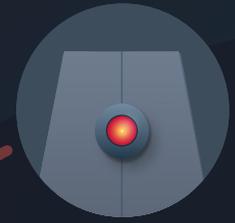APPFOLLOW

The complete guide to review management automation

How to increase efficiency and balance automation with personalization

Table of content

APPFOLLOW

Introduction

When the number of app reviews grows, your team's workload grows too. While these are exciting times for your app — usually triggered by a growing customer base, or an overhaul of your app's design — it's easy for support teams to get overwhelmed. And when faced with a wave of repetitive reviews, it's even easier to lose sight of the more critical ones. Whether it's about serious bugs or important feature requests, ignoring these can make users churn and damage your bottom line.

Looking for an easier way to keep track of your review management strategy? The answer lies in automation. We're not talking about the robotic, templated answers that leave customers feeling even more frustrated than they were before submitting a review. Today's automation tools have the potential to free up your support team's time while helping you continue to build great relationships with your users.

In this guide, you'll learn how to increase efficiency within your team, how to balance automation with personalization, when to introduce these processes, and top tips on getting it right with AppFollow. You'll also hear from leading global brands on how they've successfully implemented automation strategies, and how we've helped them grow.

This guide is useful for anyone who wants to increase their review management efficiency but doesn't know where to start. While review management is usually taken care of by support and community management teams, it can sometimes fall to social media or even product teams. No matter what team you belong to, you'll benefit from this guide.

Flo

After working closely with AppFollow to implement automation strategies, our average response time has improved by 30% for iOS and by 35% for Android.

Dina Borisevich, Technical support specialist at Flo

Guardian Tales

+1.52 ⭐
Reply effect
in 12 months

61%
% of reviews updated with a higher rating
after agent's response

Agent response

Avg. total rating ⬆️ in 12 months

from
4.17
to **4.6**

from
4.4
to **4.8**

Automation: Buzzword or business necessity?

The majority of customer support tools now offer some sort of automation solution. But when it comes to responding to user reviews, teams often need to sort through and respond to thousands of messages manually — wasting time and resources. This is made even harder when you consider the amount of spam, one-word messages, or repetitive reviews received every day, meaning the most valuable and insightful reviews can easily get lost.

Of course, ignoring your reviews isn't an option either. **Your app's rating (read: its success) is entirely based on reviews,** and if you don't solve problems fast, your existing users will be quick to decrease their rating. New users may also see these negative reviews go unresolved and choose to download your competitor's app instead.

In the worst case scenario, you'll receive visibility, leading to fewer downloads, and lower revenue.

Many of our clients come to us with the same problem: they're looking to both find and respond to business-critical user reviews, without having to spend hours trawling through masses of messages. The solution lies in automation — specifically review management automation services.

> **AppFollow's research shows the average rating for apps and games in the stores' top charts and featured sections hovers around 4.5 stars. Critically, apps with a rating under 4 stars lose up to half of their potential downloads. Users simply don't click on apps with lower ratings — so it's imperative brands do all they can to boost their scores.**

Anatoly Sharifulin, CEO of AppFollow

# What are review management automation services?

Similarly to regular support automation, review management automation helps you to respond to customers automatically, add tags to specific reviews, translate them, and report spam and offensive reviews. The breadth of services they offer — and the time they help teams save - make them an essential tool for any company looking to boost their review processes.

Auto-replies help respond to repetitive reviews: Brands can set up templated replies based on the review subject — whether that's responding to users reporting bugs, or others simply recommending the app.
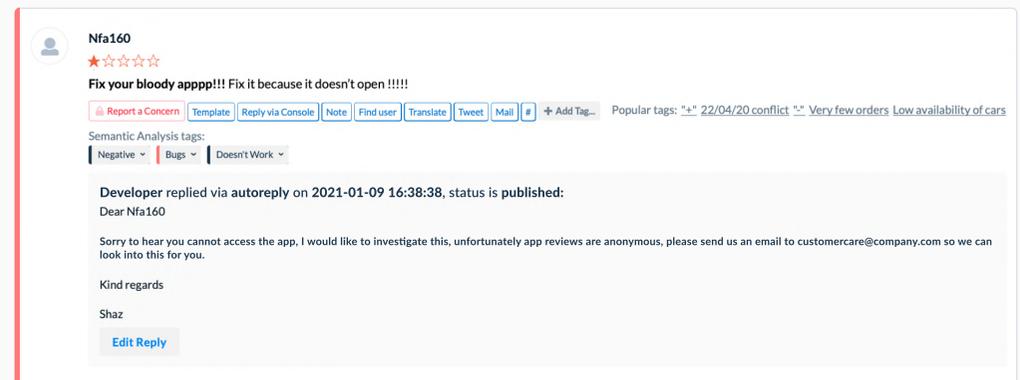
Auto-tags help group similar reviews: With auto-tags, you can automatically filter all reviews related to feature requests and share with your product managers, or group all reviews about a specific bug. Once the bug is fixed, you can alert everyone who mentioned this bug in a single click. No user will be reading your release notes to check on bug fixes, so a personal message always wins.
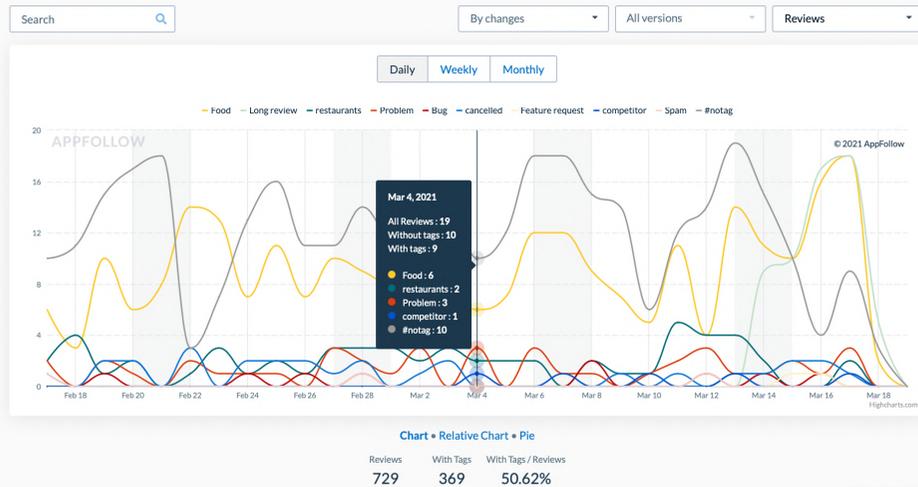
The Auto-tags feature helped us use our work time much more effectively. We can answer our users, provide quality support, and transfer valuable insights to our product teams faster. That helps us continue to perfect our product and make it even more useful for millions of women around the world.

Dina Borisevich, Technical support specialist at Flo

Auto-translation makes sure you understand everything your users say, even without a huge multilingual support team — and provide you with global insights on your app's performance.

Auto-report a concern removes spam, offensive and inappropriate reviews for you — ensuring potential users see the most relevant and helpful information.

You can read more about how to report malicious reviews.
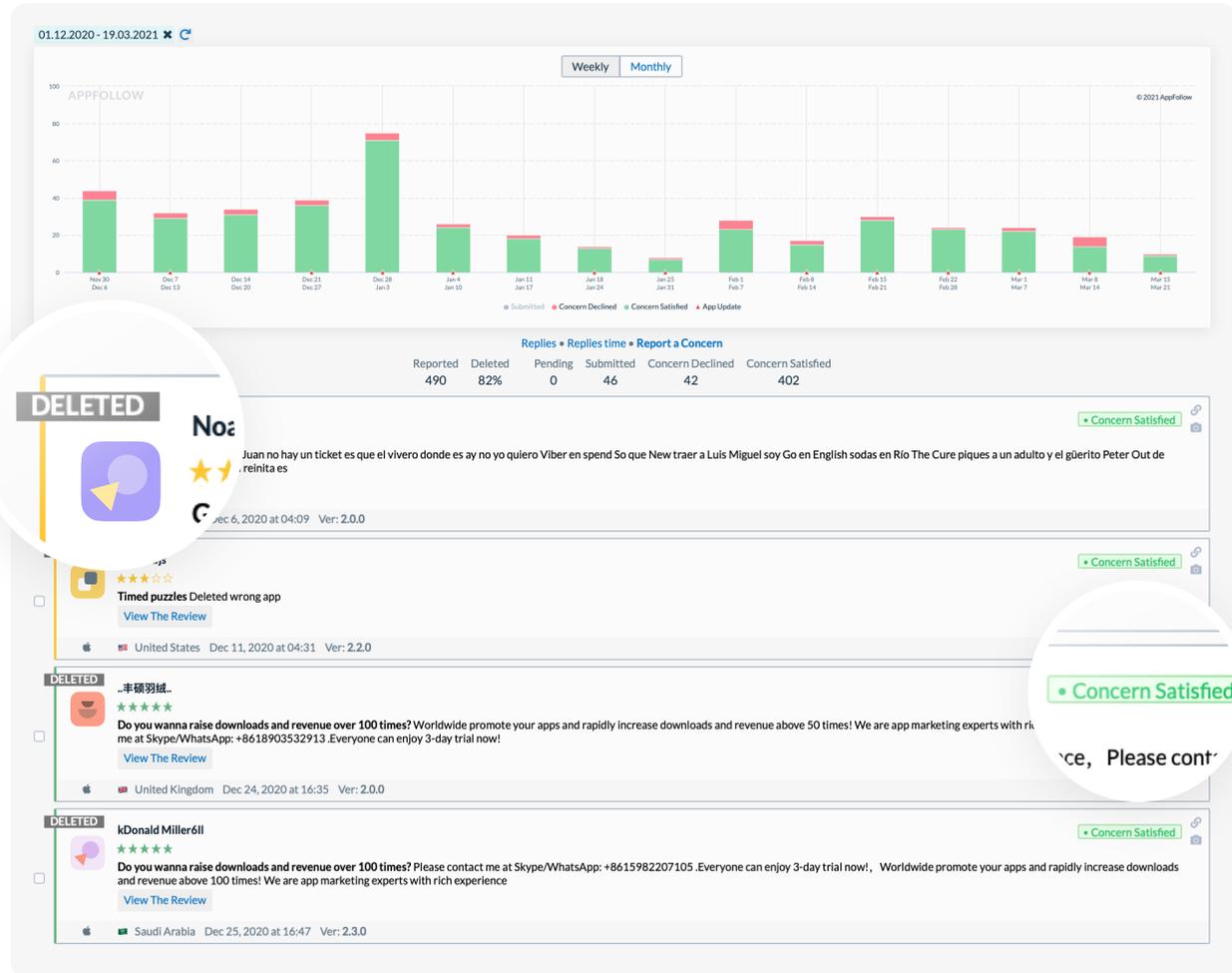
When should you implement automation?

If you're suddenly experiencing a big increase in new reviews, now is the ideal time to start looking into automation strategies. As the number of reviews grows, so too does their complexity. With automation, your team can focus on those more complex issues and keep on building valuable relationships with customers.

There are plenty of other scenarios where it makes sense to implement automation — including:

1. When you're scaling your business;

2. If you don't yet have 24/7 and/or multilingual support agents;

3. When you're looking to optimize support costs;

4. If you're looking to respond to users faster, cutting first and average response time.

Worried automation will damage your hard-earned relationships with users? In many cases, we've seen that **automated replies actually deal with issues quicker and more succinctly,** and success lies in combining the best of automation with your team's interpersonal skills:

Humans & auto-replies excel at different tasks

Where humans win	Where auto-replies win
1. Complex situations	1. International support
2. Dealing with emotions	2. Common issues
3. Non-standard cases	3. Positive reviews
4. Support strategy analysis	4. Routing to the right place

" *Having folders with multiple responses makes it easy for us not to sound repetitive or robotic in our replies.*

Zachery Gergurich,
Lead Customer Experience Manage at Discord

5 Key benefits of automating your review management

These days, customers expect quick responses from support teams across all channels — from live chats, emails, phone calls or social media. It's a little different when it comes to app reviews. As an asynchronized channel of communication, users don't expect brands to respond to their reviews momentarily.

This expectation of a delay in response gives you an advantage, as you can generate an automated holding message thanking them for alerting you to the bug, before consulting with your colleagues on the status of a bug or feature release. You can then come back with a direct response saying when you will fix or release a certain feature.

So, what are the benefits of introducing automation to your review management routine?

1. **Increase productvity:** The more reviews are processed via automation, the less your team will need to do manually. Your support team will be able to help users at scale without a drastic growth of headcount.

2. **Improve efficiency**: Automation will also help you react faster to your users' most common issues. Thanks to the auto-tagging feature, you'll be able to send an automated, personalized message straight away, no matter the issue — increasing customer loyalty and improving efficiency.

> *After implementing AppFollow's automation solutions, it took us just 3 days to increase the number of processed reviews by 2.3 times. By reducing the amount of time spent on repetitive reviews, our team is doing more and clicking less — freeing them up to work on the most valuable feedback and insights.*

BITMANGO
we make puzzles

3. **Process and implement user feedback fast:** App reviews
    are a critical source of feedback that can be used to
    refine and improve your product. Your team's
    responsibility isn't just to respond to them, but also to
    manage and analyze them. The auto-tagging feature also
    helps you group all reviews containing feature requests or
    product complaints, so you can easily compile user
    feedback related to a specific issue.

4. **Reduce the number of spam reviews:** All reviews that contain
    spam, offensive or inappropriate wording are automatically
    reported to the stores, so your users see only the most
    valuable reviews.

5. **Increase your app ratings:** Lastly, once a problem or bug
    is solved, your app ratings are likely to increase
    exponentially: our latest case study with Kakao Games
    shows that 61% of users they responded to updated their
    reviews with a higher rating.

# How can automation improve your bottom line?

We've seen above that automating your review workflows brings a diverse range of benefits for both teams and customer relationships. But perhaps the most important benefit is how much faster it helps you **to reach certain KPIs, and subsequently improve your business' bottom line**. These KPIs include:

- Reply rate

- Average response time & average first response time

- Reply effect and Customer Satisfaction Score (CSAT)

- App rating

Avg Response Time

While the absolute number of each KPI will differ channel by channel, the logic behind them remains the same: the faster you communicate with your customers and solve their problems, the better it is for your business.

Read how Bitmango increased their reply rate by 130% in just 3 days with auto-replies.

BITMANGO
we make puzzles

75%	
50%	**72+h**
25%	
0	**<24h**

without Auto-replies   with Auto-replies
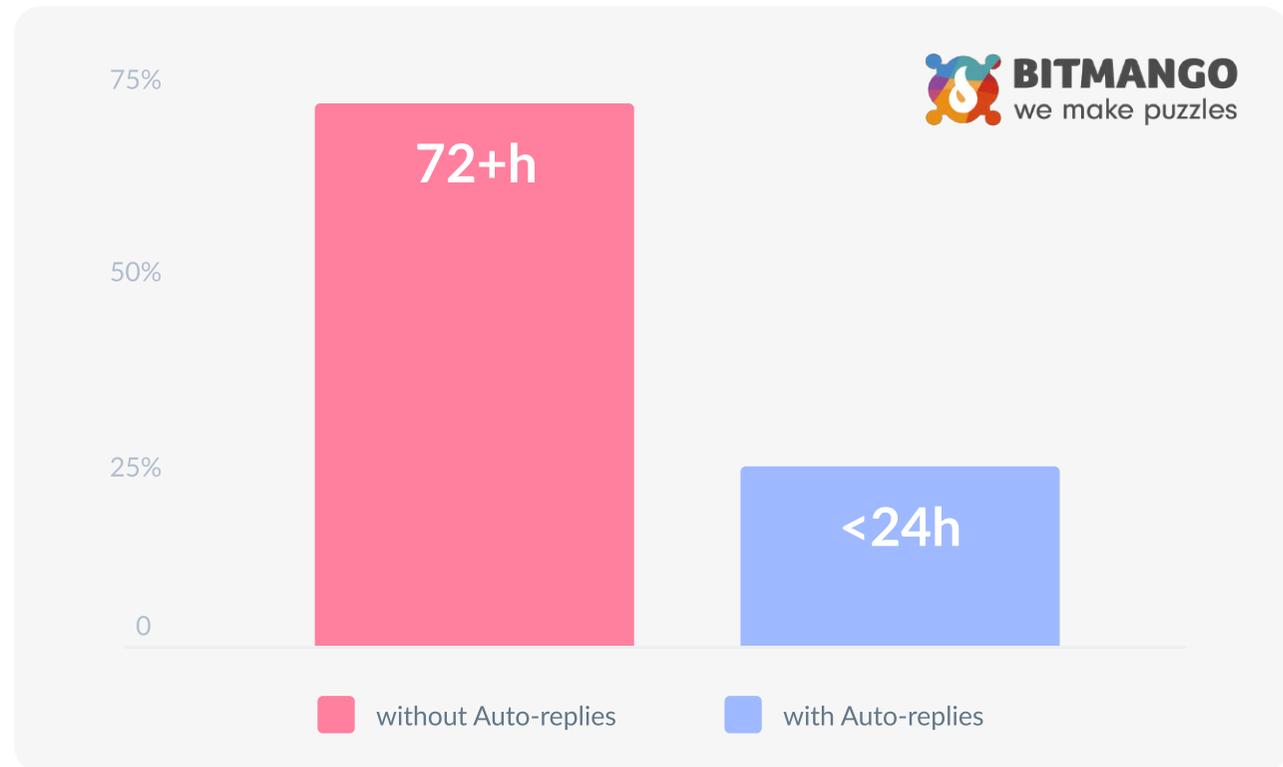
Case study: How leading on-demand ride service **Gett** used AppFollow to drive success

Gett is a global on-demand ride service, focusing on ground transportation services for business clients in major cities around the world. Through its industry-leading mobility software, Gett centralises the best ride-hailing companies and car services within one SaaS platform, optimising the entire experience from booking and riding to automatic invoicing and insightful analytics. Gett typically saves clients 25% on their global ground travel costs.

The challenge

Gett was looking for a tool that could help them boost user experience by responding to app reviews, helping their customers and analyzing user feedback to improve their product. As Gett uses customer feedback to constantly evolve its product, the company wanted to find the right partner who shared its focus on building a great user experience.

The solution

In 2018, the Gett team enlisted AppFollow to help improve its review management process. Both customer experience and product teams started using the platform across 3 markets — the UK, Israel and Russia.

> *A lot of users really take their time to review the Gett app, and through AppFollow we can analyze that feedback. AppFollow tells you what you need to improve on and what's working well. It complements other sources of user feedback, such as NPS and CSAT surveys.*
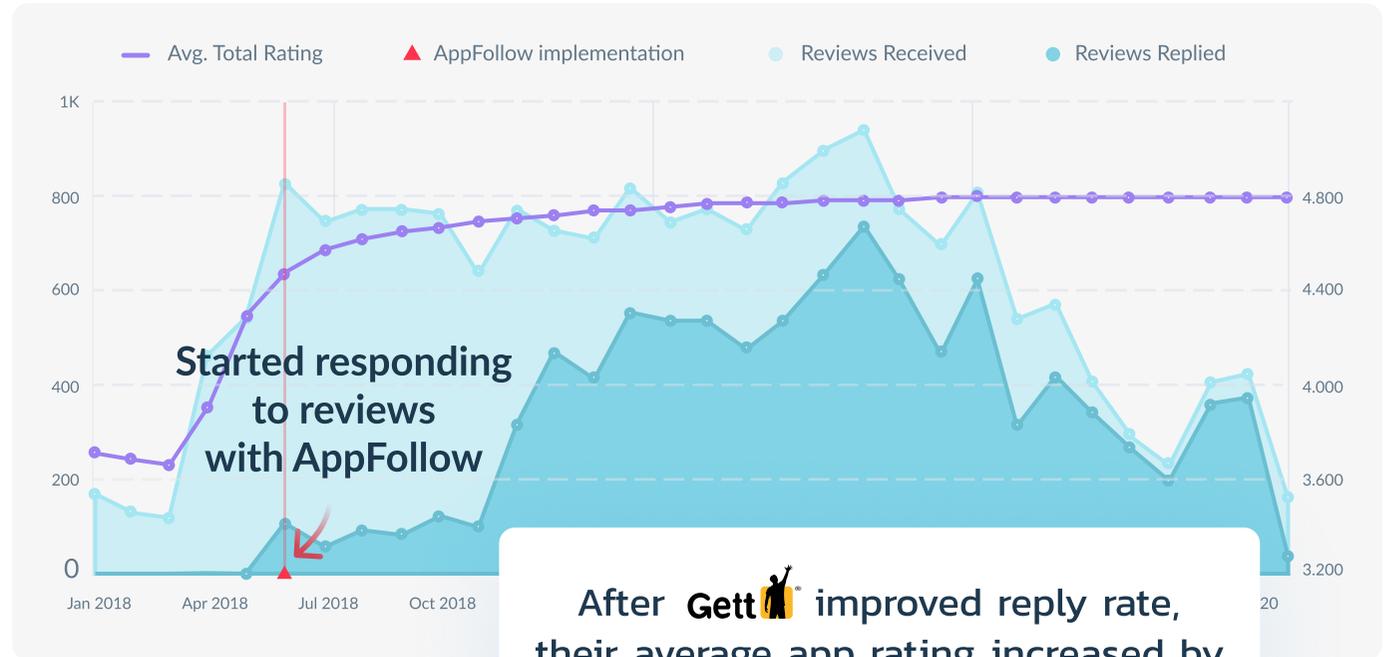
Cinthia Montagner,
Global Customer Experience Programme Manager

Gett also uses AppFollow to track app ratings and to check competitor's apps' reviews for benchmarking purposes.

App rating for Gett

The results

To date, Gett has responded to more than 35,000 mobile app reviews, and since working with AppFollow, Gett's reply rate has increased by an incredible 96%. Even better, the app's average rating has increased from 4.3 to 4.81 thanks to increased replies from the company's customer experience team. Average first reply time has also decreased by 5 times.

— Avg. Total Rating   ▲ AppFollow implementation   ● Reviews Received   ● Reviews Replied

Started responding
to reviews
with AppFollow

After **Gett** improved reply rate, their average app rating increased by

0.5 🌟

"

The Product Development team used this data from tagged reviews for many incremental improvements. The most common example is bug reports. Making our application more stable is paramount for Gett's success, and a single fail could be a lost ride for us. We monitor users' satisfaction with stability very seriously, and AppFollow helps us do that.

Cinthia Montagner,
Global Customer Experience Programme Manager

Since the beginning of 2020, Gett started actively tagging app reviews. This helps them receive even more granular data on what their users are talking about in app reviews. As a result, more than 5,000 reviews have been tagged — or 55% out of all the reviews received.

Gett plans to keep adding more data from reviews into its product development decisions, closing the feedback loop between clients and company.

Gett, Gett Drivers

Number of reviews **Gett** responded to with AppFollow since mid 2018

More than

35k

Reply rate has increased ↗

from

20%

to

96%

Average rating has increased by

0.5⭐

Average first reply time has decreased by

5x⏱️

AppFollow's products used:
Ratings & Reviews Management 📈

Implementing automation in your business

Now that we've covered the benefits of automating your review workflows, your next question might be — where do I begin implementing these processes into your business? Below, we'll dive into the entire process of automating review management systems, from key principles to simple hacks.

"

The key to successful automation is to experiment often, creating rules that suit your business and keeping the voice of your brand in mind. Ultimately, your goal should be to automate as much of your reviews management as possible, while still making sure your customers feel special.

Vera Rabkina, Head of Product at AppFollow

5 Principles of automation rules creation

When creating rules for automation, there are 5 key principles to bear in mind:

1. Move from general to specific

When starting to build your review management strategy, begin by getting a lay of the land: dig into your reviews to understand how your users are communicating, the sort of reviews they're leaving, and what their most common pain points are.

From there, you can bucket each type of review, whether it's related to specific bugs or feature requests, or just simple messages about users loving your app. You'll then need to create rules to match these buckets of reviews with templated responses, and from then, approve all the responses sent.

Say you want to send an auto-reply to fans of your app, thanking them for their loyalty and kind words. You might set up a rule looking like this:

👉 **Lifehack**

Choose to reply with a folder instead of replying with a single template. This will allow the system to randomly respond with different templates, avoiding repetition and allowing you to sound more personal with your users.

We also recommend starting with approval mode instead of auto-posting, so you can check all the reviews match the rule individually and approve the response to them. Once you've learned what all the reviews from fans look like, you can then narrow it down, for example, you can add the number of words, specify the language or exclude specific words. If you want to provide multilingual support, you can also specify the language.

Positive Reviews | ON

IF | Review semantic sentiment is
Positive

AND | Review rating >=4 star

AND | Review Translation does not contain subscription|refund|money|pay
+ Add More Conditions

THEN | Reply with folder Positive reviews

Publication mode: ● Approval mode ○ Auto-posting mode
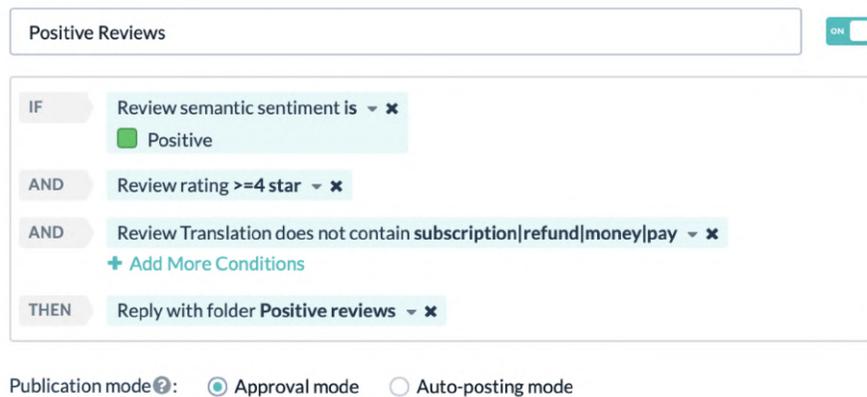
Once you're confident with your set up, you can switch to the auto-posting mode. The goal of this step is to understand the types of reviews out there and how to set rules to get rid of a major amount of repetitive actions.

2. Analyze the frequency of your reviews

To understand if your rules are legitimate, you'll need to understand how often your reviews fall under the chosen set of conditions. If there aren't enough reviews within a certain bucket, you won't be easing your team's daily routine. To evaluate, create auto-tags for specific reviews and go to the "Tag" chart in your AppFollow dashboard, and see how often this tag appears.

If you see just a few reviews that show up once a week, the rule may be too narrow — and you need to get rid of one of the conditions. Say you wanted to check if your users have any problems with your new design. You would have set a rule for reviews with a negative semantic tag, that mention the word "UX", and have a review rating of less than 2 stars. But if nothing appears with this tag, try broadening this rule — you could add the word "design" and add all 3-star reviews to it.

3. Use previous manual replies to learn

Checking users' language in previous reviews, which your team manually replied to, will help you set up more accurate rules. This will help you understand what words are mentioned the most so you can add them into your conditions.

4. Get inspired by our semantics tags and templates

To create more rules, you can use our semantics tags. For example, you might have a number of templates to respond to reviews about subscriptions and you have created a tag for these reviews. To catch more reviews about this topic, find the semantic tag "Subscriptions", check what reviews are being added there and add them to your rule for automated responses.

Machine learning algorithms in our semantic analysis will give you additional tips on what else to include in your rules. You also have to remember that one review can contain several topics, so it's better to use additional conditions to narrow down the funnel.

5. Create multiple templates for each review category

To avoid sounding robotic or repetitive, and alienating customers in the process, you'll need to create different versions of replies to a specific type of review. The system will then randomly use templates to post as a response, and users can expect the same tailored, creative responses they're used to from your support team.

Login Issues EN 13

Thanks for reaching out! Sorry to hear that you're running into this issue. If it's not too much trouble, could you please submit a support ticket here: ~~~ so we can look into this problem further?

`Login Issues`

Login Issues EN 12

Could you check to see if restarting your device and reinstalling the app helps with this login issue? If that doesn't do the trick, please submit a help request here: ~~~ I apologize for all the hassle and inconvenience.

`Login Issues`

Login Issues EN 11

I apologize for the login issues. Could you contact our support team through this link: ~~~ so we can investigate this problem further?

`Login Issues`

Login Issues EN 10

Terribly sorry for the hassle. Our team may be able to assist you with this problem. Please submit a support ticket here: ~~~ so we can look further into this.

`Login Issues`

Login Issues EN 9

My apologies! Can you send us a support ticket through the following link so we can look into this login problem?: ~~~

`Login Issues`

Login Issues EN 8

I truly apologize for the inconvenience. Could you please submit a help request here: ~~~ so we can look into this issue you're experiencing?

`Login Issues`

Login Issues EN 7

Oh no! Sorry to hear that you're experiencing this problem. Does restarting and reinstalling the app help? If not, can you send us a support ticket: ~~~ so we can dive deeper into this?

`Login Issues`

4 Review management processes to automate today

Now you know how to set up specific rules, let's look at the easiest review management processes you can start automating today.

1. Extremely positive reviews

The process: These are all the 4-5 star reviews from fans of your app, who you're looking to thank for their loyalty and positive words.

The rule for responding to them may look like this:

We recommend checking your existing reviews and adding any other words you find there. These may vary or be more specific depending on the content or vertical of your app. Also bear in mind that reviews from your loyal audience may also fall into a more neutral sentiment.

2. Extremely negative reviews

Negative reviews usually fall into 2 categories: offensive and reviews about monetization.

• Offensive reviews

The process: These reviews come from either haters or from real users who are extremely unhappy with your app and who have likely churned already. In both cases you'll want to respond and report to avoid alienating new users.

We recommend responding with an apology and requesting more details, before reporting a concern to the app store — especially if these are 2-3 word reviews. As these sort of reviews rarely contain any valuable feedback, you don't want them to appear among your reviews and ruin your app's rating.

Offensive	ON
IF	Review rating <3 star ▾ ✖
AND	Review Translation contains **hate|f**k|fuck|shit|sh*t|bitch|b*tch|scam|slut|terrible|horrible|awful|burn|hell|garbage|useless|wtf|ridiculous|stupid|kidding|worthless|tedious|!!!** ▾ ✖ + Add More Conditions
THEN	Reply with **Report a Concern (It contains offensive material) and template Offensive material** ▾ ✖

Monetization-related reviews

The process: These types of reviews generally revolve around payments, unexpected charges, refunds, and ads. In most cases, you'll need to apologize and request more information to be sent to your support email. From there, it's also possible to report the reviews as they fall into the off-topic category in both stores' guidelines.

Negative Monetization	ON
IF	Review rating <3 star ▾ ✖
AND	Review Translation contains **premium|trial|subscri|refund|pay|paid|money|authorization|charg| ad | ads|scam** ▾ ✖
AND	Review semantic sentiment **is** ▾ ✖ 🟥 Negative + Add More Conditions
THEN	Reply with **Report a Concern (It's off-topic) and template Subscription** ▾ ✖

It's important to note that your responses in the App Store can contain links and email addresses. For Google Play, however, you are only allowed to mention your support email address (support@domain.name), and links to FAQs.

3. Short reviews

The process: These very short reviews, of three words or less, rarely contain useful information so you can safely automate responding to them without any risk. Depending on the sentiment, you'll want to either apologize and ask for details or thank the user.

4. Aggressive reviews referencing complex bugs or refund requests

The process: In these complex cases, it's likely more than half of reviews should be redirected to email — so you'll want to either request more details to be sent to your support team, or share a link to your help section.

The difference between these sorts of reviews and those mentioned in the second category on monetization, is that these could be reviews with a rating between 3-5 stars.

Short Thank you   `ON`

IF	Review Length <= 3 words ▾ ✖	
AND	Review rating =5 star ▾ ✖	+ Add More Conditions
THEN	Reply with folder **EN Thank you** ▾ ✖	

Publication mode❓: ◯ Approval mode   ⦿ Auto-posting mode

Short Sorry   `ON`

IF	Review Length <= 3 words ▾ ✖	
AND	Review rating <=2 star ▾ ✖	+ Add More Conditions
THEN	Reply with folder **EN Sorry** ▾ ✖	

Publication mode❓: ◯ Approval mode   ⦿ Auto-posting mode

5. Long reviews

The process: Long reviews often contain useful data about users' pain points, feature requests and suggestions for improving your app so you definitely don't want to miss them. To keep track, tag them with a "long review" tag, and an additional topic tag like "feature request", "UX", "new release", "localization request", etc. You can also create a "Smart View" to access them quickly.

Add New Rule

× Close

Enter Rule Name

ON

IF Review is **semantically tagged with any of the tags** ▼ ✕

THEN

Search tags 🔍

■ Connection Issues
■ Crash
■ Refund Request
■ Account Issues
■ Payment Issues
■ Design
■ Spam
■ Offensive
■ No Sense

Apply

Publication r...   ...posting mode

Rule

6. Inappropriate, spam, and off-topic reviews (a sentiment tag)

The process: These reviews need to be reported without spending too much time on them. They don't contain any useful feedback and if they are negative, can damage your app rating and visibility. To do so, simply create a rule based on a relevant semantic tag (choose from "offensive", "no sense", "spam") and then choose what template to use to report them ("Offensive material", "Off-topic", "Spam" respectively).

You can also adjust the rule by adding a Rating parameter to report only 1-2-3 star reviews, if that matches your strategy.

Besides, Semantic Analysis tags will allow you to create additional rules adding conditions like "Review text contains" + some words you noticed in your reviews. For example, you can add some specific words that you consider offensive, choose the "Offensive" semantic tag to catch even more offensive reviews.

In the end of this guide you will find ready-to-use templates of rules for automation (Appendix 2).

Simple hacks when creating rules for automation

To make your rule creation even easier, we're sharing a list of our favorite simple tricks to bear in mind:

1. Use roots of specific words, rather than the complete words, to catch as many reviews as possible. For example, use"subscri" instead of "subscription".

2. Use spaces to avoid inclusion of unwanted words. Say you want to include all the reviews mentioning the word "ads", you should write them like " ads", " ad ". Otherwise, you'll be catching irrelevant reviews talking about adventures, advice, and so on.

3. Respond to your users in their native language if you can. This is especially important when dealing with negative reviews, as frustrated clients are likely to soften if addressed in the language they feel most comfortable in.

Here how it works: say you have templates in 3 languages: English, Russian, and French. You would create 1 rule for each Russian and French, and then you would create a rule for English and all other languages, excluding Russian and French. You can even use the same review translation for the Russian and French languages or switch to "Review text" for more accuracy.
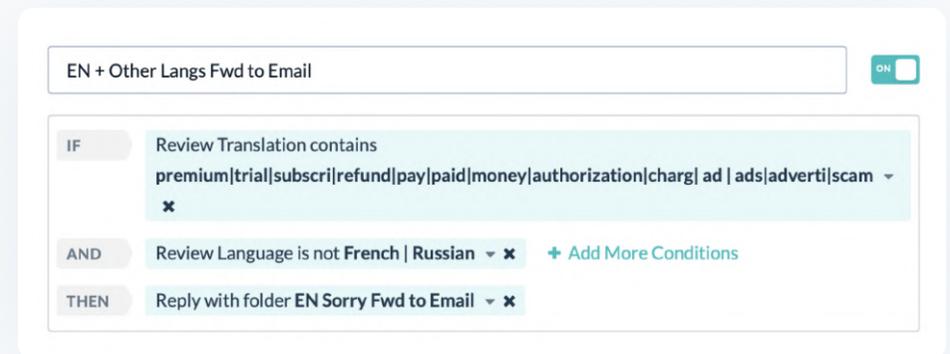
Analyzing the efficiency of your Review Management Automation Strategy

Now that you've implemented automation into your review management system, how can you measure its success? Below, we've outlined a few ways to do that.

1. Check for changes in review ratings after your reply

This can be done in our "Replies" chart: choose your app and apply the "Became better" filter in the "Reply" effect dropdown. This chart will show you what reviews saw their rating increase after your response. You can also check the Avg. Rating change under the chart.
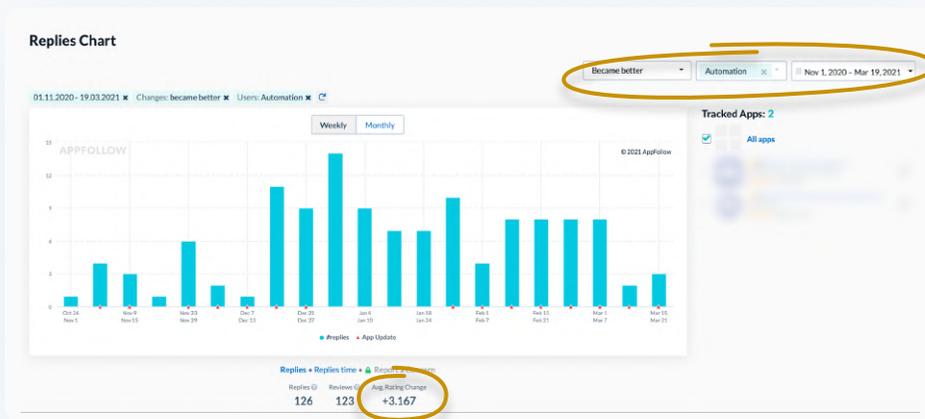
2. Check agents' individual KPIs

You can also check agents' performance via our "Agent Performance" dashboard to see how many reviews were answered, reported, tagged — and how this influenced your app rating and CSAT.
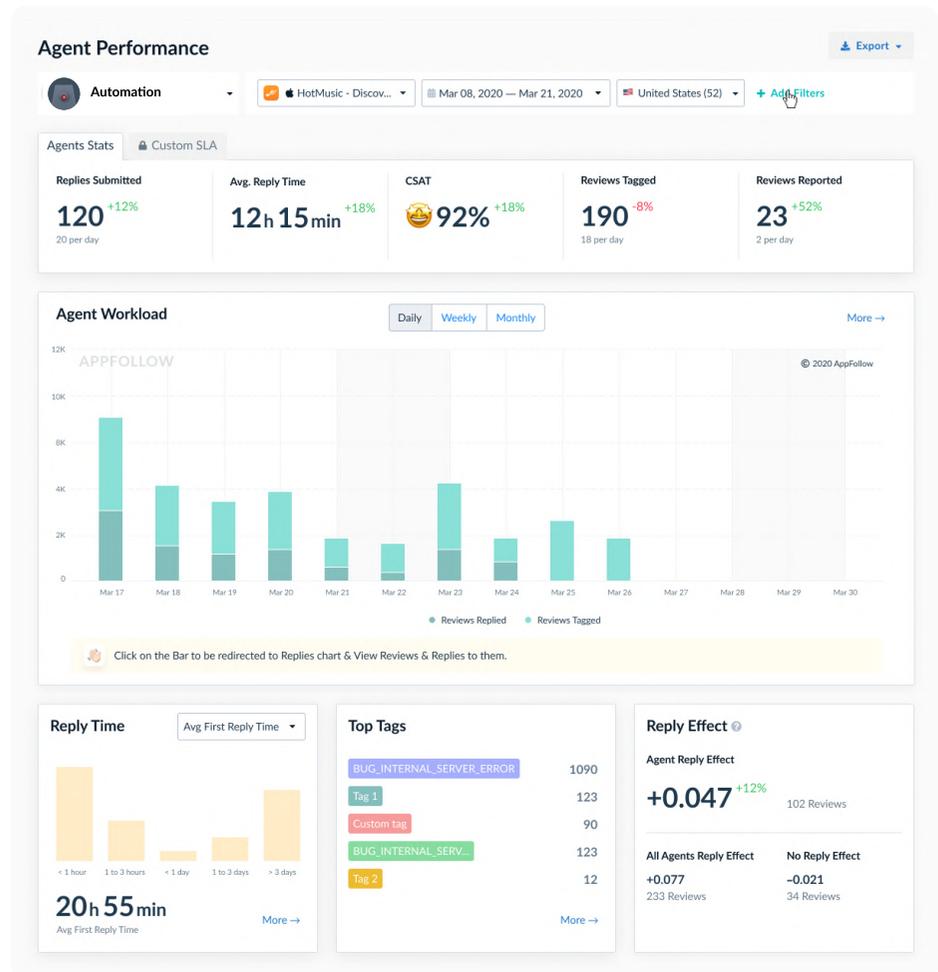
Summary

Automation is rapidly gaining ground across the industry, helping brands **massively increase efficiency and reduce human error.** Automating processes also means actions can be done in a fraction of a second — much faster than a human ever could — and can quickly react to changing circumstances.

No matter what you're automating, you need to implement the right set of rules for each condition. This is no different for review process management: automation won't provide a solution to users' queries on its own but needs to be fed the right conditions, templates, and help center integrations. By putting in the groundwork, you'll be able to provide better and faster customer service and build on your great user relationships — all at a fraction of the cost.

Looking to learn more about AppFollow's Review Management Automation and how it can increase your support team's output? Reach out to us for a demo.

Let us automate your routine

Looking to learn more about AppFollow's Review Management Automation and how it can increase your support team's output?

Request a demo

Rules and conditions for automation

Below, we've listed out various automation rules and conditions that could be used in AppFollow:

Text conditions:

Condition	Description
Review text is	The review is equal to the specified text
Review text is not	The review is not equal to the specified text
Review text contains	The review contains the specified text
Review text doesn't contain	The review doesn't contain the specified text
Review text starts with	The review starts with the specified text
Review text ends with	The review ends with the specified text
Review translation is	Looks for keywords in the translation text, based on the app's translation language

Rating and length conditions:

Condition	Description
Review rating/length =	The review rating/length is equal to the specified number of stars/symbols
Review rating/length !=	The review rating/length is not equal to the specified number of stars/symbols
Review rating/length <	The review rating/length is less than the specified number of stars/symbols
Review rating/length <=	The review rating/length is equal to or less than the specified number of stars/symbols
Review rating/length >	The review rating/length is greater than the specified number of stars/symbols
Review rating/length >=	The review rating/length is equal to or greater than the specified number of stars/symbols

Other useful conditions:

Condition	Description
Language	Apply the tag to reviews in a certain language(s). *Please note that this condition refers to the review language, not the device language
Semantic Tags	Apply the tag to reviews with any or all of the selected Semantic Tags
Semantic Sentiment	Apply the tag if the review has or does not have the selected Semantic Sentiment

Ready-to-use reply automation rules to start with

Follow these steps to set up rules for auto-replies. You can copy all keywords and paste them in the fields "Review contains", "Review translation contains".

1. **Rule for responding to highly positive reviews**

   If Review rating is >=4 star
   And Review Translation contains
   thank|great|well|awesome|recommend|wow|amaz|appreciat|best|super|good|love|loving|like| top|top |cool|great|happy|fine|brilliant|awesome|fantastic|wonderful|excellent|perfect|addict|not bad|nice|really help|functional|Interesting|useful|fabulous|congratulation|exciting|convenient|comfortable|for a long time|easy
   And Review semantic sentiment is Positive
   Then Reply with folder EN Thank you

2. **Rule for responding to highly negative reviews**

   If Review rating is <3 star
   And Review Translation contains
   hate|f**k|fuck|shit|sh*t|bitch|b*tch|scam|slut|terrible|horrible|awful|burn|hell|garbage|useless|wtf|ridiculous|stupid|kidding|worthless|tedious|!!!
   Then Reply with "Report a Concern (It contains offensive material)" and template "Offensive material"

3. Rule for responding to highly negative reviews: monetization

3.1. Negative Monetization
If Review rating is <3 star
And Review Translation contains
premium|trial|subscri|refund|pay|paid|money|authorization|charg|ad | ads|adverti|scam
And Review semantic sentiment is Negative
Then Reply with "Report a Concern (It's off-topic)" and template "Subscription"

3.2. Monetization issues
If Review is semantically tagged with any of the tags:
"Subscription"; "Billing"; "Ads"
And Review semantic sentiment is Negative
Then Reply with template "Subscription"

4. Rule for responding to short reviews

4.1. Short Thank you
If Review Length <=3 words
And Review rating is =5 star
Then Reply with folder "EN Thank you"

4.2. Short Sorry
If Review Length <=3 words
And Review rating is <=2 star
Then Reply with folder EN Sorry

5. Rule for responding to aggressive reviews referencing complex bugs or refund requests

5.1. Name: Negative Monetization Fwd to Email
If Review rating is <3 star
And Review Translation contains
premium|trial|subscri|refund|pay|paid|money|authorization|charg|ad | ads|adverti|scam
And Review semantic sentiment is Negative
And Review Language is English
Then Reply with folder "EN Sorry Fwd to Email"

5.2. EN Bug Fwd to Email
If Review is semantically tagged with any of the tags:
"Bugs"; "Issue"; "Login & Sign In"; "Connection"; "Doesn't work"; "Crashes"; "App Freeze"
And Review language is English
Then Reply with folder "EN Bugs Fwd to Email"

6. Rule for reporting inappropriate, spam, and off-topic reviews

6.1. Name: Inappropriate reviews (Report)
If Review is semantically tagged with any of the tags:
"Offensive"
Then Reply with "Report a Concern (It contains offensive material)" and template "Offensive material"

6.2. Name: Spam reviews (Report)
If Review is semantically tagged with any of the tags:
"Spam"
Then Reply with "Report a Concern (It looks like spam)" and template "Spam"

6.3. Name: Off-topic reviews (Report)
If Review is semantically tagged with any of the tags:
"No sense"
Then Reply with "Report a Concern (It's off-topic)" and template "Off-topic"

7. Rule for automating response to various language reviews

7.1. Name: Monetization Eng + Other Langs Fwd to Email
If Review Translation contains
premium|trial|subscri|refund|pay|paid|money|authorization|charg| ad | ads|adverti|scam
And Review semantic sentiment is Negative
And Review Language is not French | Russian
Then Reply with folder "EN Sorry Fwd to Email"

7.2. Ru Fwd to Email
If Review Translation contains
premium|trial|subscri|refund|pay|paid|money|authorization|charg| ad | ads|adverti|scam
And Review Language is Russian
Then Reply with folder "Ru Fwd to Email"

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