THE S.P.A.R.K.S. BUSINESS DASHBOARD



WORKBOOK

Day 4 Task 4





Task 4 Day 4

Automating Review Requests and AI-Powered Responses

Section 1: Automating Review Requests

- 1. Log In to Your SPARKS Business Dashboard
- Open your web browser and log in to your SPARKS Business Dashboard account.
- 2. Navigate to the Automation Section

On a Laptop/Desktop: Click on the Automation tab in the left-hand menu.

On a Smartphone/Tablet: Tap the hamburger menu (three lines) and select Automation.

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> Create a New Workflow

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3. Click the Create Workflow button.

- Choose to start from scratch or use a template suitable for review requests.
- > Set the Trigger
- > Name your workflow at the top of the page eg "Review Request"
- > Define what will start the automation. For example:

Invoice Sent: Triggers when an invoice has been sent by the system.

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4. Add the 'Send Review Request' Action

- > After setting the trigger, add an action:
- Select Send Review Request.
- Choose the channel (Email or SMS) through which the request will be sent.
- Customise the message to encourage customers to leave a review, you can do this in the "Reputation Settings"









5. Define Timing

Set a delay if you want the review request to be sent after a certain period (e.g., 1 day after job completion).

6. Save and Activate the Workflow

- > Review the workflow to ensure it functions as intended.
- > Click Save and then Activate to start the automation.

Section 2: Enabling Al-Powered Review Responses

1. Access Reputation Management

On a Laptop/Desktop: Click on the Reputation tab in the left-hand menu. On a Smartphone/Tablet: Tap the hamburger menu and select Reputation.

> Enable Reviews Al

In the Reputation settings, locate the Reviews AI section.

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Toggle the switch to enable Reviews AI for your account.





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2. Choose Response Mode

Suggestive Mode: Al suggests responses for your approval before posting. Auto-Pilot Mode: Al automatically responds to reviews without manual approval.

- > Select the mode that best fits your business needs.
- 3. Customise Response Settings
- How Many Stars to reply to
- How long before replying
- Signature / sign off

Turn off Reviews AI to stop receiving suggestions.	0	Suggestive Helps you articulate review responses	Auto Responses Automatically sends review responses	۲
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4. Monitor AI Responses

- > Regularly check the Reputation tab to review AI-generated responses.
- > Provide feedback to the AI to improve future responses.



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Exercise:

- 1. Set Up an Automated Review Request Workflow
- Create a workflow that sends a review request via email 1 day after a job is marked as completed.

2. Test the Workflow

- Complete a test job in the system.
- Verify that the review request is sent according to the workflow settings.

3. Simulate Receiving a Review

- Have a colleague or friend leave a review for your business.
- Observe how Reviews AI generates a response and manage it accordingly.

NOTE:

Watch out for today's "Ask Me Anything" Post (AMA) at 3PM, where you can ask any questions about today's Task. Post questions only in that thread.









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