

SOULWIRE STUDIO

AI AUTOMATION FOR OPERATORS

SOULWIRE PLAYBOOK

The AI Review Collection & Response System

Turn every appointment into a five-star review, and every review into a five-star reply.

A two-part n8n build for any appointment-based business. The first half checks in with clients after their visit, reads sentiment, and only asks for a review once the client says yes, drafting an SEO-friendly review in their own words. The second half drafts a personalized reply to every new Google review using a real knowledge base, so nothing generic ever goes out under the business's name.

Build this once, and review collection and review response stop being a task on anyone's list.

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BUILT WITH THE SYSTEMS WE SELL.

SECTION I

The Problem

Most businesses never ask for reviews at the moment it would work best: right after a good experience, while it's still fresh. When they do ask, it's a generic blast to everyone, happy or not, which either gets ignored or occasionally embarrasses the business when an unhappy client gets asked to leave five stars.

On the other side, incoming Google reviews sit unanswered for weeks. Not because the business doesn't care, but because a good reply takes real thought: who was this client, what did they experience, what tone fits a 2-star complaint versus a 5-star rave. That's a research task, not a five-minute task, so it keeps getting pushed.

THE PATTERN THAT FIXES BOTH

This system fixes both directions with the same underlying pattern: gather context first, then let an AI agent do the writing, with a human still deciding what actually gets said in public.

SECTION II

How the System Works

Two connected n8n workflows, each triggered independently, sharing one Airtable base as the source of truth.

REVIEW COLLECTION FLOW

```
Calendly booking captures name, email, phone, notes
|
Airtable record created (Appointment Complete = false)
|
Appointment marked complete -> SMS + WhatsApp check-in sent
|
Client replies on WhatsApp
|
AI agent reads sentiment, asks 1-2 light questions
|
+-----+-----+
|                                     |
| Positive + permission             | Neutral / negative
|
| Share review link + SEO-friendly | Thank them, log for human
| draft in their own words          | follow-up, no review ask
|
+-----+-----+
|
Sentiment, summary, and next steps logged to Airtable
```

REVIEW RESPONSE FLOW

```
New Google review triggers Google Business Profile watcher
|
AI agent pulls real details from:
  - Pinecone knowledge base (services, staff, policies)
  - Past client emails (Gmail)
  - The business's own website
|
Drafts a personalized reply matched to star rating and tone
|
Logs the draft to a sheet for a human to copy, edit, and post
```

SECTION III

Part One: The Review Collection Agent

01 Capture the booking

A Calendly booking fires a webhook. The workflow pulls the client's name, email, phone, and any pre-visit notes, creates a contact in the business's CRM, and writes a record to Airtable with Appointment Complete set to false.

02 Wait for the visit to actually happen

The business ticks a single checkbox in Airtable when the appointment is done. That's the only human input this half of the system needs. Everything downstream is triggered by that one field changing.

WHY THIS MATTERS

The system can't know an appointment happened unless something tells it. A calendar event firing isn't proof the client showed up. One checkbox, ticked by whoever's at the front desk, is the cleanest signal available.

03 Send the check-in

A few hours after checkout, the workflow sends a short, warm check-in on both SMS and WhatsApp: "How was your visit today?" Nothing salesy, nothing asking for a review yet.

04 Read the reply, gauge sentiment first

Every reply routes to an AI agent with full conversation memory. Its first and only job at this stage is judging sentiment: positive, neutral, or negative.

WHY THIS MATTERS

Asking for a review before you know how the visit went is how businesses end up with a 1-star review they asked for themselves. Sentiment-gating is the whole point of using an agent here instead of a static "please review us" text blast.

SECTION III

Part One, continued

05 If positive, ask two light questions, then ask permission

The agent asks at most two follow-up questions in one message, never a survey. Who took care of them, what stood out, what they'd tell a friend. Once it has an answer, it asks permission to leave a review. It does not assume yes.

06 Draft the review, don't write it for them

Only after the client says yes does the agent share the review link, along with a short, SEO-friendly draft review built from the client's own words: treatment name, staff member, what they liked, a recommendation. It's offered as an edit-or-copy option, never a finished script.

07 If neutral or negative, no review ask

The agent thanks them, acknowledges specifically what they said, and asks if they'd like a team member to follow up. It never requests a review here, and it flags the conversation for a human.

08 Log everything, escalate what it can't handle

After every reply, the agent writes sentiment, a feedback summary, whether the review link was shared, and next steps back to Airtable. If a conversation turns into something it shouldn't handle alone (angry, high-risk, out of scope), it emails a human with a summary instead of guessing.

WHERE THIS LANDS

Every positive reply either ends in a shared review link or a logged reason it didn't happen yet. Nothing falls through silently, and nothing gets asked twice.

SECTION IV

Part Two: The Review Response Agent

01 Build the knowledge base once

Upload service menus, staff bios, and policies through a simple form. They get chunked and embedded into a Pinecone vector store. This is a one-time setup per business, updated whenever something changes.

02 Catch every new review automatically

A Google Business Profile trigger polls for new reviews and fires the agent the moment one lands. No manual checking required.

03 Draft with real details, not guesses

The agent pulls from three sources before writing a single word: the knowledge base, to confirm a real staff name or treatment, past client emails, if the reviewer is a known contact, and the business's own website. It never invents a detail it can't confirm.

WHY THIS MATTERS

A generic "thank you for your kind words" reply is worse than no reply. A reply that gets a staff member's name wrong is worse than that. Grounding the draft in real data is what makes the reply feel like it came from someone who actually knows the business.

04 Match tone to star rating

Five stars gets genuine enthusiasm and an invitation back. Three to four stars acknowledges the good and stays open to feedback. One to two stars empathizes once, addresses the specific issue, and moves the conversation to a private channel. Never defensive.

05 Log the draft, don't auto-post

Every drafted reply lands in a spreadsheet next to the original review and its star rating, marked not yet replied. A human still reviews and publishes it. This system drafts. It doesn't publish on its own.

SECTION V

What You Need to Launch This

Piece	Purpose	Status
Airtable base	Client records, sentiment log, do-not-contact list	Create before going live
Calendly	Appointment booking trigger	Connect account
GoHighLevel (or equivalent CRM)	Contact creation, SMS sending	Connect webhook
Unipile (or equivalent WhatsApp API)	WhatsApp check-in and reply	Connect account
OpenAI + Anthropic	The two language models behind both agents (fallback pair)	Connect API keys
Gmail	Escalation emails, past-client email lookup	Connect account
Pinecone	Knowledge base for the review response agent	Create index
Google Business Profile	New review detection	Connect account
Google Sheets	Review reply draft log	Create sheet

This isn't a review-request bot. It's a system that waits for the right moment, asks permission before it acts, and never lets an AI publish something in public without a human's eyes on it first. That's the difference between an automation that helps and one that quietly makes a mess.

WANT THIS RUNNING IN YOUR BUSINESS?

Rather have it built for you?

Soulwire builds systems like this one, end to end, for appointment-based businesses that run on reputation: reviews, referrals, and repeat visits. If you'd rather spend your time approving replies than wiring workflows, book an audit and we'll find the fastest path to your version of this system.

Book a 30-minute audit →

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