Loopwrk Review Responses

The weekly operator loop, in five steps.

1. Wire every review source to a single monitoring inbox. Google Business Profile, Yelp, Facebook, and one niche directory (angi / avvo / tripadvisor pick yours) forward posts to reviews@<business>.com so nothing lands silently on the listing page.
2. Categorize every review by sentiment before reply. AI tags each post positive / neutral / negative within 60 seconds. Anything under four stars drops straight into the operator queue with the full thread attached.
3. Open with a thank-you, name the specific detail, close with an invite. Reply template: thank them by first name, quote one concrete detail from their review, and end with an invite to come back. Loopwrk tone-matches the operator's voice so the draft ships in your words, not the platform's.
4. Escalate any review under four stars before reply posts. Three-star and under reviews auto-route to the operator with the full review thread, sentiment summary, and a draft reply on the left rail. Operator can accept, edit, or take the conversation offline.
5. Run the Friday weekly review summary. At 4:00 PM Friday the digest lands: count by sentiment, average rating, top three themes, and two-loop adjustments for next week. The week's wins are what to amplify on social.

One workflow at a time, for small business operators. Scoped AI implementations for the long tail of Main Street.

Bring this workflow to your business: tell us where to pin it at loopwrk.com/intake. Loopwrk is custom your loop is yours.