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

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YOUR ALL IN ONE SOLUTION

The ultimate solution tailored specifically for Electricians. Revolutionise your business management with our comprehensive platform offering a suite of essential tools: Quotes, Invoicing, Job Management, Email Marketing and much more

Track Your Business

Adaptive Features

Data-driven Insights

Home   Tools   Training   Schedule   FAQ

WORKBOOK

Day 4 Task 4

Task 4 Day 4

Automating Review Requests and AI-Powered Responses

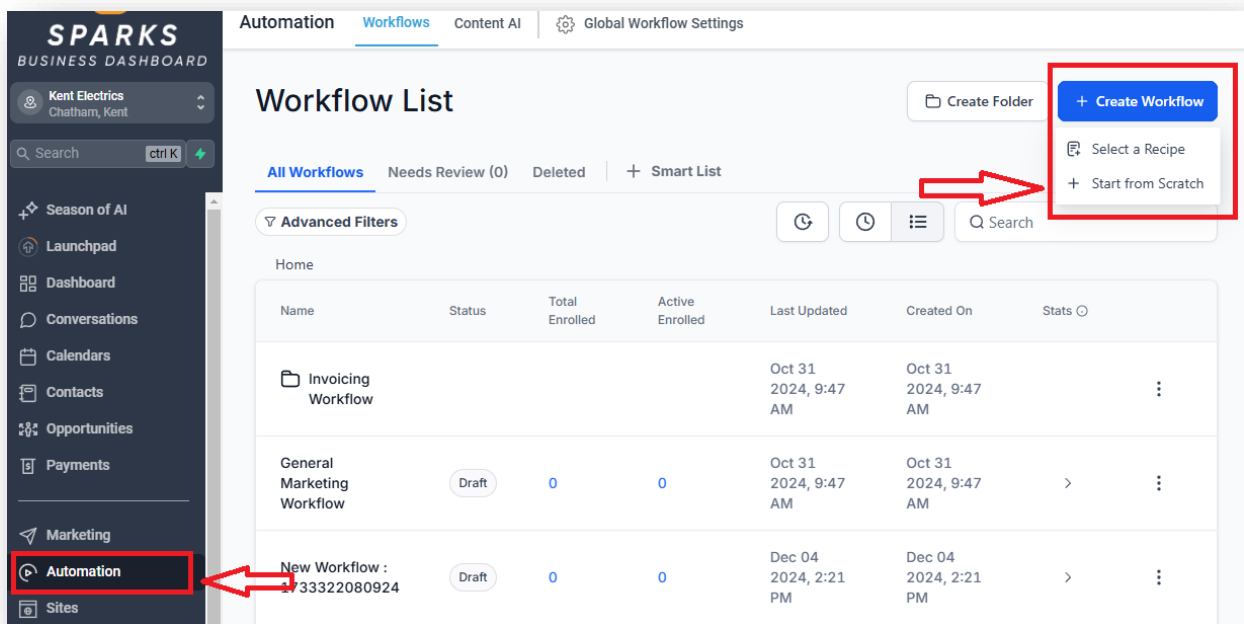1. **Log In to Your SPARKS Business Dashboard**

➢ 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.

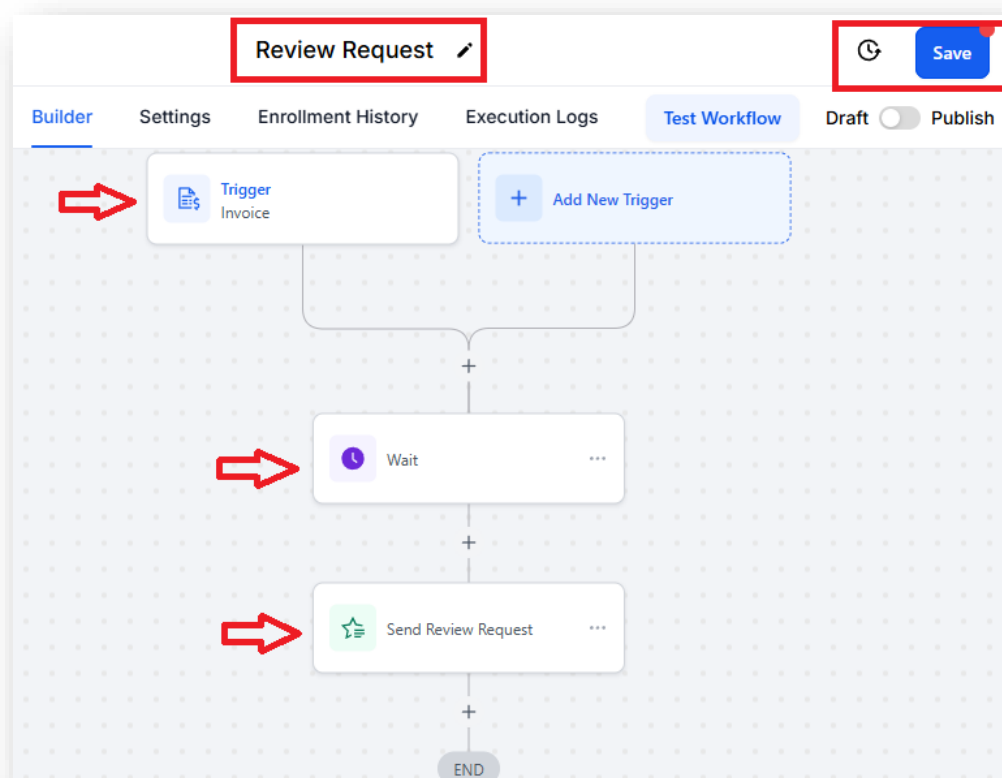*On a Smartphone/Tablet:* Tap the hamburger menu (three lines) and select Automation.

➢ Create a New Workflow

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.

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.
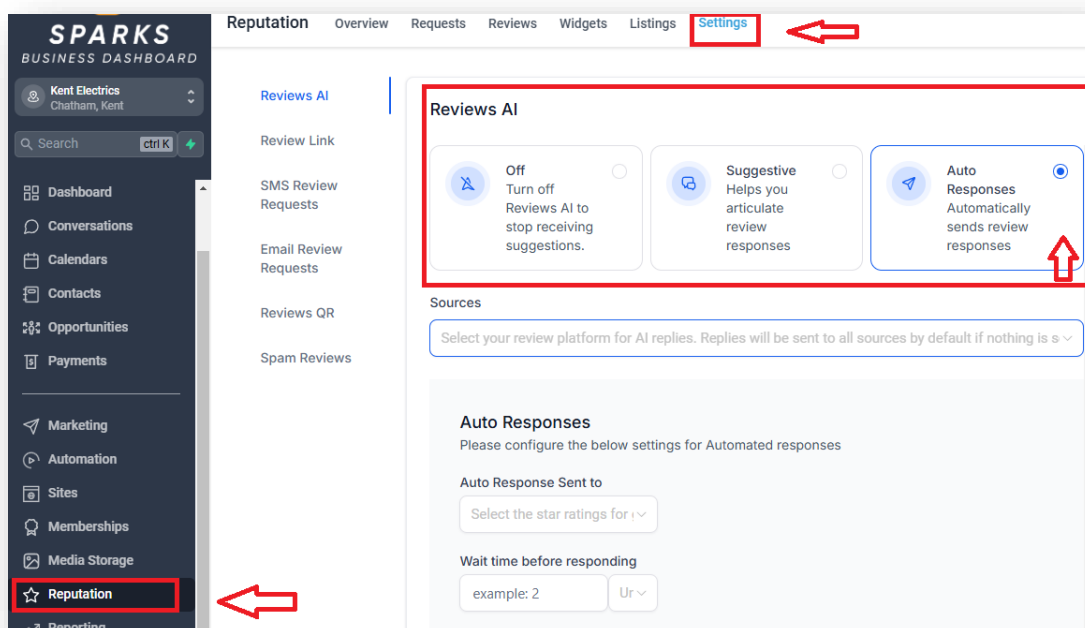
Section 2: Enabling AI-Powered Review Responses

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 AI

In the Reputation settings, locate the Reviews AI section.

Toggle the switch to enable Reviews AI for your account.

2. Choose Response Mode

Suggestive Mode: AI suggests responses for your approval before posting.

Auto-Pilot Mode: AI 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

4. Monitor AI Responses

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

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.

My Electricians
TOOLBOX

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