📄 Business Requirements Document (BRD)

Project Name: Automated Qualified Review Generation System

Version: 1.0

Prepared For: AI Enablement Executive

Business: bdcode

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1. Executive Summary

The objective of this project is to build an automated system that:

1. Collects structured feedback via Google Forms.
2. Calculates average rating.
3. Qualifies responses (≥ 4/5 or ≥ 8/10).
4. Uses AI to generate a personalized, high-quality Google Business Profile review draft.
5. Sends the draft to the client for approval and consent.
6. Enables the client to easily post the review themselves on Google Business Profile.

This system is designed to increase high-quality testimonials from B2B clients while filtering out neutral or negative feedback.

2. Business Objectives

Primary Goal

Increase the volume and quality of 4★ and 5★ Google Business Profile reviews.

Secondary Goals

- Standardize testimonial quality
- Reduce friction in review writing for clients
- Capture marketing-ready testimonial assets
- Improve brand credibility
- Improve inbound conversion rate

Success Metrics

- % increase in 4★+ Google reviews
- Review conversion rate (Qualified feedback → Published review)
- Avg. time from feedback submission → review posting
- Reduction in manual follow-up time

3. Scope

In Scope

- Google Forms integration
- Google Sheets auto-processing
- Rating qualification logic
- AI-generated personalized review draft
- Consent workflow
- Delivery mechanism (email / WhatsApp)
- Direct link to Google Business Profile review page

Out of Scope (Phase 1)

- Automatic posting to Google Reviews (violates Google policy)
- Public display without consent
- Manipulating review rating
- Editing existing Google reviews

4. System Overview

Current State

- Clients submit feedback via Google Form.
- Feedback stored in Google Sheets.
- Manual follow-up required to request Google review.

Future State

1. Client submits feedback.
2. System evaluates rating.
3. If rating ≥ 4/5 or ≥ 8/10:
    - AI generates a personalized review draft.
    - Consent request sent.
    - Client receives:
        - Drafted review
        - "Copy & Post" button
        - Direct Google Review link
4. If rating < threshold:
    - Trigger internal alert to Sales/Customer Success.
    - Do NOT generate review draft.

5. Functional Requirements

FR1: Rating Qualification Logic

System must:

- Calculate average rating across relevant rating fields.
- Define threshold:
    - ≥ 4 out of 5 OR
    - ≥ 8 out of 10
- If threshold met → Proceed to review generation.
- If below threshold → Route to internal notification.

FR2: AI Review Generation

System must:

Generate a personalized review using:

- Client name
- Company name
- Service used
- Pain point before engagement
- Outcome achieved
- Quantifiable results (if available)
- Unexpected value (if provided)
- Tone: Professional, authentic, non-generic, B2B credible

Output Requirements:

- 100–200 words
- Natural language (not robotic)
- First-person voice (client perspective)
- Suitable for Google Business Profile
- Avoid keyword stuffing
- Avoid exaggerated claims

FR3: Consent Workflow

Before sending review draft:

System must:

- Include explicit consent confirmation
- Ask:
    - "Do you approve this review draft?"
    - Options:
        - Approve as is
        - Request edits
        - Decline

If approved:

- Send final formatted review with:
    - Copy button
    - Direct Google Review link

If edit requested:

- Regenerate with modification input

If declined:

- Do not proceed

FR4: Google Business Profile Redirection

System must:

- Generate direct "Write a Review" link to the business' Google Business Profile.
- Provide clear CTA:
    - "Click here to post this review on Google."
- User must manually paste and submit.

Note:
Direct API posting to Google Reviews is not supported under public Google policy. System must comply.

FR5: Internal Alert System (Low Rating Handling)
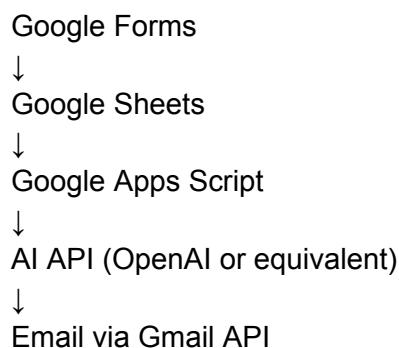
If rating < threshold:

- Send notification to:
    - Marketing
    - Sales
    - HR (optional)
- Include:
    - Client name
    - Rating score
    - Feedback summary
- Purpose:
    - Recovery call
    - Service improvement
    - Retention intervention

6. Non-Functional Requirements

- System must operate within Google ecosystem (Forms + Sheets + Apps Script or external API)
- Data privacy compliant
- Secure handling of client data
- AI output generation time < 10 seconds
- Email delivery reliability > 95%

7. Technical Architecture (Proposed)

Option A: Google Native Stack

Google Forms
↓
Google Sheets
↓
Google Apps Script
↓
AI API (OpenAI or equivalent)
↓
Email via Gmail API

Option B: Automation Tool Layer

Google Forms
↓
Google Sheets
↓
Zapier / Make
↓
AI API
↓
Email + CRM logging

8. User Personas

Client

- Submits feedback
- Approves draft
- Posts review

Marketing

- Monitors review performance
- Extracts testimonials for case studies

Sales

- Uses testimonials in outreach

HR

- Uses testimonials for employer branding

9. Edge Cases

- Client gives high rating but negative written feedback.
- Client gives low rating but positive comments.
- Multiple submissions from same client.
- Client edits review significantly before posting.
- Email bounce or non-response.
- No response to consent request within 7 days.

System must log all cases.

10. Compliance Considerations

- No incentivized review manipulation.
- No auto-posting.
- No editing user-submitted Google review.
- Transparent consent capture.

11. Risks

Risk	Impact	Mitigation
AI sounds generic	Medium	Use structured prompt inputs
Low approval rate	Medium	Improve tone personalization
API failure	High	Add fallback logging
Policy violation	High	Manual posting only

12. Acceptance Criteria

System is considered successful if:

- Only ≥ 4★ feedback triggers review draft
- Draft is generated automatically
- Client receives consent request
- Approved draft includes direct review link
- Internal alerts trigger for low ratings
- Process requires zero manual intervention

13. Future Enhancements (Phase 2)

- NPS scoring dashboard
- Automated testimonial card generation
- LinkedIn recommendation draft
- Case study draft generation
- Multi-location GBP routing
- Sentiment analysis dashboard