

# REPUVA

## Setup Guide

### Welcome to Repuva!

Repuva is your all-in-one platform for collecting, managing, and showcasing customer reviews. This guide walks you through every step—from initial setup to advanced features—so you can start building your online reputation in minutes.

## Overview

List of all sections that are covered in this guide. If you have already set up some, you can skip and jump to the section where you need help.

- [Getting Started](#)
- [Connect your Review Sites](#)
- [Set up Feedback Form](#)
- [Set up Review Request Campaign](#)
- [Add Customer Details](#)
- [Create Auto-Respond Rules](#)

After completing this guide you'll achieve

- ✓ 3X more reviews
- ✓ Better response time
- ✓ Improved local ranking
- ✓ 90% less negative reviews
- ✓ More search appearance & direct sales

# 1 Getting Started

## ① Log in to Repuva Dashboard

Access your account at [app.repuva.com](https://app.repuva.com) with your credentials.

## ② Upload your business logo

Navigate to **Settings** → **Locations** → **Update Organization** and upload the logo of your business.

## ③ Update Organization or location name

At same page, you can update your business name (e.g., Royal Hotel) & location name (e.g., Delhi).

## ④ Add team members (optional)

Navigate to **Settings** → **Team** to add other members of your team to your Repuva Account.



### Pro Tip

If your business has multiple branches, you can create multiple locations & manage their reviews from a single dashboard.

## 2 Connect your Review Sites

It's a mandatory step to be able to collect reviews & manage them.

### 1 Select review sites

Navigate to **Integrations** → **Sources** and select the desired review site (e.g., Google) you want to connect.

### 2 Connect your review sites

Click the '**connect**' button right next to the review source you want to connect and follow on-screen instructions.

### 3 Give required permissions

Give the necessary permissions if prompted during connect setup to be able to sync reviews & respond directly with Repuva AI.

### 4 Connect more sites (optional)

You can also connect more than one review site e.g., Facebook, TripAdvisor to see all reviews at one dashboard.

[Video Tutorial →](#)



### Pro Tip

You can connect multiple review sources and choose your primary ones at the feedback form level to collect reviews.

## 3 Set up Feedback Form

It's used to collect reviews via campaign, QR, or Direct URL.

### 1 Create Feedback Form

Navigate to **Review Tools** → **Feedback Forms** and create a new form. Name it as per purpose e.g. post purchase feedback.

### 2 Customize & Save

Simply customize the form the way you want it to appear & behave.

[Detailed Guide →](#)

### Things you can manage in Form settings

- Funnel type (Stars, rating, emojis, thumbs, etc. )
- Prevent negative review (Turn On/Off)
- Title & Description of form
- Form design & appearance

✦ **AI Review Assistant**



### Pro Tip

Turn on AI review assistant to let users write review with help of AI

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## Set up Review Request Campaign

It's used to send review request messages to your customers.

### ① Create campaign

Navigate to **Campaigns** → **Request Reviews** and create a new campaign.

### ② Select channels & number of steps

Define how many follow-up steps you want and on which channel that step is sent e.g., SMS, Email, or WhatsApp

### ③ Customize template & message

You can customize the template, message, timing for each steps.

[Detailed Guide →](#)

### Things you can manage in Campaign settings

- Sending channels (SMS/Email/WhatsApp)
- Steps timing (First on Day 1, Second on Day 3, etc.)
- Sending Email address & reply-to email



### Pro Tip

Create different campaigns for different customer segment to ask for review in a way they respond.

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# The Essential Setup is now complete 🎉

Now you just need to add contacts  
to send them review requests.

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## 3 Ways to Add Contacts

Simply click on Send Invite button to get these options.

### Add single contact


Add single customer name,  
phone, & email manually.

### Multiple contacts

Create CSV file of your  
customer data & upload it.

### Create Automation

Automate with BCC, API,  
Google Sheets, etc.

 While adding contacts, it's mandatory to add at least one field of either email or phone number or you can add both.

## 6 Set up Auto Respond Rules

It's used to automatically reply to customer reviews with Repuva AI.

### 1 Create new rule

Navigate to **Auto Respond** and create a new rule. Name it according to the rules defined (e.g. 4-5 Star - Auto approve)

### 2 Select AI response tone

Choose from default AI response prompts or create your own to respond in your brand voice.

### 3 Define rule

You can select the rating range, location, or source to which this rule applies. Enable auto-approve or set your email for approval first.

...and it's done!

### Pro Tip

To select the best AI response prompt for your business, you can manually generate AI replies on the Reviews page.

# AI Review Assistant

Let your users write reviews with AI in a few clicks

## How to set it up?

- Go to your feedback form → Content & Flow and Enable AI Review Assistant
- Select review tone & explain your business
- Set questions related to your service, their experience, what they like, etc.
- A review will be generated based on the answers of these questions.

### Pro Tip

Keep the optimum number of questions, 3-5. Too few will generate a similar kind of review; too many will increase customer drop-off.

### Pro Tip

Add at least one text-based question to let the user explain their experience in one short line. It increases the uniqueness of each review.

## QR Codes

Create QR codes to let users scan & review on the spot.

- ✓ Go to **Review Tools** → **QR Codes** and create your QR Code
- ✓ Link it with your feedback form to prevent negative reviews
- ✓ Customize its design as per your needs
- ✓ Click Manage to view activity stats related to QR



## Widgets

Display best reviews on your site and increase trust and conversion.







- ✓ Go to **Social Proof** → **Widgets** and create your first widget
- ✓ Select review display template & customize style
- ✓ Apply filters to showcase reviews that have a high impact
- ✓ Copy & paste embeddable code on your website to show reviews

# Your Reputation = Your Revenue

## Why Online Reviews Matter More Than Ever

"88% of customers check Google reviews before visiting a local business. One bad review costs you 30+ potential customers."

## We got you covered...

-  Review requests increase review collection by 3X on average
-  Feedback forms reduce public negative reviews by 90%
-  AI responder improves your response rate & response time
-  Google rewards responsive businesses with higher rankings
-  Review assistant improves review quality & inserts SEO keywords
-  Showcase your best reviews on website & social media

## Rank Higher in "Near Me" Searches

More reviews + fresh reviews + fast responses = Google's ranking formula

# Other Useful Links

[See all Guides & Resources](#)

View detailed step-by-step guides for each of the steps & other useful resources at single place, that will help you master Repuva.

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[How to connect custom email address to send emails?](#)

By default, email review requests are sent via our default email reviews@repuva.com, but you can also connect your brand email address.

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[Review Request Templates that you can use in your campaign](#)

Multiple ready-to-use industry-specific and generic template messages that you can use in your campaigns.

Still have questions? Contact Us



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