Thirty-four negative reviews — nineteen verifiable facts

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Quarter · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **No removal is requested on the three inaccurate reviews.** It rarely succeeds, sometimes gets noticed, and always gets retold.

Situation	Reviews	Next step
Contains a verifiable and accurate fact	**14**	**Reply acknowledging the fact**
Contains a verifiable and inaccurate fact	**3**	**Reply correcting the fact**
Concerns an untraceable order	**2**	**Flagged separately, no characterisation**
Appreciation only	15	Reply or not, as decided

The drafting rule on an inaccurate review

"Our records show delivery on the 22nd rather than the 29th; the delay is still too long, and here is why."

> **Correcting a fact and acknowledging the problem are not contradictory — it is the only reply that stands up.** A reply that corrects without acknowledging reads as a defence; one that acknowledges without correcting leaves a false figure online.

What is separated on every review

Type of element	Examples	Verifiable?
Fact	**A date, an amount, a reference**	**Yes, in your data**
Appreciation	**The welcome, perceived quality, value for money**	**No**

The separation matters because it determines what a reply can do: a fact is corrected, an appreciation is heard. Confusing them produces the replies that make things worse.

The 2 untraceable orders

What is done	The guarantee that comes with it
Flagged to management	**No characterisation**
Broader search in your data	**No removal request**
—	**No public reply casting doubt on the author**

An untraceable order may be one placed under another name, through a reseller, or for a third party. Publicly doubting a customer on that basis is the most asymmetric risk on this page.

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