Send a Review Request via Workflow

Mavilyn Carlos - 2026-11-06 - Automation (Workflows)

A **review request** is an SMS or email that asks a contact to leave a review for your gym, usually on your Google Business Profile. In Gym Lead Machine, you can send review requests one at a time from the **Reputation** tab or **Quick Actions**, or send them automatically as part of a workflow. Every request you send is tracked in one place so you can see whether it went out.

What you can do with review requests

- Send a review request to a single contact by SMS or email
- Send a request in a few clicks from Quick Actions, wherever you are in Gym Lead Machine
- Automate review requests with the **Send Review Request** workflow action
- Track every request you've sent and check its delivery status
- Send requests from the contact's assigned user when you use a workflow

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Before you start

Review requests need a few things in place before they'll send:

- **Connect your Google Business Profile** to your Gym Lead Machine account, and make sure it's connected to the correct location. If you'd rather direct contacts to a different review site, you can set a custom review link instead.
- **Turn on review requests** in your account's review request settings.
- **Customize your SMS and email review messages** if you want to change the default wording. This is optional.

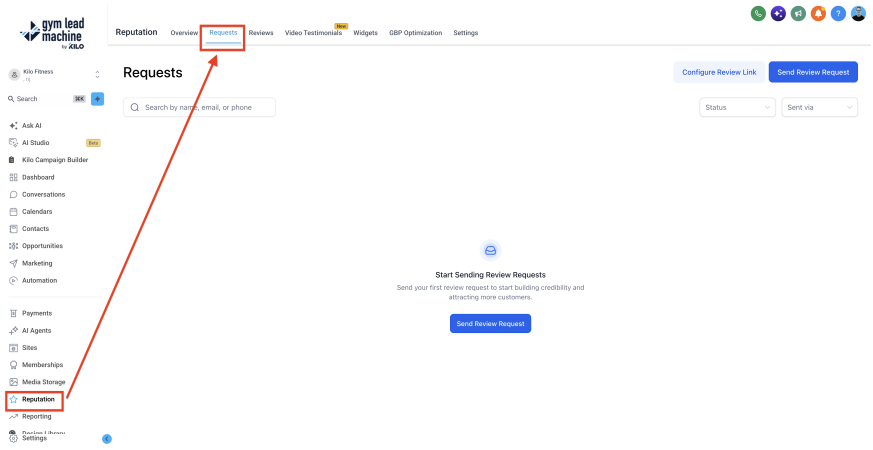
Which method should you use?

Method	Manual or automated	Best for	Sent from
Reputation tab	Manual	Sending one request and reviewing all past requests	The user who is signed in
Quick Actions	Manual	Sending one request quickly from anywhere	The user who is signed in
Workflow action	Automated	Asking for a review after a set event, every time	The contact's assigned user

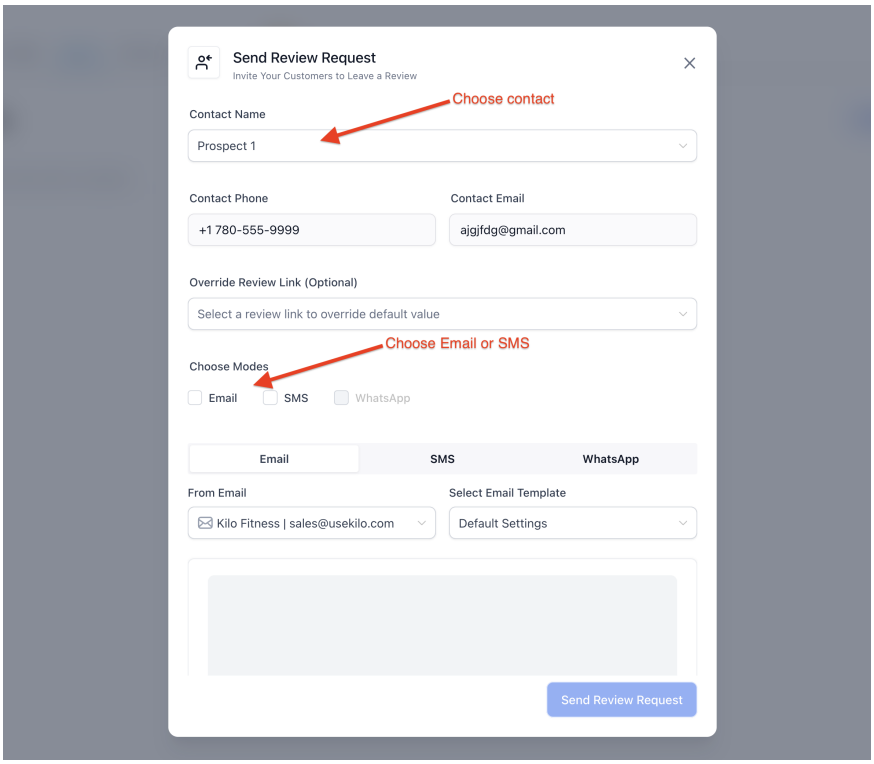
How do I send a review request from the Reputation tab?

The **Reputation** tab is where you send individual requests and keep track of every request that has gone out.

1. Select **Reputation** in the left menu.
2. Open the **Requests** tab.



3. Click **Send Review Request**.
4. Choose the contact you want to send the request to.
5. Choose **SMS** or **Email**.



6. Click **Send Review Request**.

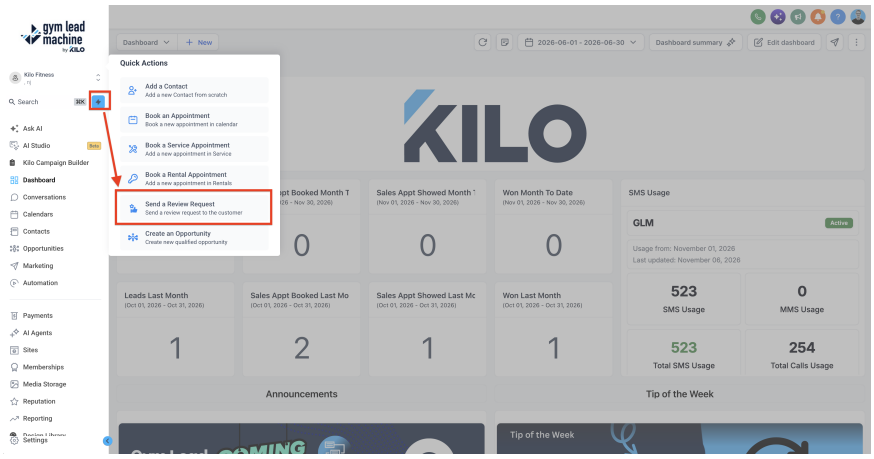
The request appears in the list on the **Requests** tab, where you can follow its status.

How do I send a review request with Quick Actions?

Quick Actions are shortcuts at the top left of Gym Lead Machine, above the left menu. They let you send a review request without leaving the page you're on.

1. Click **Quick Actions** at the top left of the screen.

2. Select **Send Review Request**.



3. Choose the contact you want to send the request to.

4. Choose **SMS** or **Email**.

5. Click **Send**.

   NOTE: When you send a review request manually, from Quick Actions or the Reputation tab, the user who is signed in is listed as the sender. To send a request from a contact's assigned user, use the Send Review Request workflow action.

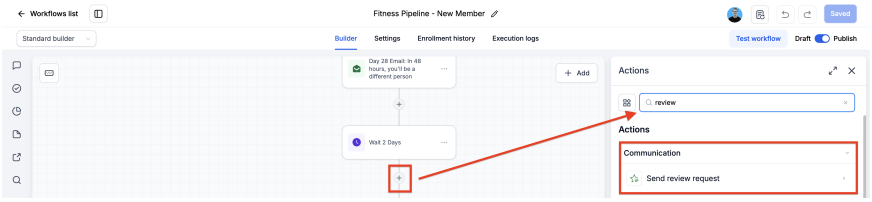
How do I automate review requests with a workflow?

Add the **Send Review Request** action to any workflow to send review requests automatically, for example after an opportunity is marked Won or after a member's first month.

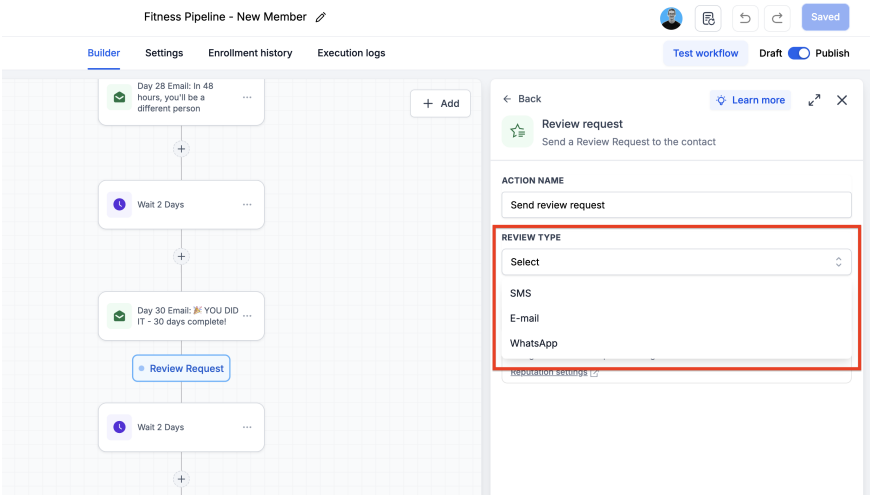
1. Open the workflow you want to add the request to.

2. Click the **+** icon where you want the request to send.

3. Select the **Send Review Request** action.



4. Choose the channel: **Email** or **SMS**.



5. Click **Save Action**.

6. Save and publish the workflow.

If the contact has an assigned user, the review request is sent from that user.

Review request statuses

Every request on the **Requests** tab shows one of these statuses:

- **Queued:** The request is waiting to send. Gym Lead Machine tries to send each request right away, so a short delay usually means other requests are ahead of it. A request can also stay queued if your SMS or email review message is set to send after one day.
- **Sent:** The request has been sent.
- **Delivered:** Delivery of an SMS request has been confirmed. This status applies to SMS only; email requests stay at Sent.
- **Failed:** The request couldn't be delivered, for example because the phone number isn't valid.

Frequently asked questions

Who shows as the sender of a review request?

For manual requests, the user who is signed in is the sender. For workflow requests, the contact's assigned user is the sender. If you want a request to come from a specific coach or staff member, assign them to the contact and send the request through a workflow.

Why is my review request stuck on Queued?

Most queued requests are waiting behind other requests and send shortly. If a request stays queued longer, check whether your SMS or email review message is set to send after one day. In that case, the request sends on schedule.

Why doesn't my email review request show as Delivered?

The Delivered status only applies to SMS review requests. Email requests show as Sent once they go out and don't move to Delivered.

Why did my review request fail?

A request fails when it can't be delivered to the contact, most often because the phone number or email address on the contact record isn't valid. Check and correct the contact's details, then send the request again.

Why are my review request emails coming from the wrong address?

Review request emails use the signed-in user's login email as the sender address. If you send email through your own connected email service, sign in as the user whose login email matches that connected address before sending a manual request.

Can I send contacts to a review site other than Google?

Yes. You can set a custom review link so requests point to another review site, such as Facebook. You set this up in your review request message settings. Google Business Profile remains the default destination when it's connected.

If you have questions about review requests in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.