

GROWING BRAND LOYALTY WITH REVIEW MANAGEMENT

Elevating Customer Engagement with Authentic AI-Powered Responses

CASE STUDY



THE CHALLENGE

For a rapidly growing multi-unit retail brand, managing customer feedback across dozens of locations created a massive operational hurdle. With hundreds of reviews pouring in monthly via Google Business and Yelp Profiles, the internal team struggled to keep up.

Because of these restrictions, the brand only responded to reviews with 3 stars or less. This created a critical missed opportunity to build brand loyalty with their most satisfied customers. Reviews with 4+ stars were entirely ignored, even when they called out specific opportunities for improvement. This manual approach led to inconsistent response times and a generic brand voice that failed to reflect the high-energy, personal connection the brand was known for.

THE SOLUTION

Fynch deployed a specialized Review Management Agent designed to monitor every incoming rating in real-time. By integrating the brand's specific guidelines and unique local nuances, the AI was trained to generate authentic, on-brand responses that addressed specific customer feedback, from praising star employees to resolving service complaints with empathy. All responses were reviewed by a human brand-representative to ensure accuracy prior to posting.

STRATEGIC EXECUTION

The regular monitoring of Yelp and Google Business Profiles ensured that no customer went unheard. But beyond tracking numerical scores, FynchAI agents monitored qualitative trends within reviews to address operational issues faster and maximize opportunities for brand loyalty. Every response was tailored to the brand's high-energy persona, shifting from generic templates to genuine, brand-centric interactions. This automation reclaimed hours of manual labor, allowing management to prioritize in-store operations over screen time.

THE ADVANTAGE

Don't just watch your reviews – lead the conversation. By removing the bottlenecks that come with manual management and ensuring engagement across the board, brands can maintain a meaningful human touch at scale to build authentic connections with their customer base.

RESULTS

The transition to an AI-driven reputation model with human oversight delivered immediate and sustained impact:

- **Positive Sentiment:**
Maintained a **4 star+ rating** across all locations with a 100% response rate to customer comments
- **Faster Response Speed:**
Reduced average response time from 3+ weeks to **2 business days**, driving higher customer satisfaction
- **Enhanced Brand Consistency:**
100% adherence to brand voice standards across all locations, regardless of volume, ensuring authentic engagement
- **Operational Time Savings:**
Eliminated over **15 hours per week** of manual drafting for the management team
- **Actionable Insights:**
By analyzing qualitative feedback, agents **identified operational challenges** and gaps that were previously overlooked

start scaling your brand reputation at getfynch.com

