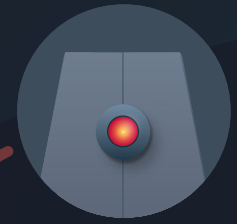# Review Management Automation: how to manage app reviews at scale

How to increase efficiency
and balance automation
with personalization

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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 how to measure its efficiency. You'll also hear from leading global brands on how they've successfully implemented automation strategies.

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.

Being able to automatically send out responses greatly cuts down on hours needed for agents to respond to these reviews. Having folders with multiple responses makes it easy for us to not sound repetitive or robotic in our replies

Zachery Gergurich,
Lead Customer Experience Manager in **Discord**

Guardian Tales
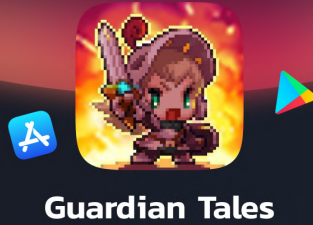
+1.52 ⭐
Reply effect
in 12 months

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.

Lots of review management teams face 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.

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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 increase productivity and efficiency of your team by responding to users automatically, sorting app reviews, translating them, and reporting 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.

So how to excel at your review management automation?

Respond to repetitive reviews

Brands can use templated replies based on the review subject — whether that's responding to users reporting bugs, or others simply recommending the app.

In case of negative reviews, users want to know that you have noticed their issue and are taking care of it so an automated response is a perfect solution here. Once they receive a reply, no matter if it's an instruction on how to solve the problem, a request for more details or a simple "we are fixing this bug", they are more likely to calmly wait until the issue is solved. Agents, in the meanwhile, can spend this time fixing the mentioned problem. Win-win!
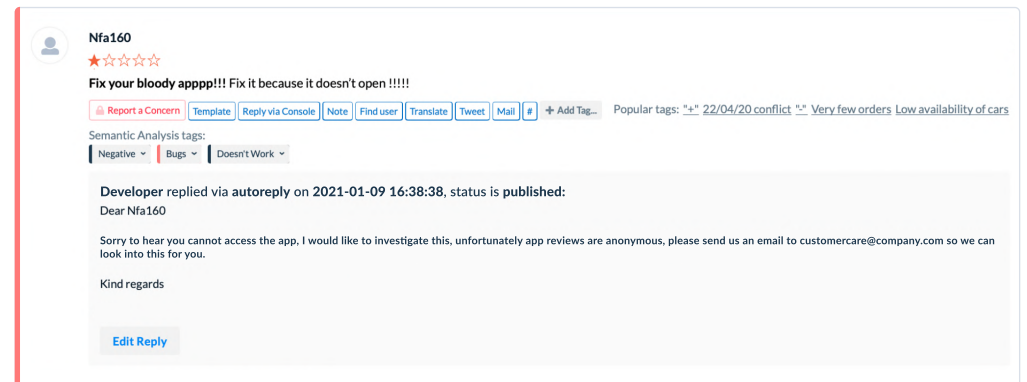
Group similar reviews

Automated tagging allows you to filter all reviews related to a similar topic like feature requests to 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.

黄レンジャー　October 17, 2020
★☆☆☆☆
部屋選択ができなくなった。アンインストールしてインストールしなおしてもダメ。なんなんだいったい。

Translate

Developer replied on　October 26, 2020 at 10:10

Hi there, thank you for flagging this. The issue was fixed. We recommend you to update to the latest version and let us know if it was fixed with a new review. Wish you a smooth experience again.

Translate

黄レンジャー　October 26, 2020 at 10:12
★★★★★ +4★
一時期部屋の選択ができなかったが、元に戻った。

Translate

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**

Organize multilingual support

[29% of businesses say they've lost customers because they don't offer multilingual support.](#) Meaning that if your app is localized to multiple languages, your users expect you to understand what they are saying in their reviews. Automated translation makes this possible, even without a large multilingual support team — and provide you with global insights on your app's performance. Ideally you need to respond in their language, but remember that app reviews are not your standard support channel, so you can start with baby steps: assuring users you understood their pain and are going to fix it in English.

Automatically remove spam, offensive and inappropriate reviews

These reviews are dangerous for your app's reputation and make it harder for potential users to see the most relevant and helpful information. So the solution here is simple: report them to be removed. Automated reporting of malicious app reviews declutter your ticket queue and free your time for managing important reviews.

You can read more about [how to report malicious reviews](#) here.

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.

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 and automation excel at different tasks

Where humans win	Where automation wins
1. Complex situations	1. International support
2. Dealing with emotions	2. Common issues
3. Non-standard cases	3. Repetitive reviews
4. Support strategy analysis	4. Routing to the right place
	5. Mass spam reporting
	6. Review processing and insights gathering

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 productivity:** 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 130%. 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.*
>
> **Kim Bokyung,**
> Customer Support Manager

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.

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A lot of users really take their time to review the Gett app, and through AppFollow we can analyze that feedback. The software 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

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

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.

Avg Response Time

72+h (without Auto-replies)

<24h (with Auto-replies)

75%
50%
25%
0

without Auto-replies   with Auto-replies

BITMANGO
we make puzzles
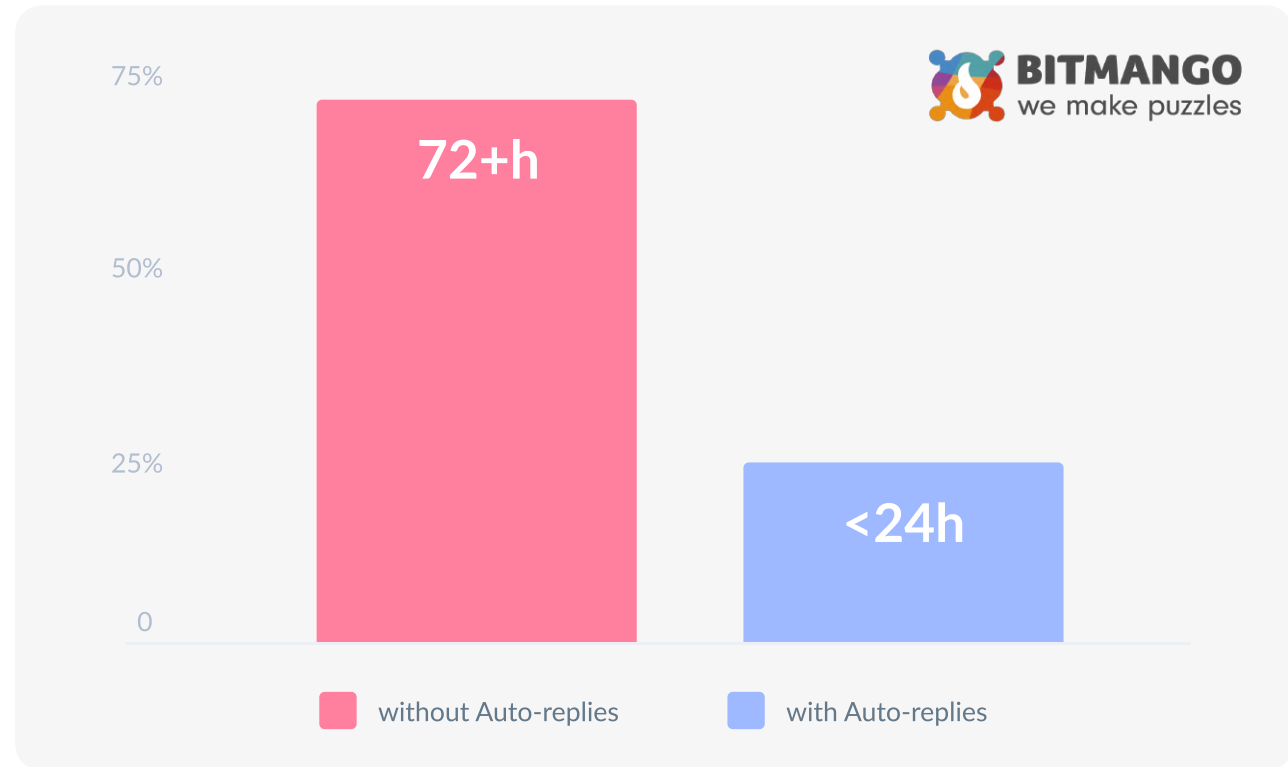
Case study: How Flo — the leading health app with 36+ million active users — used automation to drive success

Flo is one of the most popular apps worldwide in the Health and fitness category, and the most popular Women's health category app, with an active user base of 36 million people. The app is localized to 22 languages, with more than 156 million downloads tracked by November 2020, and more than a million users rated the app a solid 5. The company was founded in 2015 and now has more than 250 employees.

auto-tags

Robert L.

Feature Re... e Request   Trial

Rose T.

App Update   Bug

≈2k
Number of reviews tagged automatically

15k
Number of reviews received since the beginning of 2020

Avg. reply time improvement 🔼

35% Android

30% iOS

Challenge

The Flo team has been using AppFollow to answer mobile app reviews for about two years now, but not every feature of the product was used from the beginning. With the surge in the app's user base, it became more challenging to keep up the pace and provide quality support.

1. The number of incoming reviews kept growing, putting an ever-rising strain on the support team.

2. Filtering and processing valuable feedback for the product team became more difficult and time-consuming as a result.

With this in mind, the Flo team decided to gain more with AppFollow's help and focus on the following goals:

- Detect the review type automatically and answer more quickly

- Get feedback on certain app functionality much faster and transfer it to the relevant product team for processing

- Collect analytics on the most popular topics discussed in the review section

Solution

The support team made use of the Auto-tags feature with the target of achieving all these three goals simultaneously and automating the process where needed. After a few iterations and tinkering with the rule settings, the desirable result was achieved.

If you receive a few hundred reviews every day that you need to promptly find, analyze, and process, the Auto-tag feature is the tool for the job. There are no incorrect auto-tags — only poorly set rules and triggers.

Dina Borisevich,
Technical support specialist at *Flo*

Flo

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**

Result

During the use of the Auto-tag feature, about 2,000 reviews for the Android and iOS versions of the Flo app were tagged automatically. The Support team can identify and solve typical issues and complaints the Flo users experience much faster, as well as transfer valuable user feedback and analytics to relevant product teams. **The average review response time has improved by 30% for iOS and 35% for Android.**

Conclusion

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.

Many brands think that automation is needed only when they start facing loads of app reviews and tickets on a daily basis. However, Review Management Automation helps save time and resources not only for your Support or Community teams, but also provides the Product team with valuable user feedback, notifies Tech teams about bugs, and even helps identify brand ambassadors for your Marketing teams. So the earlier you implement it, the more chance you will have to see your business succeed.

Check our guide on how to implement it in your business.

Save your time and increase your team's efficiency with Review Management Automation

Start now

APPFOLLOW

AppFollow is an app management platform for app monitoring, ASO, and review management. The platform enables you to keep track of app performance, enhance the conversion to install rate, boost your app rankings, streamline your work with users and automate daily routine.

With AppFollow, you will be able to keep up-to-date with the trends for your own app as well as get a bird's eye view on your competition.

AppFollow's Review Management Tools help 70,000 teams worldwide to save time and resources and automate work with user reviews.

AppFollow integrates with over 30 services like Zendesk, Salesforce, Zapier, Slack to enable seamless customer and community support from the tools that you already use.

👉 Learn more about AppFollow here

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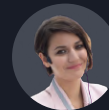
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