⏱️ 20 MIN SETUP

Automatic review request text: send an SMS after every job

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

A text gets read far more reliably than an email, so an SMS is a simple way to ask for a review. Sending one by hand after every job is easy to forget, though. An automatic review request text goes out shortly after each job or sale with your Google review link, so every customer is asked without you thinking about it.

Saves: time chasing reviews, and the forgotten asks that cost you reviews.

What you need

- Your Google review link. In your Google Business Profile, go to **Ask for reviews** and copy the link.
- A Twilio account and a number that can send SMS.
- A trigger for when a job finishes, such as a paid invoice, a Square payment, a booking marked complete or a new row in Google Sheets. The customer's mobile number needs to come with it.
- Zapier or Make. The free plans are fine to start with.

Setup with Zapier

1. **Copy your review link** from your Google Business Profile. [Screenshot]
2. **Create a Zap** with your trigger, for example **Square, New Payment** or **Google Sheets, New Spreadsheet Row**. [Screenshot]
3. **Add Delay by Zapier** set to a few hours so the text arrives while the job is fresh, at a sensible time of day.
4. **Add an action: Twilio, Send SMS** to the customer's mobile, with your message and review link. [Screenshot]
5. **Test it** with your own mobile number, then turn the Zap on.

Setup with Make

1. Start with your trigger module (Square, Google Sheets or your booking tool).
2. Add a **Sleep** module, or store the job and send it later on a schedule.
3. Add **Twilio, Create a Message** with your review link.
4. Test it with your own number, then switch the scenario on.

FAQ

When should the review request text go out?

Send it the same day or the next day, during business hours. That way the job is still fresh and the text doesn't arrive late at night. A short delay step in Zapier or Make handles the timing for you.

Should I send a reminder text?

One gentle reminder after a few days is plenty. Don't send more than that, and stop straight away if someone replies STOP. Pestering customers can do more harm than a missing review.

Text or email for review requests?

Text is quick and suits customers who live on their phones. Email works well when you only have an email address or want to include more detail. If you'd rather use email, see Automatic Google review requests after every job.

Can I only text customers who were happy?

No. Google calls that review gating and doesn't allow it, so send the same request to every customer. Don't offer discounts or prizes for reviews either.

Skip the setup with our template pack

Our US$19 Google review request template pack includes ready-to-import Make blueprints, an n8n workflow, a Zapier build sheet, SMS and email copy with Google's policy rules, and a one-page setup checklist.

Message template

> Hi [First name], thanks for choosing [Business]! Could you leave us a quick Google review? [review link] Reply STOP to opt out.

Keep it short, include your business name, and send the same request to every customer.

Google’s rules: ask everyone, offer nothing

- **Don’t filter for happy customers.** Send the request to everyone, not just people you expect to leave a good review. Google calls this “review gating” and doesn’t allow it.
- **Don’t offer incentives.** No discounts, prizes or freebies in exchange for a review.
- **Don’t ask for a specific rating.** Ask for honest feedback only.

Consent and local rules

Only text customers who gave you their number as part of the job or sale. Include your business name and “Reply STOP to opt out”, stop when someone opts out, and don’t add promotions. SMS rules vary by country (TCPA in the US, the Spam Act in Australia, PECR in the UK, CASL in Canada). This isn’t legal advice.

Related

- Automation for real estate agents: all the easy wins
- Automation for online shops: all the easy wins
- Automatic Google review requests after every job
- ServiceM8 job-complete to review request
- Clinic appointment to Google review
- Google review request template pack
- Get it ready-made

Affiliate disclosure: some links earn us a commission at no extra cost to you.

One-page checklist: Automatic review request text (SMS)

- ☐ Copy your review link from your Google Business Profile.
- ☐ Create a Zap with your trigger, for example Square, New Payment or Google Sheets, New Spreadsheet Row.
- ☐ Add Delay by Zapier set to a few hours so the text arrives while the job is fresh, at a sensible time of day.
- ☐ Add an action: Twilio, Send SMS to the customer's mobile, with your message and review link.
- ☐ Test it with your own mobile number, then turn the Zap on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/automatic-review-request-text