

Replying to your reviews

When a customer leaves a review, A3 Brands writes a reply for you. You read it, change it if you want to, and approve it. We then post it on Google under your dealership's name. This guide explains each step.

1

A customer leaves a review

We check your listings throughout the day and find every new review.

2

We write a reply

It is written in your dealership's name and suits what the customer said.

3

You approve it

Nothing is posted on Google until it is approved.

01

How it works

The first three steps happen automatically. You don't need to sign in for any of them.



We watch your listings

We check your Google Business Profile, plus DealerRater and Carfax if you use them. Busy listings are checked every 15 minutes and quieter ones every few hours. Reviews with stars but no comment are included, because they still affect your rating.



We write a reply

Each reply uses the customer's first name and only mentions what they wrote. A short five-star review gets a short thank-you. A complaint gets a reply that addresses the problem they raised.



We send it for approval

Nothing is posted automatically. The reply is emailed to your dealership's approver, and it only appears on Google once it has been approved.



Who can approve

Only the approvers chosen for your dealership receive emails with the Approve button. Each reply can only be approved once, so if two people click Approve, only the first click counts.

02

The approval email

You receive one email for each review. Here is an example, with each part explained.

Subject line

Reply ready for your approval: BMW of Fort Walton Beach

1 BMW of Fort Walton Beach

[Open this review on Google](#)

A reply is ready for your approval

A3 Brands has written a reply to this Google review of BMW of Fort Walton Beach. Once you approve it, it is published under the dealership's name.

2 Sarah M. ★★★★★

3 | Second car I've bought here. Ask for Danny, no pressure at all.

4 THE REPLY THAT WILL BE POSTED

Thank you, Sarah, and thank you for coming back to us. I'll pass this straight on to Danny. Enjoy the new car.

5

1 Your dealership

The location the review is for. Click *Open this review on Google* to see the review on your listing, just as customers see it.

2 Rating and customer

The star rating and the customer's name as it appears on Google. DealerRater and Carfax don't show stars for individual reviews, so you won't see them for those sites.

3 The review

Exactly what the customer wrote. If they left stars without a comment, the email says so.

4 Our suggested reply

The text that will be posted on Google if you approve it.

5 Approve or Edit it first

Approve posts the reply as written. Edit it first opens the reply in a box where you can change the wording, then approve. No sign-in is needed for either.

Approving a reply

It takes two clicks.

- 1 Click  in the email**
A page opens and shows the reply one more time. Nothing has been posted yet. If you close this page, nothing changes.
- 2 Confirm on that page**
Click **Approve and queue for posting**. A message confirms that the reply has been approved.
- 3 We post it for you**
A3 Brands posts the reply on your Google listing under your dealership's name. You don't need to do anything else.



Missed an email?

Every reply waiting for approval is also listed at the top of your review portal. You can approve it there at any time.

Changing a reply

The quickest way is the email itself. Click **Edit it first**, change the wording in the box, and click **Save changes and approve**. You can also edit any waiting reply in your review portal, as below.

- 1 Sign in to your review portal**
Use the email address and password you set up from your invitation.
- 2 Find the reply**
Replies waiting for your approval is at the top of the page. Each reply is shown under the review it answers.
- 3 Make your changes**
Click in the reply box and edit the text as you would in any email.

✓ Approve

Approves your version. We post exactly what you wrote.

× Skip

Leaves the review without a reply from us. Nothing is posted.

05

Your review portal

The portal shows how your dealership's reviews are doing, all on one page.

THE NUMBERS AT THE TOP

NEW REVIEWS

Reviews received so far this month.

ANSWERED

The share of your reviews that have a reply.

AWAITING A REPLY

Reviews we are still working on.

NEEDS YOUR ATTENTION

1 and 2 star reviews that have no reply yet.

When there is enough data, a fifth figure, **Typical reply**, shows how long a review usually waits for a reply.

WHAT'S ON THE PAGE

● Replies waiting for your approval

Replies we have written that need your decision. Edit, approve or skip them here.

● Needs your attention

Unanswered 1 and 2 star reviews, so you can follow up with the customer.

● Latest reviews

Your newest reviews, with their rating and whether they have a reply.

- **Replies we wrote for you**

Replies that have been approved for your reviews.

- **Reviews each month**

A chart of how many reviews you receive each month.

- **Who your customers name**

Staff members that customers mention by name, with the average rating of those reviews.

06

1 and 2 star reviews

For a negative review, our reply is a starting point. It acknowledges the problem and offers to help, but we don't know what happened at your dealership, so please add the details.



Before you approve

- ✓ Find out what happened from the department involved.
- ✓ Add one specific detail that shows you looked into it.
- ✓ Include a name or a direct phone number the customer can contact.
- ✓ Don't argue in public, and don't name an employee in a negative reply.

Reply quickly. A complaint answered the same day shows that you care. The same reply two weeks later can look like damage control.

07

Common questions

Can anything be posted without my approval?

No. A reply is only posted after it has been approved. If nobody approves it, nothing is posted.

What if I already replied to the review on Google?

Then we don't post ours. If a review already has a reply from your dealership, our reply can no longer be approved, so a review never ends up with two replies.

Why don't some reviews show a star rating?

DealerRater and Carfax don't publish a star rating for each review, so there is no rating to show.

Why do some reviews have no text?

Customers can leave a star rating without writing a comment. These reviews still count towards your rating, so we reply to them too.

Can I change who receives the approval emails?

Yes. Contact A3 Brands with the email addresses you want to use, and we will update them for you.

I approved a reply by mistake. What should I do?

Contact A3 Brands as soon as possible. Even if the reply is already on Google, it can still be edited or removed, because Google lets you change your replies at any time.

Will I get emails about old reviews?

No. We collect your full review history so your figures are accurate, but we only write replies for new reviews.

A3 Brands · Review Responder

Questions? Contact A3 Brands. Replies to notification emails are not received.