THE QUIET PROTOCOL
AI SYSTEMS & AUTOMATION

Review Response Prompt Pack

A free prompt pack for drafting faster, more useful Google review responses for small businesses without sounding canned.

Owners, admins, marketers, and operators handling reviews

GUIDE

A free prompt pack for drafting faster, more useful Google review responses for small businesses without sounding canned.

WHAT THIS ASSET COVERS

- Prompt templates for positive reviews, neutral reviews, and recovery situations
- Tone guidance to avoid sounding robotic
- Simple input fields so the prompt can be reused by any staff member

USE THIS WHEN

1. You want to respond to reviews faster without losing brand voice
2. Your team is inconsistent in how it handles public feedback
3. You want a low-friction way to test AI for operational tasks

WORKING ASSET

Use this pack when the business wants faster review replies without sounding robotic, defensive, or generic. These prompts are structured for modern AI models that perform best when the input context, constraints, and output format are explicit.

CORE VARIABLES

Fill these before running any prompt:

- <business_context>: trade, clinic, or firm type plus city or service area

- <service_event>: what the customer hired you for
- <review_summary>: one-sentence summary of what the reviewer said
- <customer_name>: first name if visible; otherwise leave blank
- <brand_tone>: calm, warm, premium, practical, fast-moving, clinical, etc.
- <next_step>: optional offline path for recovery situations
- <risk_flags>: legal, refund, safety, or compliance sensitivities to avoid improvising around

PROMPT ARCHITECTURE

For the strongest output, keep the prompt in this order:

1. Business context
2. Review details
3. Tone rules
4. Output rules
5. Final QA instruction

Use a structure like this:

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You are drafting a public review reply for <business_context>.

Review details:
Customer name: <customer_name>
Review summary: <review_summary>
Service event: <service_event>

Tone rules:
Keep the voice <brand_tone>
Sound specific, not canned
Do not invent facts
Do not mention refunds, legal positions, or blame unless explicitly provided

Output rules:
60 to 90 words
Public-facing only
One clear closing sentence

Before finalizing, check that the reply sounds human, specific, and safe for a public Google review thread.
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POSITIVE REVIEW

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Write a public reply for a 5-star review using the context above.

Requirements:
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Thank the reviewer naturally
Reference the service event specifically
If the name is present, use only the first name
Reinforce one thing the company is known for
Close with a light future-facing line without sounding salesy

NEUTRAL REVIEW

Write a public reply for a mixed or neutral review using the context above.

Requirements:
Acknowledge the customer experience without defensiveness
Recognize the positive portion first if one exists
Clarify care and accountability without overexplaining
Offer an offline next step if useful
Keep the tone steady and respectful

RECOVERY REVIEW

Write a public reply for a negative review using the context above.

Requirements:
Lead with calm accountability
Avoid argument, blame, sarcasm, or legal positioning
Do not repeat sensitive allegations in detail
Invite the customer into an offline next step using <next_step>
End with one sentence that shows seriousness and professionalism

CHANNEL GUIDANCE

- Google: keep it short, specific, and easy to scan
- Yelp: stay even more measured because reviewers often expect a calmer tone
- Healthcare or legal: avoid anything that confirms private customer details not already public
- Home services: reference the service moment and team responsiveness where true

QA CHECKLIST

Before posting, ask:

- Does the reply sound like the company rather than like AI?
- Is it specific enough to the actual service event?
- Did the model avoid inventing facts or overpromising?
- Would this reply still feel strong if a prospect read it before booking?

- If the review is negative, did the reply move the issue offline without sounding evasive?

FAILURE MODES

Watch for these common weak outputs:

- generic gratitude with no service-specific detail
- overly polished marketing language
- defensive replies that argue the facts in public
- fake empathy without a real next step
- overlong replies that read like a press release

SUGGESTED TEAM WORKFLOW

1. Draft with the prompt
2. Human review for facts and tone
3. Trim anything that sounds too polished
4. Publish within 24 to 72 hours
5. Save the strongest variants as future examples

OWNER CHECKLIST

Use this checklist before the document gets handed to staff. The goal is to turn Review Response Prompts into a live operating habit, not a file that sits in a folder.

- Name the single person who owns the workflow this asset touches.
- Pull one week of real evidence before changing anything: missed calls, form timestamps, chat transcripts, text threads, booking records, CRM notes, review requests, and staff handoff messages.
- Mark every request where the customer waited too long, repeated information, received a vague next step, or dropped before booking.
- Decide whether the issue is caused by unclear language, weak ownership, missing automation, poor routing, low trust, or a broken follow-up rhythm.
- Choose one workflow to fix first. Do not try to change phone, chat, forms, CRM, reviews, and reactivation all in the same week.
- Write the current rule in plain language. If the team cannot say the rule clearly, the customer will feel that confusion.
- Decide what good looks like. Use a response-time target, a handoff target, a booking target, or a review-request target.

- Review this asset every Friday until the workflow is stable for four straight weeks.

STAFF MEETING AGENDA

Use this agenda in a 25-minute meeting with the people who answer, route, book, follow up, or manage the customer relationship.

1. Open with the customer moment this asset is meant to improve.
2. Read one recent customer example out loud without blaming anyone on the team.
3. Ask where the current process made the customer's next step slower, less clear, or less trustworthy.
4. Review the checklist and remove any item that does not affect the customer journey.
5. Assign one owner for first response, one owner for booking or follow-up, and one owner for proof capture.
6. Decide which channel gets fixed first: phone, website form, chat, text, social message, CRM task, or review request.
7. Choose one script from this document and use it live for the next seven days.
8. Schedule the next review before the meeting ends.

COPY/PASTE SCRIPTS

Use these scripts as starting points. Replace the wording with the business name, service categories, market, office hours, and escalation rules.

Fast acknowledgement: Thanks for reaching out. I have your request and I am getting the right next step in motion now. I will confirm the details before anything is booked or assigned.

Missing information: I can help with that. To route this correctly, I need the service address or location, the best callback number, what is happening, and how urgent this feels today.

Qualified but not ready: That makes sense. I do not want this to get lost. I will save the details here and follow up at the time that makes the most sense for you.

Follow-up after silence: Just checking back so this does not sit unfinished. Do you still want help with this, or should we close the request for now?

Review request after successful work: Thank you for trusting us with the work. If the experience was smooth, a short Google review helps the next customer feel more confident choosing us.

Internal handoff: New request captured. Customer need, urgency, location, source, and next action are listed below. Please confirm ownership before the opportunity cools off.

INTAKE WORKSHEET

Field	What to Capture	Why It Matters
Customer name	Full name and preferred contact method	Prevents duplicate records and weak callbacks
Source	Phone, website, chat, referral, Google, social, repeat customer	Shows which demand channels need better routing
Urgency	Emergency, soon, flexible, research only	Controls response priority and staff escalation
Service need	Plain-language description from the customer	Helps staff avoid forcing the buyer into internal categories too early
Location	Address, city, service area, or remote context	Confirms fit before the team spends time on the wrong lead
Next step	Book, quote, call back, send info, waitlist, close	Prevents warm demand from sitting without ownership
Owner	Person responsible for the next action	Makes accountability visible
Follow-up date	Specific date and time	Turns intent into a calendar reality

METRIC TRACKER

Metric	Target	Review Rhythm	Owner
First response time	Under 5 minutes for web leads and under 4 rings for calls	Daily	Front-door owner
Qualified next step captured	90 percent or better	Weekly	Intake owner
Booking or follow-up assigned	100 percent	Weekly	Office lead
Missed inquiry recovery	Same day when possible	Weekly	Follow-up owner
Review or proof request sent after successful work	80 percent or better	Weekly	Reputation owner
Unowned open opportunities	Zero by Friday close	Weekly	Owner or manager

DECISION RULES

- If the request is urgent, route it before collecting nice-to-have details.
- If the buyer is comparison shopping, prioritize speed, proof, and a clear next step.
- If the lead is qualified but not ready, assign follow-up instead of letting the record sit open.
- If the customer repeats information twice, the handoff failed.
- If staff are rewriting the same explanation manually, turn the explanation into a script, snippet, or automation.
- If a review request depends on memory, the business does not have a review system yet.
- If the same problem appears across phone, chat, forms, and CRM, the business needs a system fix, not another reminder.

HANDOFF SOP

Use this SOP whenever a request moves from one person, channel, or system to another.

1. Confirm the customer identity and preferred contact method.
2. Summarize the need in one sentence a new team member can understand.
3. Label urgency without exaggerating.
4. Attach the source channel so reporting stays useful.
5. Record what the customer was promised.
6. Assign the next action to a named person or system.
7. Set a follow-up time.
8. Close the loop with the customer when the next action is complete.

A handoff is not complete when the note is written. It is complete when the next owner accepts responsibility and the customer knows what will happen next.

30-DAY ROLLOUT

Week 1: Audit the current workflow. Pull real examples and mark where response, routing, trust, booking, or follow-up breaks down.

Week 2: Test the working language. Use the scripts and worksheet on live customer requests. Keep the test narrow enough that the team can actually follow it.

Week 3: Add measurement. Review first response, qualified next step, booking assignment, follow-up completion, and proof capture. Fix the weakest metric first.

Week 4: Decide what should be systemized. If the workflow now works with manual ownership, keep it as an SOP. If it still depends on memory, install automation or move it into a managed AI Business Operating System.

IMPLEMENTATION NOTES

This asset is meant to be edited. Replace generic wording with the business name, service categories, staff roles, escalation rules, pricing boundaries, service-area rules, and follow-up timing. Keep the parts that make the team faster and remove anything that adds ceremony without improving the customer journey.

The best use of Review Response Prompts is not to make the business look organized on paper. The best use is to make the next customer easier to answer, easier to qualify, easier to book, easier to follow up with, and easier to turn into visible proof.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Review Response Prompt Pack" become shared but unmanaged work.
- Use it with owners, admins, marketers, and operators handling reviews in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

HOW TO GET STRONGER OUTPUTS FROM MODERN AI MODELS

- Start with a compact context packet: business type, customer situation, service offered, tone guardrails, and any facts the model must preserve.
- State the deliverable shape up front: channel, word count, required fields, and the exact output format you want back.
- Use variables and clear delimiters so the prompt can be reused safely by staff without rewriting the entire instruction every time.
- Include one strong example when tone and structure matter, then ask for a final answer only rather than hidden reasoning.
- Add a final self-check step for compliance, specificity, and whether the response actually sounds like a real operator wrote it.

BEST DEPLOYMENT SEQUENCE

- You want to respond to reviews faster without losing brand voice
- Your team is inconsistent in how it handles public feedback
- You want a low-friction way to test AI for operational tasks

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Prompt templates for positive reviews, neutral reviews, and recovery situations, Tone guidance to avoid sounding robotic, Simple input fields so the prompt can be reused by any staff member.

- A built-in review cadence so the document becomes part of operations rather than a one-time download.