Reputation AI

Great Training. Happy Customers. A Reputation That Speaks for Itself.

More Reviews. More Trust. More Opportunities to Grow.

Your happiest customers can be your most powerful marketing tool. Reputation AI, powered by AscendPro, helps turn great customer experiences into authentic online reviews, stronger credibility, and greater local visibility.

Through our integration with ServiceMinder, the system automatically sends customer feedback and review requests following designated training milestones, such as Obedience 3 or 5.

That means fewer manual follow-ups, more consistent customer engagement, and more opportunities to build your online reputation.

How Reputation AI Works

JJS connects ServiceMinder clients with AscendPro to automate the customer feedback process. When a designated training milestone is completed, the system sends a personalized text or email asking customers to rate their experience.

This feedback gives your team an opportunity to recognize great service, identify concerns, and respond to customers who may need additional attention.

Your Role as a Franchise Owner

While the technology handles the outreach, your team plays an important role in its success.

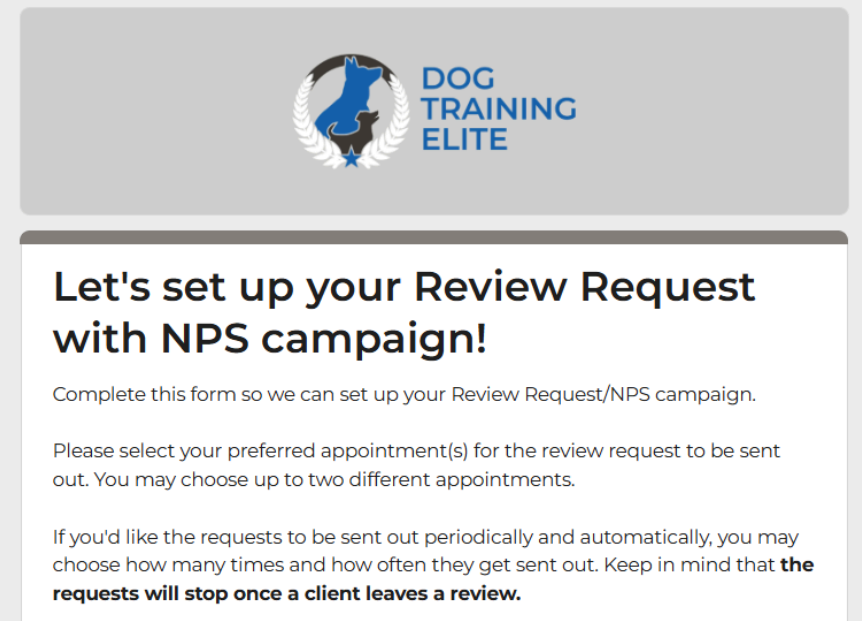
Keep training milestones accurate in ServiceMinder, regularly review incoming feedback, and personally follow up with customers whenever concerns arise.

You focus on delivering exceptional training. Reputation AI helps ensure your customers' experiences are heard and your hard work gets noticed.

Step 1 Complete the campaign setup form

The first step is for the franchise owner to complete the Review Request with NPS campaign form. Tell JJS which appointment should trigger the campaign and how frequently communications should be sent. You may select up to two different appointments. If you want automatic reminders, specify how many requests to send and how often to send them.

[Click HERE for the Reviews Request Intake Form]



Campaign setup form for choosing appointments and communication frequency

Choose the right training milestone

JJS recommends FUP 5 for Gold packages and FUP 8 for Platinum packages because these are the final milestones for those packages. Other selected sessions, such as Obedience 3 or Obedience 5, can be used where appropriate. Use the exact appointment names listed in ServiceMinder.

Changing your campaign preferences

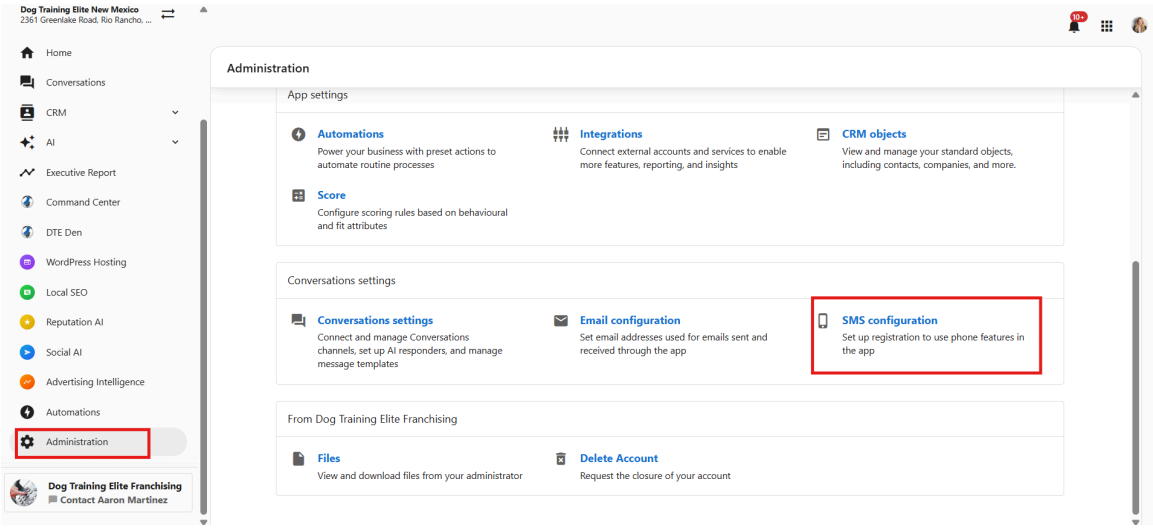
To change the trigger appointments or communication frequency, submit the updated preferences through the intake process and ask JJS to confirm when the change is active. Review requests stop once the system detects that the client has left a review.

Step 2 Register for SMS

To use the text component of the campaign, your location needs to register for SMS. Provide your legal business name, EIN, and business address, and complete the compliance checks, including your website privacy policy and texting terms and conditions.

Where to start in AscendPro

Open Administration, then select SMS configuration to begin registration. Have your business information and the policy links below ready.

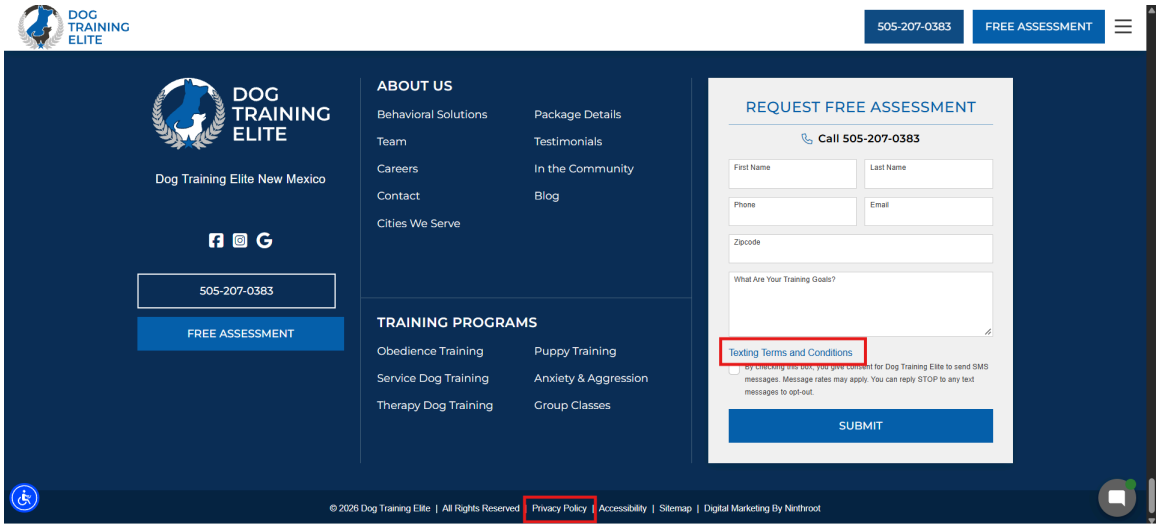


AscendPro Administration with SMS configuration highlighted

Find your website policy links

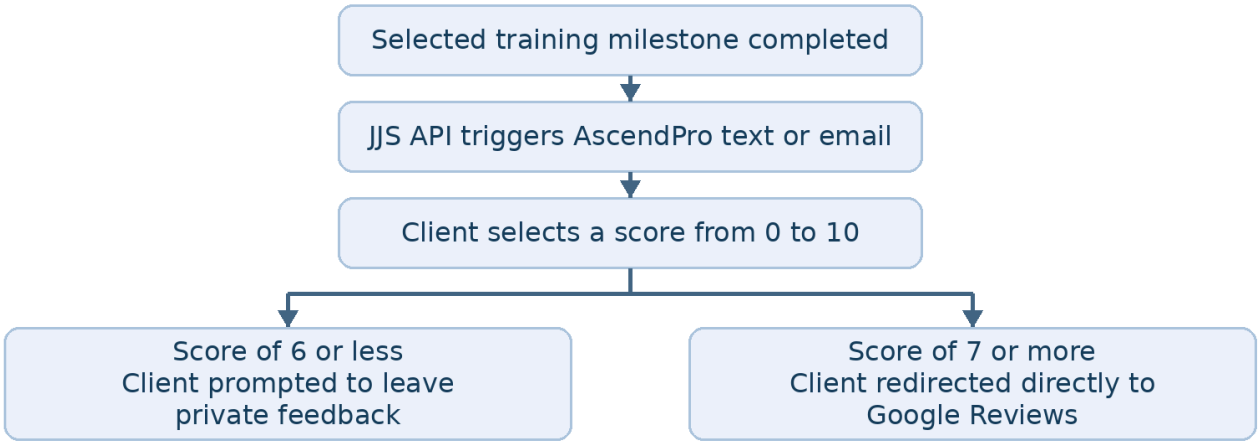
Privacy policy: Scroll to the bottom of your franchise website and click Privacy Policy in the footer. Copy the URL of the policy page.

Texting terms and conditions: Find a contact or assessment form on your website and click the link labeled Texting Terms and Conditions. Copy the URL of the page that opens.



Example franchise website with Texting Terms and Conditions and Privacy Policy highlighted

How the process works



Private feedback can be reviewed by a DTE team member in Reputation AI

Behind the scenes, completion of the designated session in ServiceMinder triggers the JJS API connection. AscendPro sends the configured text and/or email. A score of 7 or more redirects the client directly to Google Reviews. A score of 6 or less prompts the client to leave private feedback, which a DTE team member can review in Reputation AI and follow up on personally.

Select or change the trigger session

The appointments and communication frequency selected in your setup form determine when the campaign runs and how often reminders are sent. Keep appointment completion records current in ServiceMinder so the selected milestone can trigger the request. Ask JJS to confirm any changes to your campaign preferences.

Keep Google reviews available to every client

The private feedback page also includes a Review on Google button, so clients can choose to leave a public review. Keep that option available regardless of score, and use private feedback to address concerns. Google prohibits selectively soliciting positive reviews or discouraging negative reviews. [1]

What clients receive by text

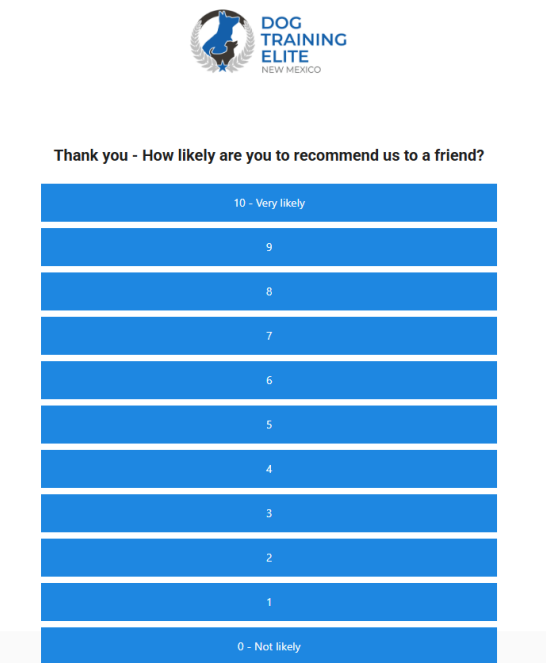
The text identifies the franchise, thanks the client for training, and asks how likely they are to recommend the business to family and friends. The client taps the link to select a score. The example also includes a STOP instruction to unsubscribe.

> Dog Training Elite New Mexico: DTE New Mexico here. Thanks for training with us! Quick question, how likely are you to recommend us to family and friends? Click here to share your 0–10 rating:
> https://1l.ink/SQ5GFP8
> Text STOP to unsubscribe.

Example text request from Dog Training Elite New Mexico

The rating screen

The linked page displays the location's branding and a 0–10 scale. The client selects one number: 0 means not likely to recommend, and 10 means very likely. This feedback response is separate from a public Google review.



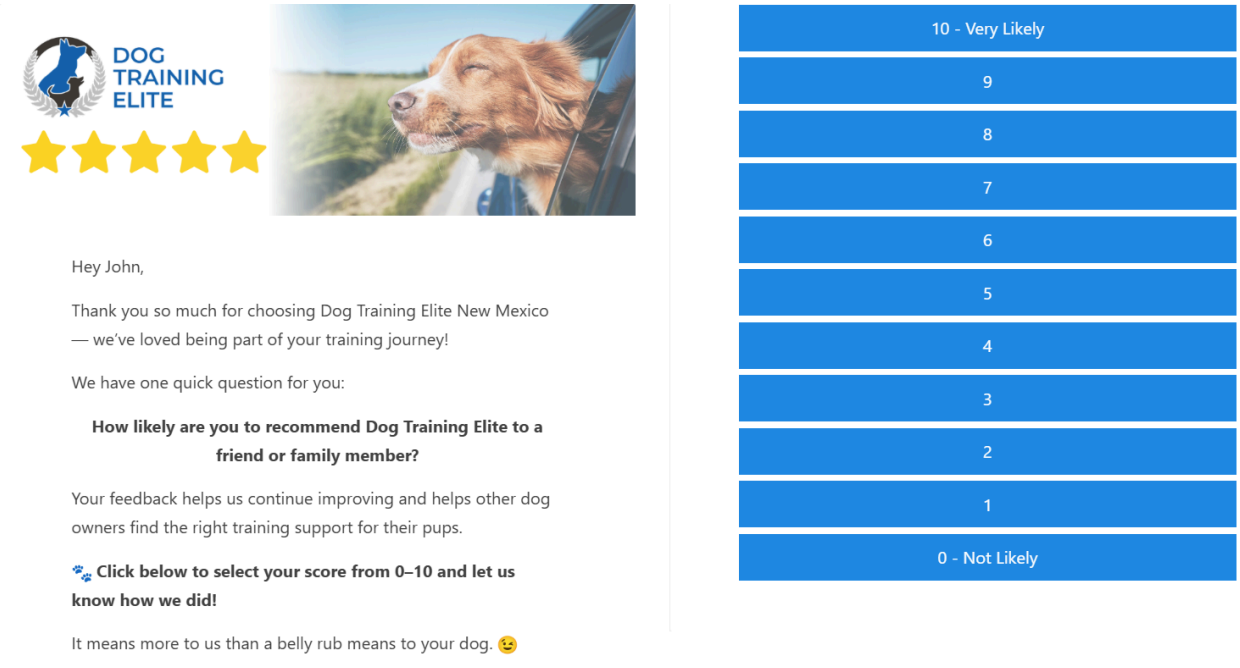
Example rating page opened from the text link

What happens after the client responds

A score of 7 or more redirects the client directly to Google Reviews. A score of 6 or less opens a private feedback form. Selecting a number does not publish a review; the client must complete that step on Google.

What clients receive by email

The email thanks the client, explains why their feedback matters, and asks the same recommendation question. The client selects a score using the numbered buttons. The two images below show the upper and lower portions of the same example email.



Example email from Dog Training Elite New Mexico | Introduction on the left and rating buttons on the right

How NPS works

NPS stands for Net Promoter Score. It measures how likely clients are to recommend your business. An individual response is a 0–10 rating; your overall NPS combines all responses into one measure. [2]

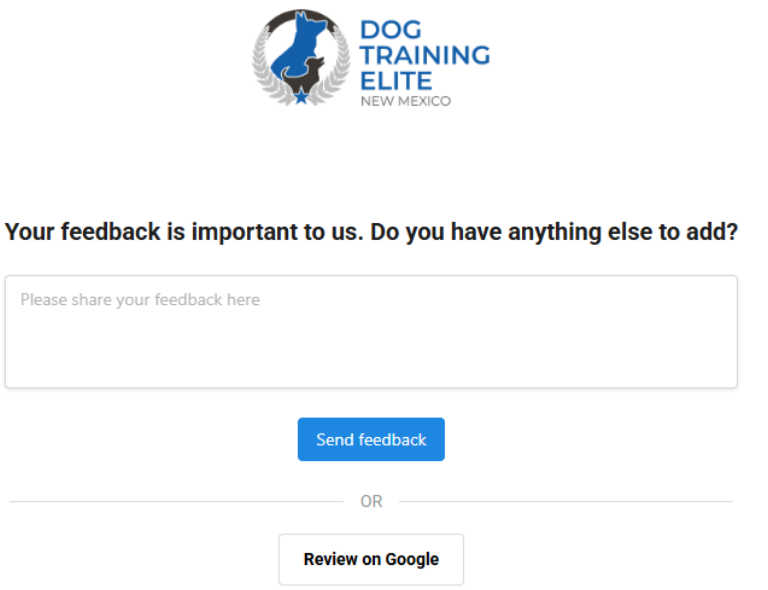
Score	NPS group	How your team should use the feedback
0–6	Detractors	Prioritize a personal conversation to understand and address concerns.
7–8	Passives	Look for opportunities to improve; follow up on any specific concern.
9–10	Promoters	Thank the client and continue delivering a strong experience.

Overall NPS = percentage of promoters minus percentage of detractors. For example, 60% promoters minus 20% detractors gives an NPS of +40. Scores of 7–8 count toward total responses but are not added or subtracted. NPS ranges from −100 to +100. [2]

Campaign routing uses 7 as the threshold for direct redirection to Google Reviews, even though scores of 7–8 are classified as passives in NPS reporting. Clients who select 6 or less can still choose Review on Google from the private feedback page.

What clients see after a score of 6 or less

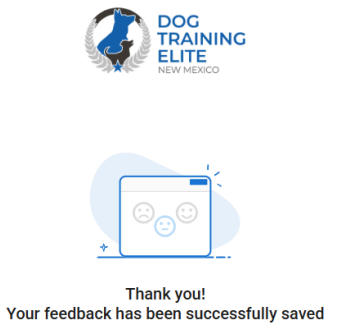
Clients are prompted to share private feedback about their experience. They can type their comments and select Send feedback. This gives your team a chance to understand what fell short and respond personally.



Private feedback form shown after a rating of 6 or less

The form also offers Review on Google. A client can choose that option to share a public review rather than submit private feedback.

After private feedback is submitted



Confirmation that the client's feedback has been saved

How your team uses the feedback

A DTE team member can review the submitted private feedback in Reputation AI. Use it to identify the concern, contact the client, and agree on a practical solution. Prompt follow-up can remedy the situation, rebuild trust, and create an opportunity for the client to leave a positive review voluntarily. A positive review is not guaranteed.

What to do when a client scores 6 or less

A score of 6 or less prompts the client to leave private feedback. The franchise owner or a designated DTE team member should review that feedback in Reputation AI and take responsibility for follow-up. Confirm with JJS which people receive any low-score notifications and how they are delivered for your location.

Build a daily follow up routine

1. Check Reputation AI daily, and consider an additional check after designated milestone appointments are completed. Do not rely solely on an alert to notice a concern.
2. Assign one person to own the response. Review the feedback and training history, then contact the client as soon as possible. A recommended target is the same business day or within one business day.
3. Thank the client for being honest. Ask what fell short, listen without debating their rating, and agree on a practical next step.
4. Document the concern, the action you agreed to, who is responsible, and the next follow-up date. Check back after taking action to confirm whether the concern has been addressed.

Example personal follow up

“Hi [Client Name], thank you for sharing your feedback after [Session]. I’m sorry your experience hasn’t fully met your expectations. I’d like to understand what could have gone better and work with you on next steps. Would you have a few minutes for a call today or tomorrow?”

For example, a client gives a 5 because they are unsure how to practice at home. The owner contacts them, arranges a trainer check-in to clarify the exercises, and follows up after the next practice session. The goal is to resolve the concern, not ask the client to raise their score.

How repeat requests and reminders work

The system detects clients who have already left a review and uses that information to prevent repeat review requests. Campaign reminders can be configured to send after a selected period to clients who have not yet left a review. JJS should confirm the reminder timing and limits for your location.

An NPS response and a Google review are different actions. A client may answer the survey without publishing a review. If a client reports receiving a request after already reviewing, check their record in Reputation AI and ask JJS to verify the detection and campaign settings before sending another request.

What every location should confirm

Confirm your exact trigger session, the owner or team members responsible for low-score follow-up, reminder timing, and a Google review invitation available to all clients. If expected requests or alerts are missing, send JJS the client, location, session name, and completion date so the connection can be checked.

References

[1] Google Maps policy on review solicitation

[2] Bain and Company guide to measuring NPS