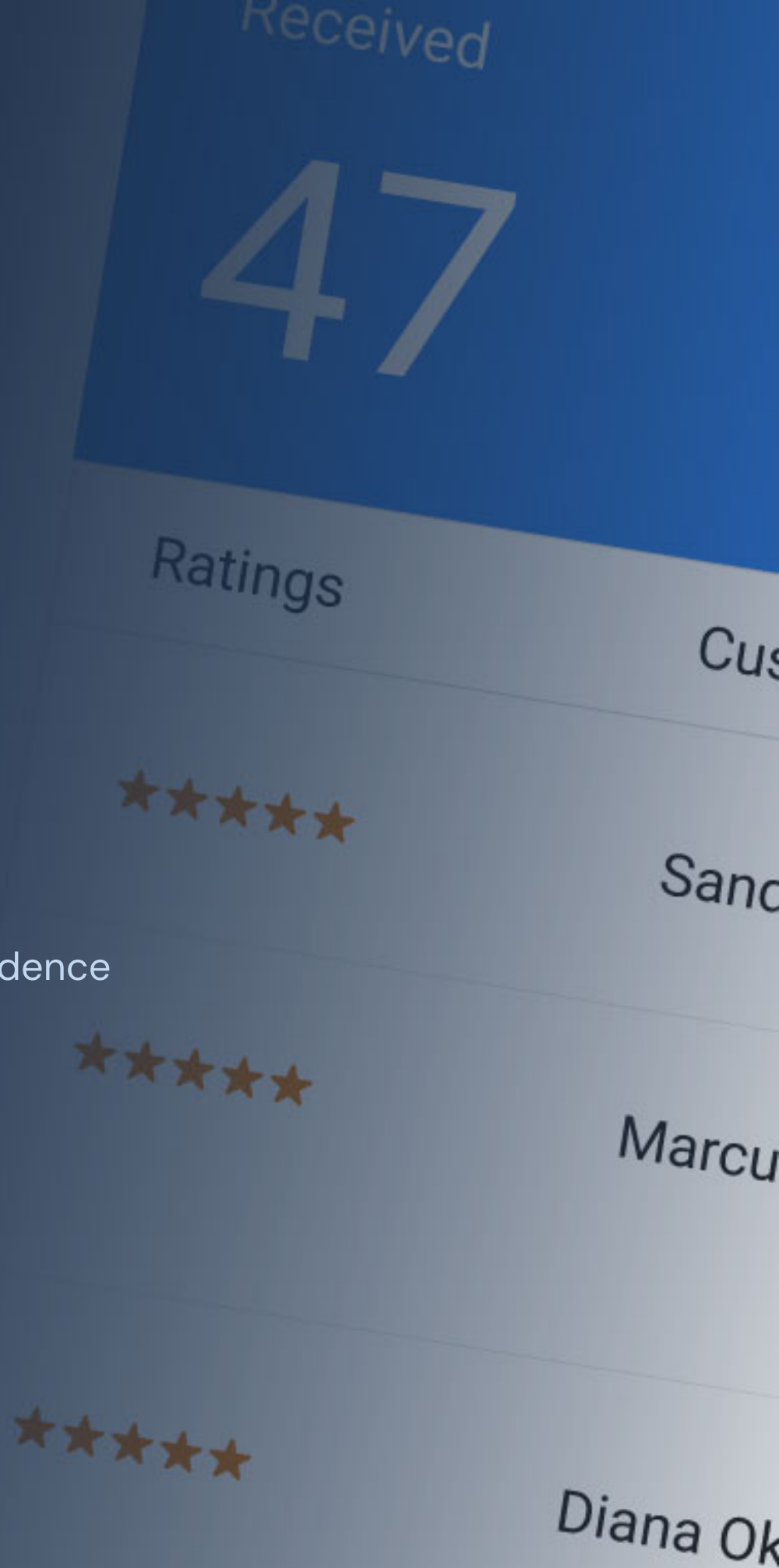


# 4 AI Prompts to Respond to Reviews

Copy, customize, and respond with confidence  
to every review that comes your way.



Reviews, whether positive or negative, are a great way to show prospects how your business treats customers. And since Google pays attention to how often and how well you respond, a thoughtful reply can pull more than its fair share of weight.

Use the prompts in this guide as a starting point, swap in your own details, and keep the tone sounding like your business rather than a template.

01

## Positive Review

### RESPONSE TEMPLATE

Thank you so much for the kind words, [customer name]. We're glad our team could get your [service, e.g. AC unit] taken care of and that [specific detail mentioned in review, e.g. our technician was on time and explained everything clearly]. We appreciate you taking the time to share this, and we're here whenever you need us again.

02

## Negative Review

### RESPONSE TEMPLATE

Hi [customer name], thank you for letting us know about this. This isn't the experience we want for our customers, and we'd like the chance to make it right. Give us a call at [phone number] so we can look into what happened with [specific issue mentioned] and find a solution. We appreciate you giving us the opportunity to fix this.

03

## Suspicious or Fake Review

### RESPONSE TEMPLATE

Hi, we take feedback seriously, but we're not able to find any record of [customer name] as a customer of [business name]. If this review was left by mistake or for a different business, we'd appreciate you taking another look. If you did work with us, please reach out at [phone number] so we can make this right.

04

## AI Prompting for Reviews

Sometimes a review doesn't fit neatly into the positive, negative, or suspicious category. Use this prompt to generate a custom response for anything else that comes your way.

### PROMPT

You are a customer experience manager for [business name], a [type of home service business] in [city, state]. Write a response to the following Google review. The tone should be [professional and warm / friendly and casual / apologetic but confident], and the response should be under [word count] words. If the review mentions [specific detail], reference it directly so the response feels personal. Avoid sounding like a corporate template.

Review: [paste review here]



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