Client Memo

CREATIVE APP SOLUTIONS

To: All Clients

From: Development Team

Date: April 10, 2017

Re: **Responding to App Store Reviews…**

iOS 10.3 brings about another major change for developers, who can now at long last post public responses of their own to customer reviews on the App Store. Developers can view, sort and respond to all reviews of their app via iTunes Connect, no matter when they were written.

Bad reviews have always been the open wound for an app. Most reviews are based on some problem or misunderstanding of a feature the user had and they pan the entire app. Potential buyers then see their "This app is horrible" review and may skip taking a chance on purchasing your app".

When a developer responds, the user is notified and can update their feedback. The ideal response is concise and clearly addresses customer feedback. Developers should communicate in the tone of their brand and use terminology their target audience will appreciate and understand.

According to Apple:

Positive ratings and reviews can encourage customers to download or purchase your app. By delivering great responses to users' comments and assisting those who have questions about your app, you can create a better user experience, drive increased engagement and improve your app's rating.

To foster deeper engagement, developers are permitted to ask users for feedback on future app updates as part of their public reply. If the user has indicated that a response has answered their question or fixed their technical issue, developers are free to ask them to kindly update their rating and review. Developers can edit their response at any time.

However, only one response per review is displayed on a developer's App Store product page. To time their responses perfectly, app makers can set up email alerts on iTunes Connect to get notified when the user edits a review a developer previously replied to.

Filtering options in iTunes Connect can be used to find reviews with lower star ratings, reviews from users in specific territories, reviews lacking responses, reviews that users have updated since the last response from a developer and more.

Developer responses should be topical and shouldn't be used to advertise or offer promo codes for other apps, services or In-App Purchases.

Responding to reviews with the lowest star ratings or those mentioning technical issues with an app's most current version should be a priority. "You could also consider replying to all feedback immediately following a major release of your app," says Apple.