E-COMMERCE · REPUTATION AND RETENTION OPERATIONS

Review collection and management

Automatically collects customer reviews from multiple touchpoints, analyzes sentiment, and takes appropriate actions like responding to negative reviews or promoting positive ones. Improves brand reputation and customer satisfaction through proactive review management.

01 WORKFLOW TRIGGER

Customer completes order delivery or leaves a review on any platform

BLUEPRINT OVERVIEW

What this workflow accomplishes

This workflow connects your storefront platform (Shopify, BigCommerce, or WooCommerce) to Gorgias and Klaviyo through n8n so that every post-delivery review is captured, scored for sentiment, and routed within the hour. Automation handles review ingestion, sentiment tagging, draft response generation, list segmentation, and catalog rating updates. Your CX lead approves every public reply and every discount offer before it leaves the building.

01

OUTPUTS

Approved review responses published, Klaviyo segments updated, Review analytics dashboard refreshed, Recovery and referral emails sent, Product ratings and issue flags

02

SUCCESS MEASURES

Review response rate, Average sentiment score, Retention after negative review, Time to first reply

03

CORE SYSTEMS

Shopify, BigCommerce, WooCommerce, Gorgias, Klaviyo, n8n

HOW TO USE THIS BLUEPRINT

Store owners: set the star rating and sentiment thresholds that separate promotion from recovery, and cap the discount value automation may offer.

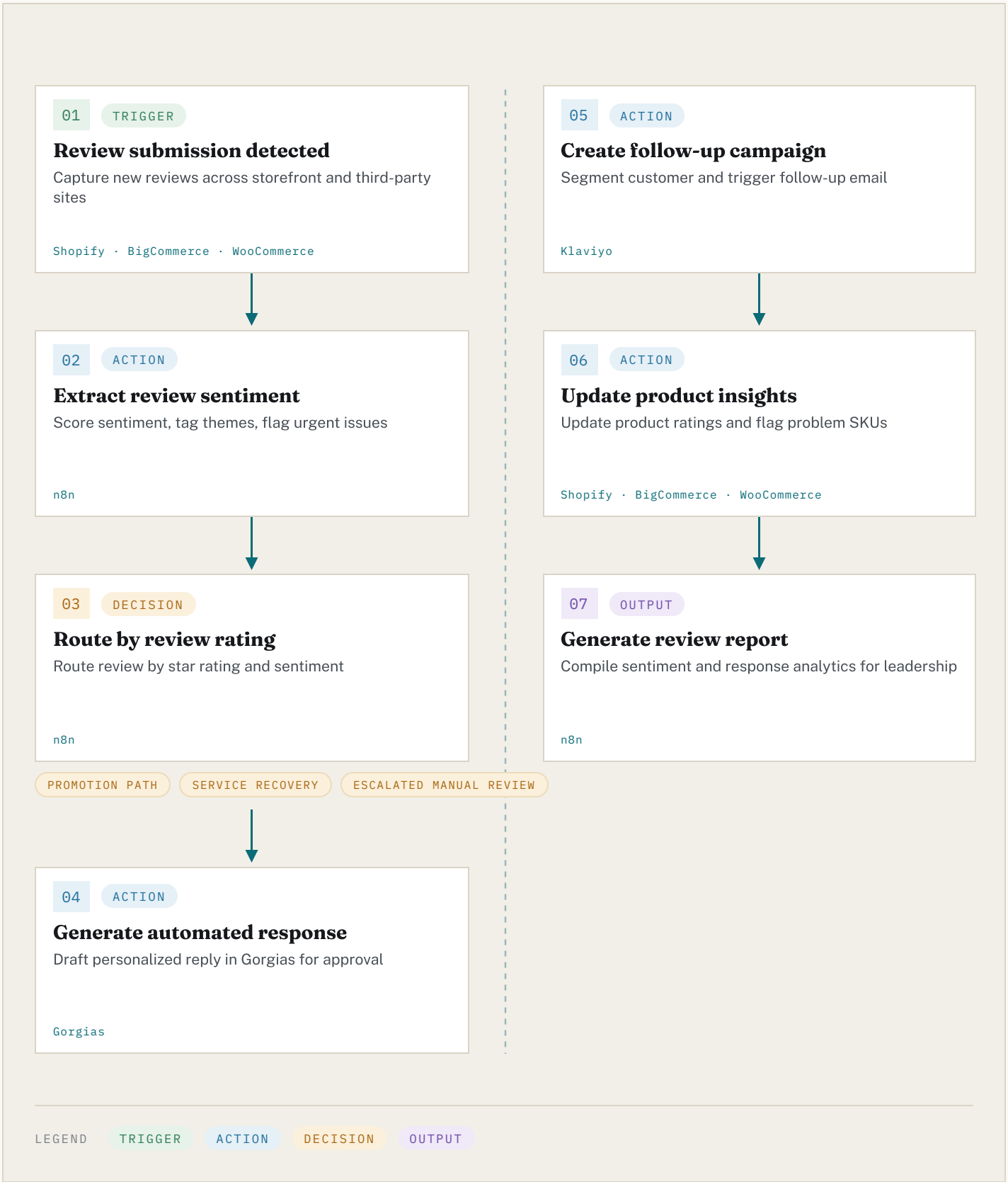
CX and support leads: review the Gorgias draft queue daily, approve or rewrite public replies, and own escalation for any review naming a safety or fulfillment failure.

Implementation teams: map review sources to SKU and order IDs before go-live, and confirm Klaviyo consent flags block campaign sends to unsubscribed buyers.

THE WORKFLOW

End-to-end stage map

Seven stages run from review detection through the reporting pack. The single decision point at stage 3 governs whether a review enters the promotion path or the service recovery path.



IMPLEMENTATION DETAIL

Stage-by-stage breakdown

Each stage states the operational intent, the human control point, and the systems likely to take part. System names are examples, not a required architecture.

01 TRIGGER

Review submission detected

Monitors for new customer reviews across e-commerce platforms, email surveys, and third-party review sites. Captures review data including rating, text, customer info, and product details.

CONTROL POINT

CX lead confirms each review source connector weekly and flags duplicate or unverified-buyer reviews for manual handling.

SYSTEMS Shopify BigCommerce WooCommerce

02 ACTION

Extract review sentiment

Analyzes review text using AI to determine sentiment score, identify key themes, and flag urgent issues. Categorizes reviews as positive, neutral, or negative.

CONTROL POINT

Support manager spot-checks a daily sample of sentiment tags and corrects miscategorized reviews so the model thresholds stay honest.

SYSTEMS n8n

03 DECISION

Route by review rating

Branches workflow based on star rating and sentiment analysis. Routes 4-5 star reviews to promotion path and 1-3 star reviews to resolution path.

CONTROL POINT

Human control: CX lead can override the route on any review, and reviews mentioning injury, allergen, or chargeback risk are pulled out for manual handling regardless of rating.

SYSTEMS n8n

04 ACTION

Generate automated response

Creates personalized response templates based on review type. For negative reviews, generates apologetic response and resolution offer; for positive reviews, creates thank you message.

CONTROL POINT

No reply publishes without a support agent approving or editing the draft in the Gorgias queue; approvals expire after 24 hours and route to the CX lead.

SYSTEMS Gorgias

COMPLETION AND MEASUREMENT

Closing stages and results

The closing stages push what you learned back into the product catalog and put sentiment trends in front of merchandising and CX leadership.

05 ACTION

Create follow-up campaign

Automatically segments customers based on review sentiment and triggers targeted email campaigns. Sends discount codes to dissatisfied customers or referral requests to happy customers.

CONTROL POINT

Retention marketer approves the Klaviyo flow copy and the discount tier before any recovery or referral send goes live.

SYSTEMS Klaviyo

06 ACTION

Update product insights

Aggregates review data to update product ratings, identify trending issues, and flag products needing attention. Updates internal dashboards and product catalog information.

CONTROL POINT

Merchandising owner verifies flagged SKUs before any catalog copy change, price hold, or listing pause is applied.

SYSTEMS Shopify BigCommerce WooCommerce

07 OUTPUT

Generate review report

Compiles comprehensive review analytics including sentiment trends, response rates, and action items. Delivers automated reports to management and product teams.

CONTROL POINT

Store owner reviews the weekly report and assigns owners to open action items on repeat-issue SKUs.

SYSTEMS n8n

DELIVERABLES

- Approved review responses published
- Klaviyo segments updated
- Review analytics dashboard refreshed
- Recovery and referral emails sent
- Product ratings and issue flags

KEY METRICS

- Review response rate
- Average sentiment score
- Retention after negative review
- Time to first reply

IMPLEMENTATION CHECKS

- Order ID to review matching
- Gorgias reply approval queue
- Discount code cap and expiry
- Klaviyo consent and suppression sync
- Retained log of edited replies

NEXT STEP

Turn this blueprint into an implementation plan.

Map each stage to your own systems, permissions, and approval routing before selecting tools or building automation.

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E-COMMERCE WORKFLOW PACKS AND A FREE ASSESSMENT