

# LUNCH N LEARN

IFA WEBINAR SERIES

## Save Time with AI-Powered Automated Review Responses

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# Overview

- Why You Need to Respond to Your Online Reviews
- What are the benefits of using an AI-powered review response system?
- Examples: How Smart Review Responses Saves Time
- Emerging AI Technology



**90% of consumers read business owner's responses to negative reviews.**

Source: 2021 Consumer Fusion Survey; How Negative Reviews Alter Potential Consumers



**33% of consumers are more likely to upgrade their review if a business responds within 24 hours.**

Source: Yelp Blog

<https://blog.yelp.com/news/survey-finds-what-makes-reviews-trustworthy-consumers-want-more-than-ratings/>



**88% of respondents are more likely to look past a negative review if they see that the business has responded to it and adequately addressed the issue.**

Source: Yelp Blog

<https://blog.yelp.com/news/survey-finds-what-makes-reviews-trustworthy-consumers-want-more-than-ratings/>

# Responding to Online Reviews

- ***Best Practices for review responses:***
  - Respond to all of your reviews, both positive and negative.
  - Respond within 24 - 48 hours of a new review.
  - Include keywords and categories to boost your Local SEO.
  - To respond to a positive review, all it takes is a sentence or two to express your gratitude.
  - Responding to negative reviews requires a more careful approach.



# Responding to Online Reviews

- ***Best Practices for Responding to Negative Reviews:***
  - Express that you are empathetic without directly admitting fault.
  - Find a way to take the conversation offline by offering to reach out to the unhappy customer privately. It's possible to work with the customer to get them to update or remove their review
    - Include a contact email or phone number in the response
    - Privately message the customer (only available via Yelp)
  - Be aware that customers pay attention to the way businesses handle their responses.



**On average it takes about 3 minutes to write a review response, time that accumulates as more reviews start coming in.**

# What are the benefits of using an AI powered review response system?

# What Are the Benefits?



## Increased Efficiency

Automating the process of collecting and responding to reviews can save time and allow businesses to focus on other important tasks while still tracking customer experience via Review Sentiment tools.

# What Are the Benefits?



## Improved Reputation

An AI-powered review response system can help businesses build good relationships with customers and strengthen their brand's reputation.

# What Are the Benefits?



## Increased Customer Engagement

Automated review responses enable businesses to respond quickly to feedback and stay engaged with customers.



**95% of consumers read online reviews before choosing a business or service**

# Examples: How Smart Review Responses Saves Time



# Example: College Hunks Hauling Junk & Moving

TOTAL  
REPLIES



**32,091**

2,359 in Dec 2022

TOTAL  
GOOGLE  
REPLIES



**29,744**

2181 in Dec 2022

TOTAL  
FACEBOOK  
REPLIES



**2,347**

178 in Dec 2022

TOTAL HOURS  
SAVED



**1,604.55**

TOTAL DAYS  
SAVED



**66.86**

# Example: One of the Largest Restaurants Chains in the United States

TOTAL  
REPLIES



**131,981**

22,900 in Dec 2022

TOTAL  
GOOGLE  
REPLIES



**128,606**

22,197 in Dec 2022

TOTAL  
FACEBOOK  
REPLIES



**3,375**

703 in Dec 2022

TOTAL HOURS  
SAVED



**6,599.05**

TOTAL DAYS  
SAVED



**274.96**

# Example: Tint World

TOTAL  
REPLIES



**3,823**

341 in Dec 2022

TOTAL  
GOOGLE  
REPLIES



**3,531**

314 in Dec 2022

TOTAL  
FACEBOOK  
REPLIES



**292**

27 in Dec 2022

TOTAL HOURS  
SAVED



**191.15**

TOTAL DAYS  
SAVED



**7.96**

# Emerging AI Technology

# Emerging AI Technology

- ChatGPT is setting records for the fastest-growing user base.
- Estimated to have 100 million monthly active users as of January 2023.
- Using a tool like ChatGPT can help you come up with a customized response for each review along with general response templates that can be applied to your automation tools.

# Emerging AI Technology



create a business owner's response for this 5 star google review "Great experience! Very thorough and supportive staff who was informative and transparent throughout the whole process. 10/10 would recommend. I got my car detailed and I have never seen it so clean."



Thank you so much for taking the time to leave us such a glowing review! We're thrilled to hear that you had a great experience with our team and that you're happy with the results of your car detailing. At our company, we take pride in providing thorough and transparent services to all of our clients, and we're glad to hear that this came through in your experience with us.



We appreciate your recommendation and hope that you'll continue to trust us with your business in the future. Please don't hesitate to reach out if there's anything else we can do for you!





write 10 review responses to 5 star reviews for a plumbing company



1. Thank you for the glowing review! We're thrilled to hear that you had a positive experience with our plumbing services. We appreciate your business and look forward to serving you again in the future.
2. We're so glad to hear that our plumbing team provided you with top-notch service! Thank you for taking the time to share your experience with others. It means a lot to us and we look forward to working with you again.
3. We're over the moon to see that you had a 5-star experience with our plumbing company! Our team works hard to deliver exceptional service, and it's great to know that we hit the mark with you. Thank you for the kind words and we hope to hear from you again soon.
4. Thank you for the wonderful review! We strive to provide the best plumbing services and we're thrilled to see that our team exceeded your expectations. Your feedback means a lot to us and we look forward to working with you again.
5. We're delighted to see that you had an excellent experience with our plumbing company! Our team appreciates your business and we're glad to know that we met your needs. Thank you for the positive review and we hope to be of service to you in the future.
6. Thank you for sharing your positive experience with our plumbing services! We're happy to hear that our team provided you with the high-quality workmanship and customer service that we're known for. We appreciate your business and hope to work with you again.
7. We're thrilled to hear that you had a 5-star experience with our plumbing company! Our team is dedicated to providing top-notch service, and it's great to know that we delivered. Thank you for the kind words and we look forward to serving you again soon.
8. Thank you for the fantastic review! Our team takes great pride in delivering exceptional plumbing services, and we're glad to see that we succeeded in meeting your needs. We appreciate your business and hope to work with you again in the future.
9. We're ecstatic to see that you had an excellent experience with our plumbing services! Our team works hard to provide the best possible service to our customers, and it's great to hear that we hit the mark with you. Thank you for the positive feedback and we look forward to working with you again.
10. Thank you for taking the time to leave a 5-star review of our plumbing company! We're thrilled to see that our team provided you with the quality workmanship and customer service that we're known for. Your satisfaction is our top priority and we look forward to serving you again.



🔄 Regenerate response

[ChatGPT Mar 14 Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

# Key Takeaways

1. It's important to leave an owner's response on your negative reviews along with your positive reviews.
2. Customers are paying attention to how you respond to your online reviews.
3. Use emerging technologies to your advantage.



# Questions?

Thank you for attending!