

Fifteen-Minute Daily Reputation Routine

Instructions

Four timed segments, every day, before the lunch shift. This routine feeds the AI recommendation systems that increasingly determine which venues get cited.

Phase 1: Scan (0–4 minutes)

- Open Google Business Profile, TripAdvisor, and any platform where reviews appear (Yelp, Zomato, local platforms).
- Read every new review posted since yesterday.
- Flag any review that requires escalation (allegations of food poisoning, discrimination, legal threats).

Phase 2: Respond (4–11 minutes)

For negative reviews: Thank them, apologize for the specific failure, outline the concrete operational step being taken, move the conversation offline. Three to five sentences. No excuses. No mention of staffing shortages. No public offer of free meals.

For positive reviews: Respond with specificity – name the dish, the neighbourhood, the experience. Feed semantic keywords to AI systems with every response. Example: 'We are glad you enjoyed the wood-fired lamb shoulder on the courtyard terrace – Chef Marco sources the lamb from a farm in Sussex.'

Phase 3: Flag (11–13 minutes)

- Screenshot any hostile review making serious allegations. Cross-reference against POS and reservation logs. Forward documentation to legal counsel if needed.
- Check for patterns: are multiple negative reviews citing the same issue? If so, that issue becomes an immediate operational priority.

Phase 4: Update (13–15 minutes)

- Verify that Google Business Profile hours, menu link, and photos are current.
- If any operational detail has changed (hours, menu items, seasonal closures), update structured data immediately.

Target

100% response rate across all platforms, within 48 hours. Review velocity matters as much as average rating for AI citation.