**1) Purpose & Goal (MVP Free)**

Once a week, a hotel/hostel/B&B receives an **email** containing:

* current **average rating** on **Google Reviews** and **Booking.com**,
* the **latest 3 new reviews** from both sources,
* an **AI-generated summary** (2–3 sentences) + **1 improvement suggestion**,
* **bonus**: 1 suggested reply to one of the reviews.

No PDF, no dashboard, no PMS/OTA integrations → **low cost** and **fast to production**.

**2) Tech Stack**

* **Orchestration:** Make.com
* **Input database:** Google Sheets
* **Data sources:**
  + Google Maps/Places API (Google Reviews – summary + latest reviews)
  + Booking.com (via **Apify** public actor for reviews/ratings)
* **AI:** OpenAI API (model: gpt-4o-mini, temperature 0.3–0.4)
* **Delivery:** Gmail (Google Workspace) – “Send email”
* **(Optional)** Translations: OpenAI (same call) or Google Translate API

**3) Google Sheet Structure**

**Tab properties**

property\_id | name | report\_email | google\_maps\_url | google\_place\_id | booking\_url | report\_language (sl/de/it/en) | active (TRUE/FALSE)

**Tab runs\_log**

timestamp | property\_id | source | new\_reviews\_count | avg\_rating | email\_status (SENT/ERROR) | notes

Note: google\_place\_id can be extracted once (manually or via a Make helper) and used instead of the URL.

**4) Make – Scenario (cron 1×/week)**

**A. Trigger**

* **Scheduler**: e.g., every Friday at 07:00 CET
* **Google Sheets – Search rows**: filter active = TRUE

**B. For each property (Iterator)**

1. **Google Reviews (HTTP – Places API)**
   * Pull: avg rating, total\_ratings, **latest 3 reviews** (author, rating, time, text)
2. **Booking.com (Apify – Run Actor)**
   * Input: booking\_url
   * Output: avg rating, **latest 3 reviews** (author, rating, time, text)
3. **Normalize & merge reviews**
   * Into reviews\_all (max 6 – 3 Google, 3 Booking), clean whitespace/emoji, truncate very long texts (>800 chars)
4. **OpenAI – Summary, improvement, and reply suggestion**
   * **System prompt:**
   * You are a hospitality reputation analyst. Output in {{report\_language}}.
   * Return JSON with keys:
   * summary (2-3 sentences),
   * improvement (1 sentence, actionable),
   * reply\_suggestion (1-2 sentences; polite, professional).
   * No extra text.
   * **User prompt:**
   * Hotel: {{name}}
   * Sources: Google + Booking.com
   * Latest reviews (max 6, newest first):
   * {{reviews\_all}}
   * Task:
   * 1) Summarize the key sentiment and themes.
   * 2) Propose one actionable improvement.
   * 3) Draft a polite reply for ONE review (choose the most useful).
   * **Parse JSON** → summary, improvement, reply\_suggestion
5. **Compose email (Tools → Compose string)**
   * See §5 – email template
6. **Gmail – Send email**
   * To: report\_email
   * Subject: Weekly AI Review Report – {{name}}
   * Body: plain text or HTML (see template)
7. **Log to runs\_log**
   * timestamp, property\_id, source=google+booking, new\_reviews\_count, avg\_rating (combined or separate), email\_status

**C. Error handling**

* If Apify or Google API returns an error → send **alert email to internal address** and log ERROR
* Rate limit: add **0.5–1s delay** between calls
* Quotas: Places API key **restricted by IP** and domain

**5) Email Template (HTML or plain text)**

**Subject:** Weekly AI Review Report – {{name}}

**Body (HTML example):**

<p>Hello,</p>

<p>Here is your weekly summary of new public reviews:</p>

<p><strong>Ratings</strong><br/>

Google: {{google\_avg}} ★ ({{google\_total}} reviews)<br/>

Booking.com: {{booking\_avg}} ★</p>

<p><strong>New reviews (last 3 + 3)</strong></p>

<ol>

{{#each reviews\_all}}

<li><em>({{source}} {{rating}}★ – {{date}})</em> {{text}}</li>

{{/each}}

</ol>

<p><strong>AI Summary</strong><br/>

{{summary}}</p>

<p><strong>AI Improvement Suggestion</strong><br/>

{{improvement}}</p>

<p><strong>Reply Suggestion (example)</strong><br/>

{{reply\_suggestion}}</p>

<p style="color:#666;font-size:12px">

This report is free. If you’d like daily alerts and automatic reply drafts ready to post, just reply to this email.

</p>

*(If plain-text is preferred, strip HTML tags.)*

**6) Estimated Development Time**

* Google Sheets + Scheduler: **0.5 h**
* Google Places API integration: **2 h**
* Apify Booking scraper (setup + parsing): **2–3 h**
* OpenAI summary (prompt + mapping): **1–2 h**
* Email (HTML) + logging: **1 h**  
  **Total:** **6–8 hours** (realistically 1 day)

**7) Cost Estimate (for free tier, 10 properties)**

* OpenAI: ~€1–2 / month (low)
* Google Places API: few € / month (depends on calls)
* Apify: may work in free/low tier, otherwise ~€5–20 / month
* Make: start with **Core** plan (~€9–€29 / month)

**8) Acceptance Criteria (MVP Done)**

* Every Friday at 07:00 CET, each active property receives an email.
* Email includes:
  + Google & Booking averages,
  + last 3+3 reviews,
  + AI summary, 1 improvement suggestion, 1 reply suggestion.
* Log entries in runs\_log are correctly recorded.
* Errors trigger an alert to internal email.

**9) Future Upgrades (Upsell)**

* Add **TripAdvisor** (same pattern as Booking).
* Add **PDF** and **Looker Studio dashboard** (trends, charts).
* **Daily** frequency + **instant alerts** for negative reviews.
* **Automatic replies** (draft + human approval + API post where possible).

**10) Developer Notes**

* **Report language** follows report\_language in properties (fallback: sl). If reviews are multilingual, AI synthesizes in report language.
* **Deduplicate reviews**: hash combination of (source + author + time + first 40 chars).
* **Length**: truncate reviews to ~600–800 chars in email, mark as “(shortened)”.
* **GDPR**: use only public data; do not store guest personal emails.
* **Keys**: store in Make Encrypted Variables (OpenAI, Google, Apify).

 Average ratings (Google Reviews + Booking.com)

 Latest 3 reviews from each platform

 AI-generated 2–3 sentence summary of guest sentiment

 1 actionable improvement suggestion

 1 polite reply draft to a guest review

**Tech Stack**

* **Automation**: Make.com
* **Database**: Google Sheets
* **Data Sources**: Google Places API + Apify (Booking.com)
* **AI**: OpenAI (gpt-4o-mini)
* **Delivery**: Gmail (Google Workspace)