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# **Review Response Templates for Automotive Retail**

**20 Ready-to-Use Templates for Sales, Aftersales &  
Complaints**

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These templates are designed for franchised dealer groups. Customise the bracketed sections [like this] with your specific details. Keep responses genuine, brief, and professional. Always respond within 24 hours.

## 5-Star Reviews — Sales

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### TEMPLATE 1: GENERAL 5-STAR SALES

*Thank you so much, [Customer Name]. We're thrilled to hear you had a great experience with our sales team at [Location]. It's feedback like yours that makes our work worthwhile. We look forward to welcoming you back for your first service. Enjoy the new [Vehicle]!*

### TEMPLATE 2: NAMED STAFF PRAISE

*Thank you, [Customer Name] — and we'll make sure [Staff Name] sees your kind words. They'll be delighted. We're proud to have a team that goes the extra mile, and your feedback helps us recognise them. Enjoy the road ahead!*

### TEMPLATE 3: REPEAT CUSTOMER

*Welcome back, [Customer Name], and thank you for choosing [Dealership] again. It means a great deal that you trusted us with another purchase. We hope you enjoy the [Vehicle] as much as the last one. See you at your next service!*

## 5-Star Reviews — Aftersales / Service

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### TEMPLATE 4: SERVICE EXCELLENCE

*Thank you, [Customer Name]. We're glad the service team at [Location] looked after you and your [Vehicle] well. Keeping your vehicle in great shape is what we do best, and it's always good to hear when we've delivered. See you next time.*

### TEMPLATE 5: QUICK TURNAROUND

*Thank you for your feedback, [Customer Name]. We know your time is valuable, so we're pleased we were able to get your [Vehicle] back to you promptly. If you need anything in the meantime, don't hesitate to get in touch.*

## 4-Star Reviews

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### **TEMPLATE 6: POSITIVE BUT ROOM TO IMPROVE**

*Thank you for your feedback, [Customer Name]. We're glad you had a positive experience overall, and we appreciate your honesty. If there's anything specific we could have done better, we'd genuinely welcome the chance to hear more — please feel free to contact us at [email]. We aim for 5 stars every time!*

### **TEMPLATE 7: SERVICE 4-STAR**

*Thank you, [Customer Name]. We're pleased the team looked after you, but we'd love to understand what would have made it a perfect 5. If you have a moment, drop us a line at [email] — every bit of feedback helps us improve.*

## 3-Star Reviews

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### **TEMPLATE 8: MIXED EXPERIENCE**

*Thank you for taking the time to share your experience, [Customer Name]. A 3-star review tells us we have work to do, and we take that seriously. Our [Job Title] at [Location] would welcome the opportunity to discuss your visit and understand where we fell short. Please contact us at [email] or [phone] — we'd like to put this right.*

### **TEMPLATE 9: SERVICE 3-STAR**

*Thank you for your honest feedback, [Customer Name]. We're sorry your service experience wasn't what you expected. We'd like to understand what happened so we can address it. Would you be willing to speak with our Service Manager at [Location]? Please reach us at [email].*

## 2-Star Reviews

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### TEMPLATE 10: DISAPPOINTED CUSTOMER

*Thank you for sharing this, [Customer Name]. We're sorry to hear your experience didn't meet the standard we set for ourselves. We would like to speak with you directly to understand what went wrong and discuss how we can make it right. Please contact our [Job Title] at [email] or [phone] at your earliest convenience.*

### TEMPLATE 11: COMMUNICATION ISSUE

*Thank you for your feedback, [Customer Name]. We can see that communication fell short during your visit, and that's not acceptable. Our [Job Title] would like to speak with you to address this personally. Please reach out to us at [email] — we want to ensure this is resolved for you.*

## 1-Star Reviews

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Critical: Respond within 24 hours. Do not argue, make excuses, or challenge the customer's account publicly. Acknowledge, apologise, take offline.

### TEMPLATE 12: GENERAL 1-STAR

*Thank you for bringing this to our attention, [Customer Name]. We are genuinely sorry that your experience fell so far below what we expect of ourselves. This is not the standard we aim for, and we want to make this right. Our [General Manager/Dealer Principal] at [Location] would like to speak with you personally. Please contact us at [email] or [phone] so we can address this directly.*

### TEMPLATE 13: SERVICE COMPLAINT

*We're very sorry to read this, [Customer Name]. What you've described is not the level of service we expect our team to deliver, and we take your feedback extremely seriously. Our Service Manager would like to discuss your experience and find a resolution. Please contact us at [email] or call [phone] — we will prioritise your case.*

#### **TEMPLATE 14: PRICING DISPUTE**

*Thank you for sharing your concern, [Customer Name]. We understand that pricing transparency is essential, and we're sorry if the process didn't meet your expectations. Our [Job Title] would welcome the opportunity to review the details with you directly. Please contact [email] so we can look into this for you.*

## **Specific Scenarios**

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#### **TEMPLATE 15: CUSTOMER WHO DIDN'T PURCHASE**

*Thank you for visiting [Dealership], [Customer Name], and for sharing your experience. We're sorry we weren't able to find the right vehicle for you on this occasion. If your needs change or you'd like to explore other options, we'd be happy to help. Our door is always open.*

#### **TEMPLATE 16: PARTS DELAY**

*Thank you for your patience, [Customer Name], and we apologise for the delay with your parts. We understand how frustrating it is to wait for your vehicle, and we're working to ensure this doesn't happen again. If you have any outstanding concerns, please contact our Parts Manager at [email].*

#### **TEMPLATE 17: WARRANTY ISSUE**

*We're sorry to hear about your warranty experience, [Customer Name]. We take these matters seriously and want to ensure the process is handled correctly for you. Our Aftersales Manager at [Location] would like to review your case — please contact us at [email] or [phone].*

#### **TEMPLATE 18: LONG WAIT TIME**

*Thank you for your feedback, [Customer Name]. We know your time is valuable, and we're sorry for the wait you experienced. We are reviewing our scheduling process to ensure this is improved. If there's anything else we can assist with, please don't hesitate to contact us at [email].*

#### **TEMPLATE 19: POSITIVE REVIEW MENTIONING COMPETITOR**

*Thank you for choosing [Dealership], [Customer Name]. We're delighted you found what you were looking for with us. Our team works hard to ensure every customer feels valued, and your feedback is greatly appreciated. Enjoy the [Vehicle]!*

**TEMPLATE 20: RESPONSE TO AN UPDATED REVIEW (CUSTOMER CHANGED RATING)**

*Thank you for updating your review, [Customer Name]. We're pleased we were able to address your concerns and that your experience improved. Your willingness to give us the chance to make things right means a lot to our team. We look forward to seeing you again.*