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Send Review Requests and Respond to Reviews

Mavilyn Carlos - 2026-09-21 - [Reputation & Reviews](#)

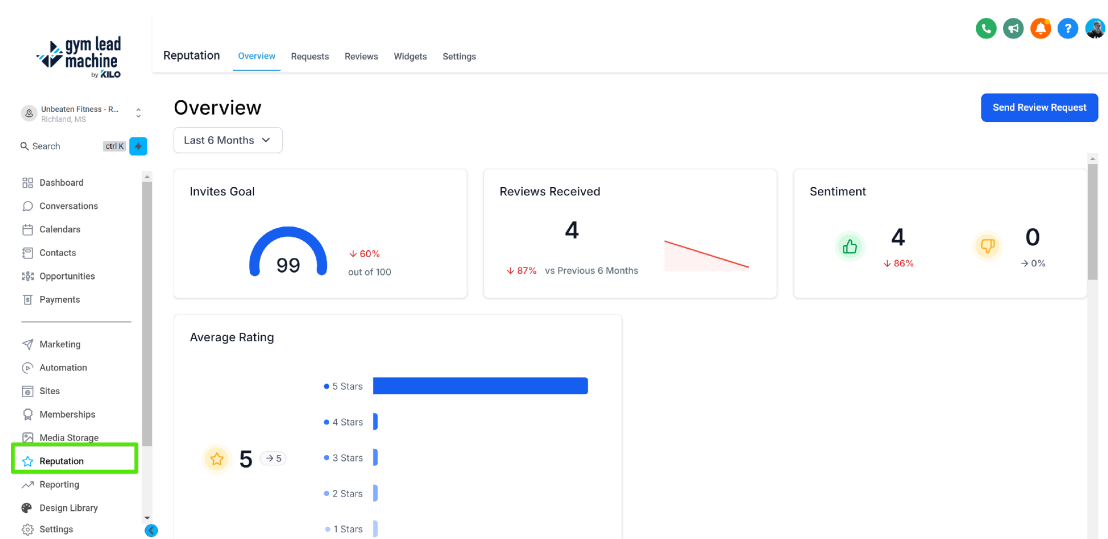
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Managing Your Gym's Reputation and Responding to Reviews

Keeping a positive reputation is crucial for the success of your gym, and managing reviews plays a key role in that. In this guide, we'll walk you through how to request reviews, respond to them, and set up automated features like Review AI to save time.

Accessing Reputation Management

1. **Go to the Dashboard:** Start by navigating to the **Reputation** section in your Gym Lead Machine dashboard.
2. **Overview:** Here, you can see an overview of your reputation, including the number of review requests sent and the reviews received from platforms like Google or Facebook.

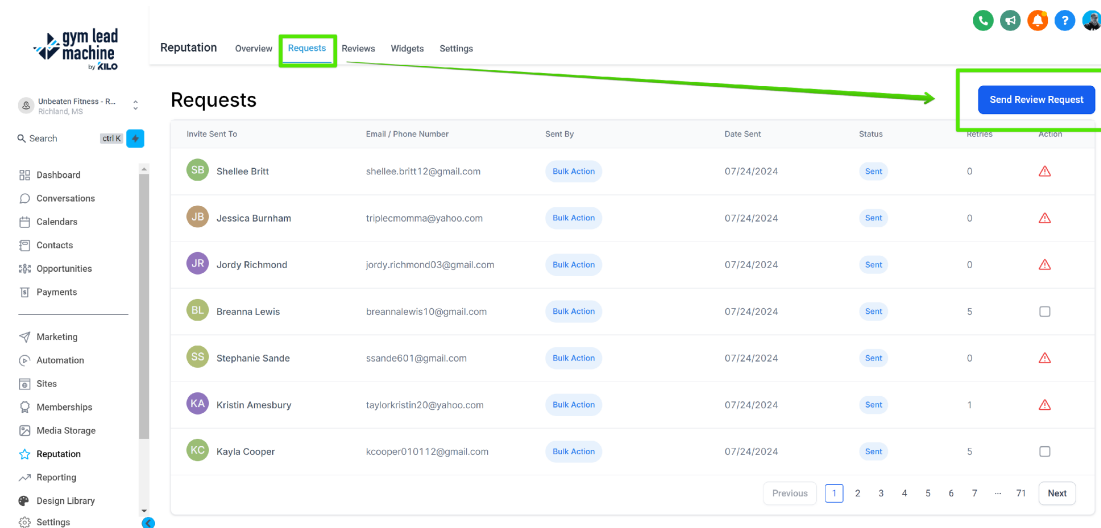


Sending Review Requests

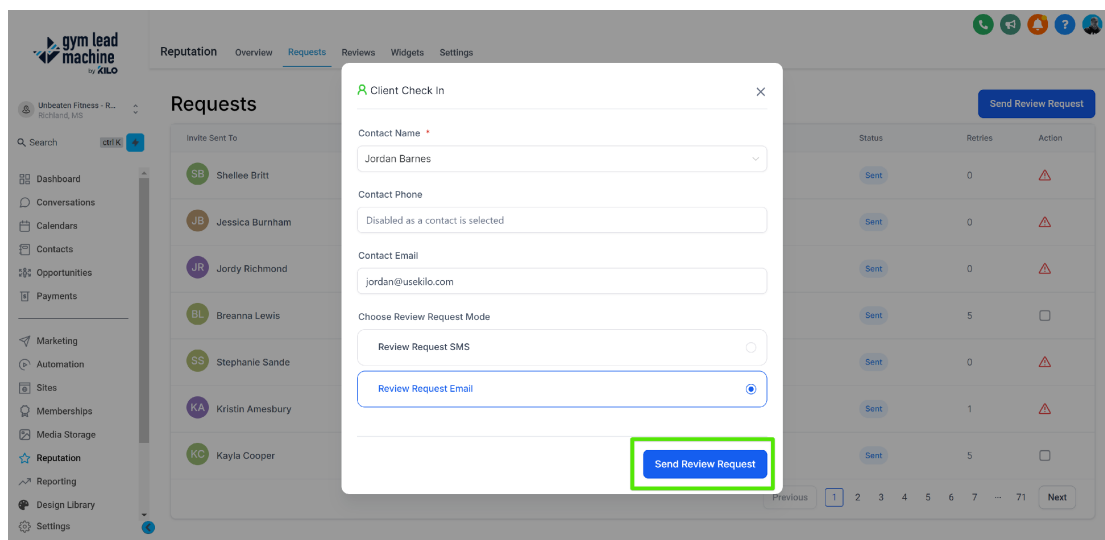
There are two main ways to send review requests to your gym members:

Option 1: Direct Review Requests

1. In the **Requests** tab, select **Send Review Request**.
2. Choose the contact you want to send the request to.

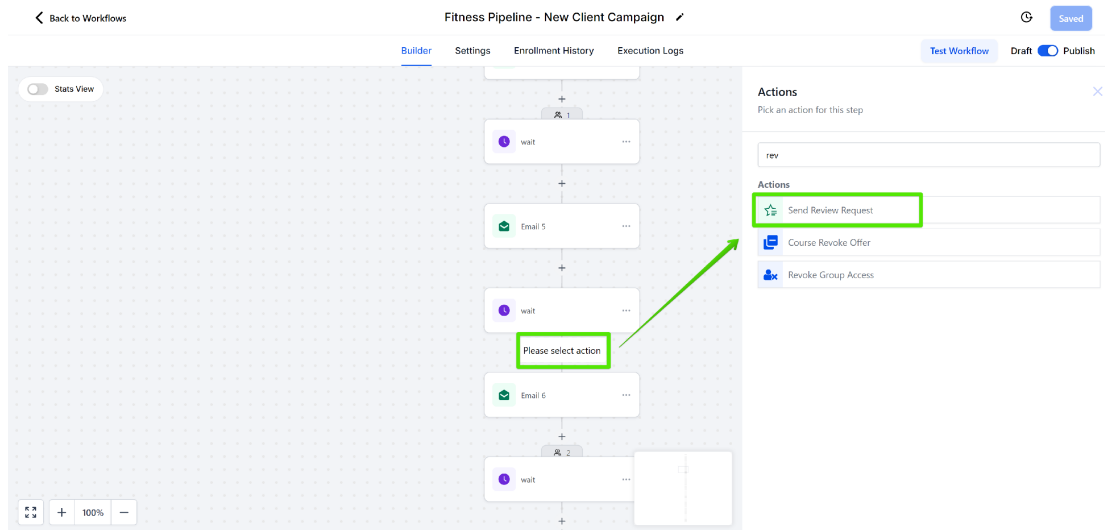


1. Choose SMS or Email, and send it out.



Option 2: Automate Through Workflows

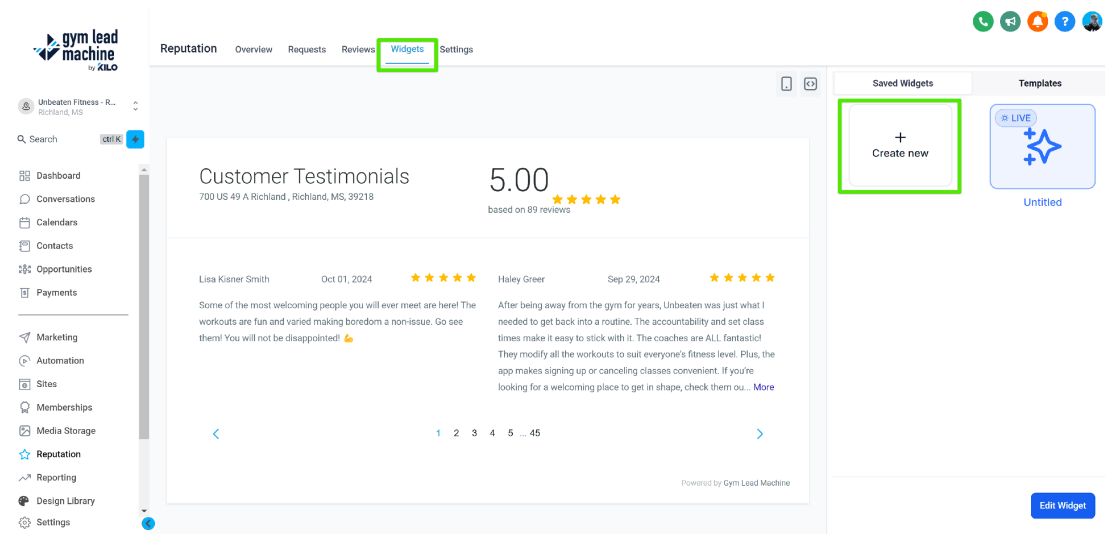
1. You can automate the review request process by adding it to a workflow.
2. This allows you to trigger review requests at specific points in your client's journey (for example, 6 weeks into their journey with you).



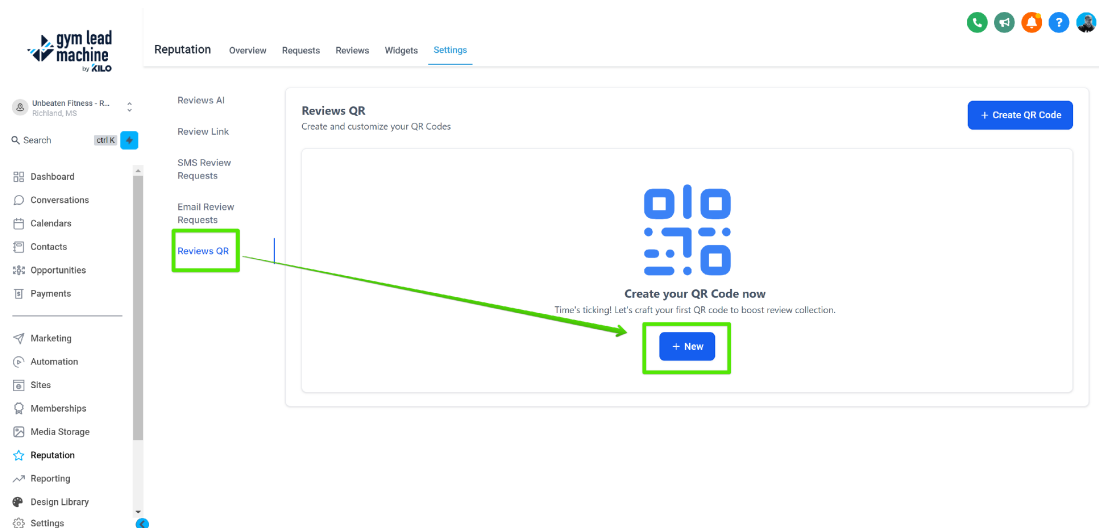
Review Widgets and QR Codes

To make it easier for members to leave reviews, you can:

- **Create widgets:** Place them on your website, allowing clients to leave reviews easily.



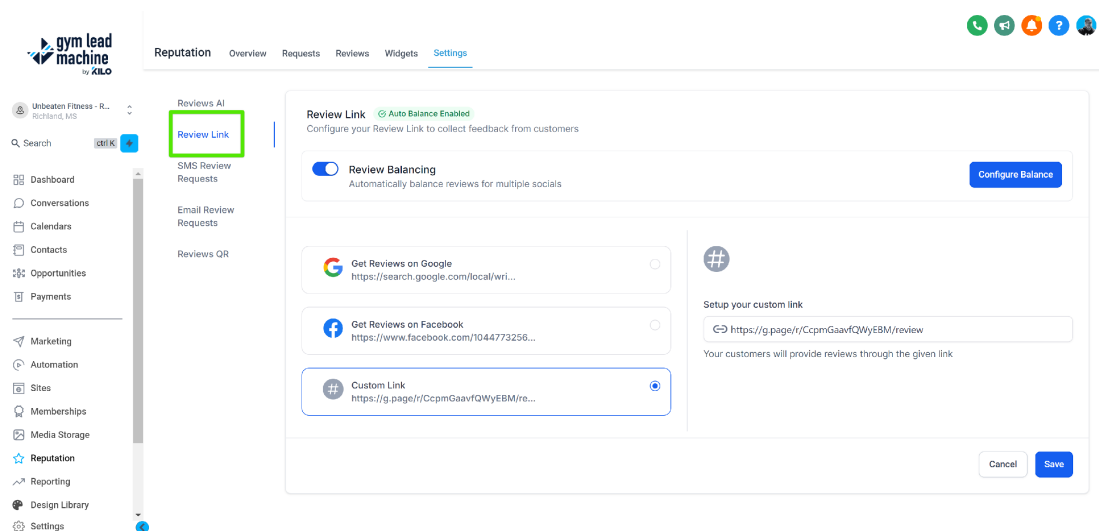
- **Generate QR Codes:** Post them in your gym for quick access to your review page.



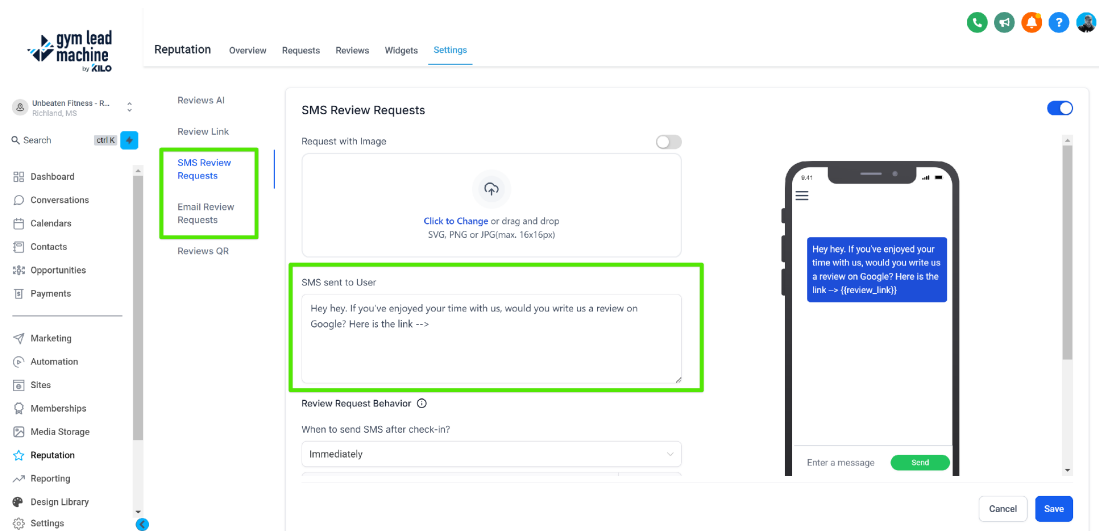
Customizing Review Requests

In the **Settings** section, you can:

- Edit the **review links** for where you'd like to direct clients (e.g., Google, Facebook).



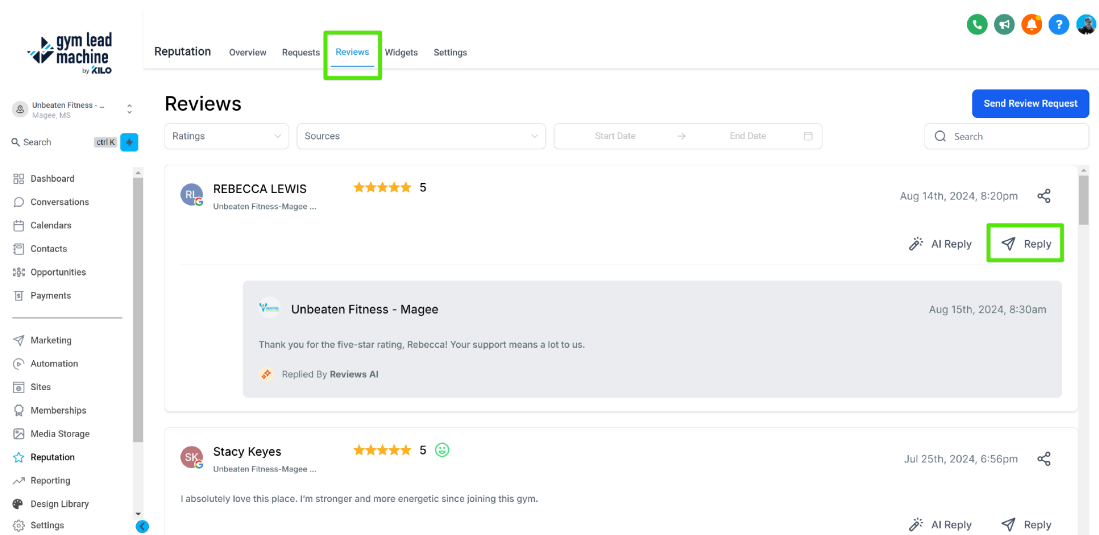
- Customize the **SMS** or **email templates** for the review requests you send.



Responding to Reviews

It's important to respond to reviews, as it improves your SEO and shows clients you care.

1. Head to the **Reviews** tab to see all reviews left by your clients.
2. You can manually respond to reviews by typing directly into the reply box. Your response will be sent to the platform where the review was posted (Google, Facebook, etc.).



Automating Review Responses with Review AI (Premium Feature)

If you have the premium feature:

1. Go to **Settings**, then select **Review AI**.
2. Choose which platform (Google, Facebook, etc.) you want the AI to respond to reviews on.

3. Configure the types of reviews you want the AI to respond to (e.g., 5-star, 3-star).
4. Set a time delay for how long after a review is posted the AI should respond.

The first screenshot shows the 'Reviews AI' configuration page. The 'Reviews AI' tab is selected in the top navigation bar. On the left sidebar, 'Reputation' is highlighted. In the 'Reviews AI' section, the 'Auto Responses' toggle is turned on and highlighted with a green box. Below this, the 'Auto Responses' settings are visible: 'Auto Response Sent to' is set to 'All', 'Wait time before responding' is set to '4' hours, and the 'Review response Footer' is empty. The 'Sources' section shows 'Google' and 'Facebook' as active sources. The 'Cancel' and 'Save' buttons are at the bottom right.

The second screenshot shows the 'Reviews' list page. The 'Reviews' tab is selected in the top navigation bar. The left sidebar shows 'Reputation' highlighted. The 'Reviews' section has filters for 'Ratings', 'Sources', 'Start Date', and 'End Date'. A search bar is on the right. The list shows two reviews. The first review is from 'LaDonna Womack' (5 stars, 5 emoji) dated 'Jul 25th, 2024, 6:52am'. The review text is 'This fitness group is more like a sisterhood I am well pleased with my results been with them since the grand opening been fit every since it's a lifestyle'. Below the review, there are 'AI Reply' and 'Reply' buttons. A response from 'Unbeaten Fitness - Magee' is shown, dated 'Jul 25th, 2024, 7:02pm', with the text 'Thank you for sharing your wonderful experience, LaDonna! We're absolutely delighted to hear about your positive journey with us. It's comments like yours that keep us motivated towards building a vibrant fitness community. Keep shining and being an inspiration.' The response is marked 'Replied By Reviews AI' and is highlighted with a green box. The second review is from 'Mary Lewis' (4 stars, 4 emoji) dated 'Jun 18th, 2024, 9:43am'.

Review AI will then automatically generate thoughtful responses based on your preferences, saving you time and maintaining engagement with your gym members.