



## AI-supported review response

With our new AI review response function, you can respond to customer reviews quickly and efficiently directly in the Enterprise Customer Center. Our solution automatically analyzes reviews and creates context-appropriate response suggestions that are precisely tailored to the content of the respective review. This makes it easier for you to respond promptly and appropriately to customer feedback, resulting in higher customer satisfaction and an improved online reputation. The responses generated by our AI can be reviewed by you and adjusted as needed before they go live to ensure they meet your organization's communication guidelines and desired tone. By using our AI technology, you save valuable time and resources that you would otherwise have to spend on manually processing each individual valuation. Our AI review response is seamlessly integrated into your existing processes and optimizes the interaction with your customers.

### Ströer KI review response service description

#### 1. AI review response

- ★ Generating responses to customer reviews using AI technology that uses predefined criteria and algorithms.
- ★ Enables fast and efficient responses directly within the Enterprise Customer Center.
- ★ Ability to customize and personalize AI-generated responses as needed to create a consistent communication style.
- ★ Supports answers in different languages to reach different customers.
- ★ Central management of generated responses with an overview of all answered and unanswered reviews.
- ★ Regular updates and improvements to the AI algorithms to optimize quality and relevance of the responses.

**Prerequisite for booking**

The use of Ströer AI review response requires the booking of the Ströer Listing Enterprise. Unless otherwise agreed, the provisions of the Ströer Listing Enterprise service description shall apply accordingly.

**Customer responsibilities**

The client is responsible for checking the responses generated before publication and ensuring that they comply with its internal guidelines and do not violate the law or infringe the rights of third parties. The client bears sole responsibility for the content of the answers generated and releases the contractor from any liability in relation to the published answers. The client shall ensure that the necessary data and access information for the integration of the Ströer KI Evaluation Response product into existing systems is provided.