



## About Client

A renowned restaurant is a prime destination for vegetarian and sweet lovers. It also offers a cozy ambiance with party halls and private dining. With a commitment to consistent quality and lip-smacking taste, they promise a delightful experience on every visit.

Their versatile menu caters to north Indians, Jains, and vegan enthusiasts, offers yummy bites from hot jalebi and spongy rasgulla to crunchy chaat as well as pure vegetarian cakes. They also have unique return gifts like indoor plants and sweet gift boxes.



## The Challenge

The restaurant had some inefficiencies in handling review management process manually. The restaurant receives review from various platforms like Swiggy, Zomato, Google, and Jotform.

- Customer Satisfaction** : Delays and inconsistencies in responding to reviews resulted in low customer satisfaction.
- Time Consuming** : Handling reviews and responding manually consumed 60% of employees' time. Also, it was tedious for the restaurant to enter the review data in Google Sheets before review escalation.
- Inconsistent Responses** : 30% inconsistent responses for negative reviews led to delayed responses, often occurring the next day or later.
- No Insights Available** : With manual review handling, there was critical challenge in analysing report of customer satisfaction, creating a 40% gap in insights.

## The Implementation Process

They collaborated with iSQUARE to build an efficient review management system built on Airtable, a no-code platform and Make, a no-code integration tool. This system integrates Artificial Intelligence (AI) to automate responses for positive feedback.

### Workflow Automation with AI and Make.com

#### The implementation included key steps:



**Manual Review Submission** : Customers submit their reviews through a JotForm, which is designed to capture detailed feedback about their experience.



**Data Storage in Airtable** : After submission, all review data is automatically saved in Airtable, creating a centralized dashboard for easy access and management.



**Redirection to Make.com** : After the form submission, users are redirected to Make.com, where further automation processes are initiated.



**Review Collection via Make.com** : Make.com is integrated specifically to monitor restaurant reviews from Google My Business, ensuring that all feedback is captured in real-time.



**Sentiment Analysis** : When a new review is detected, AI-powered sentiment analysis works meticulously to determine whether the tone of review is positive, negative, or neutral.



**Alert for Negative Reviews** : If a negative review is identified, an alert is automatically sent to designated team members via email or WhatsApp, ensuring quick attention to customer concerns.



**Positive Review Processing** : For positive reviews, the feedback is stored in Airtable. With AI integrated system, personalized response is sent automatically to the customers individually based on the content of the review, and acknowledging the customer's experience.

## Solution



### Automated Review Collection

All reviews are tracked in one system gathered from multiple sites, and in particular from Airtable.



### AI-Powered Analysis

Open AI was engaged for sentiment analysis determination.



### Automated Response Generation

Positive reviews were acknowledged with automated responses.



### Attention on Negative Reviews

With automatic alerts on negative reviews, the customer concerns were handled with care.



### Custom Reporting

The managers who were dealing with reports also have access to insights on the trends of online reviews as well as the opinions of customers.

## Solution



### Training and Support

Full training for all company personnel have been done in relation to the new system.



### Results

Some of the benefits that came as a result of the introduction of the automated system are as follows:



### Increase in Efficiency

Automated review management reduced 80% time saving which was about four hours a day and also eliminated manual efforts on review handling process



### Consistency

All the reviews are attended to and responded to in a timely manner and even in the case of complaints customer satisfaction increased.



### Insights

Reports were able to provide 100% valuable insights that were relevant to the assumptions made around the customers.

## Contact Us

[\(+91\) 801-200-5000](tel:+918012005000)

[reach@isquarebs.com](mailto:reach@isquarebs.com)

[www.isquarebs.com](http://www.isquarebs.com)

