

1. Weekly Summary Responsive Email Template

Deliver in HTML

Align the style with our app/homepage style

Font: Century Gothic (Normal)

Main Colors:

Color Blue: R0, G176, B220, (#00B0DC)

Color green: R3 G208, B144 (#03d090)

New orange on website icons: R250, G196, B5 (#fac405)

Gray Colors Homepage

Gray from our home page #f4f4f4

Homepage: <https://respondelligent.com/>

Screenshots of the app are in the end. Logos provided

The Flow: first the summary for the parent group with the overview of the single locations (slide 4), then the summary of the single locations if the user has access to them and signed up for the weekly summary email for those locations, and if there were new reviews. If no reviews, no summary is sent for that location

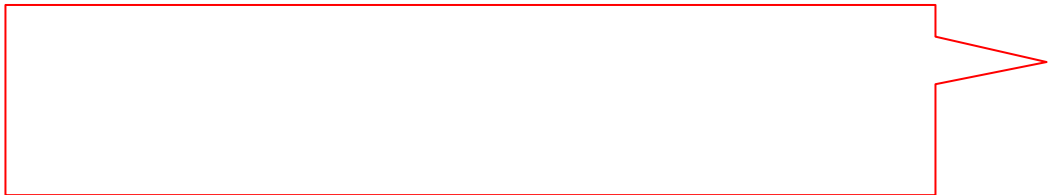
1. Weekly Summary: Header and date



Header picture: title and our logo on a colorful background

Title *Weekly Summary*

Font Century Gothic in bold, not italic



Text

This is your first Weekly Summary, the most important facts based on your online reviews from the past week. You will be receiving this summary every monday at 8:00 (CET). If you don't wish to receive this precious summary, please adjust your user settings.

Font Century Gothic, not italic

This text comes only once when the user receives the summary for the first time



Date span plus calendar week

For example,

January 30 - February 5, 2023

Calendar week 5

Font Century Gothic in bold, not italic

1. Weekly Summary: Top Metrics.



66.5 (+0.2)	10 (+2)	81.1% (-4%)	3 days (+1)
re:Score	Reviews	Response Rate	Response Time

Text

*Here is your weekly report for **Vapiano UK** as well as performance change compared to the previous week.*
Shrift Century Gothic, not italic, the name of the company in bold

Top 4 metrics: re:Score, Reviews, Response Rate, Response Time

Add a suitable icon

See how better to place these metrics, so they look good on a mobile device and desktop. If there the Response rate is 0, the Response Time is - (no value) and there is no comparison in brackets.

The Top metrics are taken for the calendar week, in brackets performance change compared to the previous week.

re:Score. The number in format 67.7. 67.7 should be in blue (#00B0DC) and in brackets there is a performance change in decimal number(minus in red, plus in green). As an icon, use the re:score Logo

Star Rating A number, for example, 3.4 plus an icon with the same number of stars

Response Rate A percentage number, in brackets the percentage change: zero is black, minus in red, plus in green

Response Time Number of days For example, 3 days and in brackets the change: if plus red, if minus green, because the faster the better!

1. Weekly Summary: an overview table with a list of locations only for groups. Skip if single location or if there is no parent group

	re:Score	Reviews	Response Rate	Response Time
<u>Vapiano, Edinburgh</u>	87.5 (+0.7)	11 (+2)	87% (-4%)	3 days (+1)
<u>Vapiano Tottenham Court Road, London</u>	76.5 (-0.4)	34 (0)	75% (-4%)	1 days (-2)
<u>Vapiano, Manchester</u>	69.5 (-1.2)	20 (-2)	71% (-4%)	3 days (+1)
<u>Vapiano UK</u>	69.0 (0)	86 (+13)	80% (+2%)	1 days (0)
<u>Vapiano Great Portland Street, London</u>	68.5 (+0.2)	3 (+5)	81.1% (-4%)	3 days (+1)
<u>Vapiano Tower Bridge, London</u>	68.3 (+0.2)	6 (+5)	60% (+4%)	3 days (+1)
<u>Vapiano Paddington, London</u>	65.5 (0)	12 (+5)	91.1% (-4%)	0 days (-1)

A table with a list of companies and their metrics
It includes the parent group (Vapiano UK) and the single locations that belong to the group

The columns have titles and icons. For re:Score use the logo provided

The column **re:Score** shows the ave. re:Score of the week in blue (#00B0DC) and bold and in brackets there is a performance change in decimal number compared to the previous week: it is green if plus and red if minus.

The companies are sorted by re:score, the highest is the first.

The column **Reviews** shows the number of reviews of the week and in brackets there is a performance change in an absolute number compared to the previous week: it is green if plus and red if minus.

The column **Response Rate** shows the response rate of the week in percentage and in brackets there is a performance change in percentage compared to the previous week: it is green if plus and red if minus.

The column **Response Time** shows the ave. response time in days and change in brackets: green if minus, red if plus, black if zero

Is it possible to make the locations clickable only if the summary contains single locations? If yes, you can jump to the specific part of the email. If not, the location is not clickable

1. Weekly Summary: New Reviews

New Reviews

86 (+13)

This is an overview of the number of reviews per platform in the week

The title: *New Reviews*

Below: the total number of reviews in the week and a performance change in brackets, green if plus and red if minus

Font Century Gothic, in bold, not italic



Positive

10 (+3)

Neutral

1 (+1)

Negative

5 (+1)

2 (+1)

0 (-1)

0 (-1)

4 (0)

3 (-2)

2 (+1)

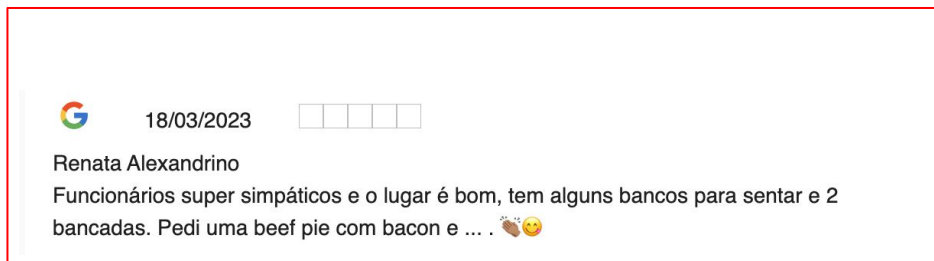
A Table with the number of reviews in the week compared to the previous week, the change is in absolute numbers, no coloring

Columns Positive (4 and 5 star reviews), Neutral (3 star reviews), Negative (1 and 2 star reviews)

Icons of the platforms where the reviews were posted

Use the icons as in our app, provided

1. Weekly Summary: The best and worst reviews of the week



The best and the worst review of the week. These are reviews with the best/worst star rating and the longest text.

The title: *The best review of the week*

Font Century Gothic, in bold, not italic

Below: the review with the platform icon, date, star rating, username and text of the review. Like in the example

The same for *The worst review of the week*








Button *View your reviews* that links to the dashboard Reviews in the app

The parts from slides on pages 4, 5, 6, 7 repeat for each location in the group

1. Weekly Summary: Content Analysis

What did your guests talk about?

Category	Rating	Mentions
Food	3.7 (-0.2)	
Service	4.7 (0)	
Ambiance	2.7 (-2.3)	
Facilities	3.9 (+0.1)	
Value	4.0 (-0.2)	

This is an overview of content analysis.
The title: *What did your guests talk about?*
Font Century Gothic, in bold, not italic

A table with Category (the main categories per industry, the categories are different for restaurants, hotels, and campsites), their rating as decimal number and in brackets the percentage change: red if minus, green if plus, black if zero.

The column Mentions shows a distribution bar with green, yellow, and red parts. Green - positive mentions, yellow - neutral, red - negative. The number of mentions is indicated on each part. Make the bars look like in our app, screenshots provided on slides 10 and 11

The parts from slides on pages 3, 5, 6, 7 repeat for each location in the group if the user has access to them and signed up for the weekly summary email for those locations, and if there were new reviews.

1. Weekly Summary: Blog, Signature and Social links at the end of the email

Automate your review requests and generate more (positive) reviews

IWantTo.Review by re:spondelligent makes it possible. Learn more:

<https://re.respondelligent.com/generate-more-positive-reviews>

Blog promotion

A headline plus text and link to the blog article

Best regards, your re:spondelligent team

Signature

Best regards, your re:spondelligent team

Font Century Gothic, not italic



social media icons with links to our profiles

<https://www.facebook.com/respondelligent>

<https://twitter.com/respondelligent>

<https://www.linkedin.com/company/respondelligent/>

<https://respondelligent.com/>





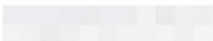



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Copyright text, the company name goes to the homepage <https://respondelligent.com/> The year is dynamic


2. Weekly Summary with single locations or with multiple locations but without a parent group
The same flow but without slide 4

Screenshots of the App













OVERVIEW

My Venues	Score	Reviews	Rating	Positive / Neutral / Negative	Response Rate	Response Time
	79.8	508	4.1 	<div><div>82.3%</div><div>8.49.3%</div></div>	<div><div>22.5</div></div>	8 days
	92.2	2	-1.0 	<div><div></div></div>	<div><div>50.0%</div></div>	5 days
	82.4	188	4.2 	<div><div>85.9%</div><div>10.14</div></div>	<div><div>18.1</div></div>	5 days
	82.8	197	4.3 	<div><div>87.0%</div><div>11.1</div></div>	<div><div>16.</div></div>	6 days

REVIEWS & RATINGS

Mar 2022 25 reviews 4.1/5 	Apr 2022 9 reviews 4.4/5 	May 2022 8 reviews 4.0/5 	Jun 2022 23 reviews 4.2/5 	Jul 2022 14 reviews 4.6/5 	Aug 2022 10 reviews 4.3/5 	Sep 2022 18 reviews 4.6/5 	Oct 2022 10 reviews 4.2/5 	Nov 2022 3 reviews 3.7/5 	Dec 2022 12 reviews 4.0/5 
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Screenshots of the App

Platform	Date	Rating	Language	Review	Status	Actions
	16.02.2023	re:Score 91.8 ★★★★★ Difficulty 1	EN	<p>Serge Jacquemin</p> <p>Just a good week</p> <p>Thank you for the wonderful review, Serge! We are very happy you had a good week in Vercorin. We hope to see you soon! ... sorts</p>	responded	 
	14.02.2023	re:Score 95.0 ★★★★★ Difficulty 2	FR 	<p>viviana nola</p> <p>L'endroit est magnifique :) le placement est bien Le personnel ils sont agréables à l'écoute au client Le spa est bien p ...:)))</p>	unanswered	  
	14.02.2023	re:Score 19.1 ☆☆☆☆☆ Difficulty 3	FR 	<p>Salomé Streiff</p> <p>Je suis venue plusieurs fois pour boire un verre après ski, je trouve dommage qu'il ne soit pas possible de grignoter qu ... vice.</p> <p>Bonjour Salomé, Nous sommes sincèrement désolés de cette expérience négative. Nous prenons vos commentaires très au s ... sorts</p>	responded	 

Category	Rating	Reviews	Distribution	Positive	Neutral	Negative
Room	3.6	107	<div><div>59.8%</div><div>2</div><div>37.4%</div></div>	64	3	40
Service	4.2	18	<div><div>83.3%</div><div>5.6</div><div>11.1%</div></div>	15	1	2
Food	3.4	24	<div><div>58.3%</div><div></div><div>41.7%</div></div>	14	0	10
Facilities	4.0	33	<div><div>72.7%</div><div>3</div><div>24.2%</div></div>	24	1	8
Location	4.3	37	<div><div>83.8%</div><div>2</div><div>13.5%</div></div>	31	1	5
Value	3.7	6	<div><div>50.0%</div><div></div><div>33.3%</div><div>16.7%</div></div>	3	2	1