front-of-house staff: guests forgive delays far more readily than they forgive feeling dismissed when they ask about one.

Suggested acknowledgment script: "I hear you, let me get you an update right now." This closes the gap at the point of contact, before it ever reaches a review.

Prevention Recommendation

Introduce a delayed-seating check-in standard: at **10 minutes** past reservation time, a host proactively acknowledges the wait and gives a specific next-update time; at **20 minutes**, a manager checks in personally and offers a practical recovery gesture, such as a drink, an appetizer, or a clear seating ETA. This converts the silence and uncertainty (the actual trigger behind this complaint) into visible, felt care, which is what most reservation complaints are really about.

Follow-Up Timeline

DAY 1

Public reply posted; internal facts logged in the reputation dashboard.

DAY 3

Check whether the guest responded privately or edited/removed the review.

DAY 14

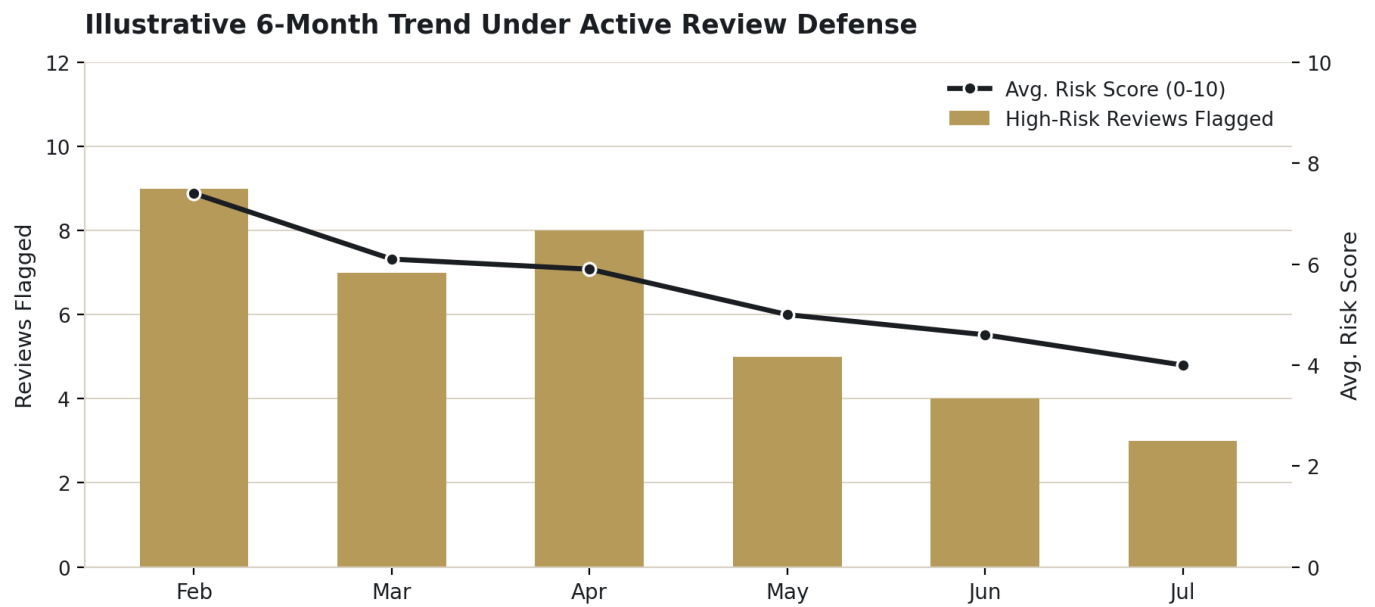
Confirm the delayed-seating check-in standard has been briefed to host staff.

DAY 30

Reassess the venue's rolling seating-delay complaint count in the monthly report.

What Ongoing Coverage Looks Like

This brief covers one review. Under the monthly Review Defense System, every new review is triaged this same way, and the results compound. The chart below is an illustrative example of how a venue's risk profile typically trends over six months of active management: average risk score per flagged review declines as recommended fixes take hold, and the volume of high-risk reviews drops as prevention steps close the gaps that caused them.



Illustrative example based on typical patterns observed when public responses and prevention fixes are applied consistently. Not a guaranteed outcome for any specific venue.

What's included every month

DELIVERABLE	WHAT YOU GET
Review triage	Every new review across monitored platforms scored 0–10 for risk within 24 to 48 hours of posting.
Removal assessment	A realistic read on whether a review is a legitimate candidate for platform reporting, so you never waste time chasing removals that won't happen.
Drafted responses	Ready-to-post replies for every high-risk review, written to protect your side without sounding defensive.
Incident fact requests	A short structured form sent to you only when a reply needs specific internal facts, so you're never guessing what to send.
Monthly reputation report	One page per location showing top risks, actions taken, patterns detected, and 2–3 concrete fixes to reduce repeat complaints.

Frequently Asked Questions

Can you guarantee this review gets removed?

No, and we won't tell you we can. We assess removal likelihood honestly based on platform policy, and we're upfront when removal isn't realistic. Our value is in the response strategy and prevention, not in false promises.

Do I have to write anything myself?

No. You review and approve the drafted response, or request a facts form if we need more detail from your side first. You stay in control of what gets posted.

What if a review involves a legal or safety issue?

Those score 9–10 and are flagged for immediate escalation with a recommendation to involve legal counsel before any public reply is posted.

How is this different from a generic reputation management agency?

Most agencies post generic, templated replies. KluGuard investigates the specific incident, scores the actual risk, and ties every response to your operational facts and internal policies, the same standard used in real incident investigation.

How quickly do I need to respond once you send a brief?

For elevated or severe risk scores, within 24 hours. Lower scores can wait a few days. Every brief tells you exactly which timeline applies.

This is what KluGuard delivers for every flagged review, every month: structured risk scoring, removal-likelihood assessment, financial impact estimation, verified incident fact-finding, multiple drafted response options with tone guardrails, 90-day pattern and trend tracking, staff-coaching insight, a concrete prevention fix, and a defined follow-up timeline, turning one bad review into a fully documented risk decision instead of a guessing game.

Monthly Review Defense System: From \$250/month per location

Illustrative scenario only. This is not a client case study, testimonial, or claimed outcome. Impact ranges and the 6-month trend example are illustrative estimates based on typical patterns, not a guaranteed calculation or outcome for any specific venue. KluGuard does not guarantee review removal; removal-likelihood assessments are based on apparent platform-policy grounds and available facts, and final decisions rest with the platform.