

Negative comments and customer reviews will hurt your business

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Customers are more inclined to write about a bad experience online. It's the easiest way to get back at horrible customer service. If your company is ignoring or unaware of the power of negative customer reviews, you need to take a serious look at the numbers. According to [Moz](#), 67.7 percent of customers surveyed admit that customer reviews make a difference in their purchasing decision.

So how much does a negative customer review cost your business? In the same study, reports show that if one bad negative review pops up in review site search results, it will cost about 22 percent of new potential customers. What's scary is that number jumps to up to 59.2 percent when three bad reviews are shown. And if a bad review shows up in a Google search result, that number moves up to 70 percent of new opportunities lost.