Reply to every review without it eating your evening

> *“Reviews come in and I either reply days later or not at all, and the bad ones I just avoid.”*

Category: customer-communication | **Setup Time:** ~20 minutes | **Estimated Hours Saved:** 1 hrs/week | **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Set an alert on every new review and work from three short prepared openings rather than writing each reply from scratch. Both reply speed and reply rate affect how a listing performs, and an unanswered negative review is read by every future customer deciding whether to call you. Prepared openings turn a task most owners dread into roughly two minutes per review.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Google Business Profile:** **(Free Tier / Wholesale)**
- **Your booking or POS system:** **(Free Tier / Wholesale)**
- **Podium:** **(paid)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Turn on review notifications**
   In Google Business Profile settings. Without an alert you find out days later, which is where reply speed goes wrong.

2. **Write three openings and keep them somewhere findable**
   One for positive, one for mixed, one for negative. An opening, not a script — the rest should be specific to what they said.

3. **Reply to negatives first, and never in defence**
   Acknowledge, take it offline, invite contact directly. You are not writing to the reviewer. You are writing to everyone who reads it later.

4. **Name something specific from their review**
   A reply that could be pasted under anyone's review reads worse than no reply. One concrete detail is enough.

5. **Pick a fixed slot to clear them**
   Ten minutes, twice a week. Reviews handled in a batch stop being a background dread.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Should I reply to every positive review too?

A: Yes, briefly. A short thanks is enough. Reply rate is visible to anyone reading, and a page where only complaints get answered looks defensive.

Q: What about an unfair or fake review?

A: Reply factually and without heat, then report it through the platform. A calm public reply does more for you than removal usually will, and removal is slow.

Q: What does this cost?

A: Nothing. Replying is a free feature of Google Business Profile. Paid tools only make sense across multiple locations.