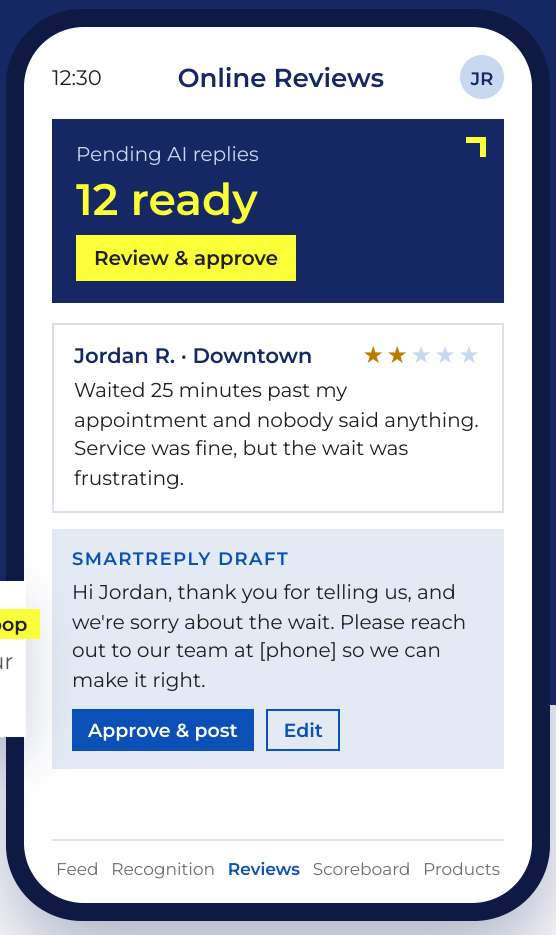
edge

FEATURE SPOTLIGHT

SmartReply

Reply to every review, in your voice

AI drafts an on-brand reply to each new Google review within minutes. Your team approves it in one click, from inside Edge.



Never auto-posts Human in the loop

Every draft waits until someone on your team approves it.

EVERY REPLY, YOUR CALL

Approve & post | Edit with AI | Bulk approve | Decline

01

Your voice, every location

Set your tone, terms, sign-offs, and local SEO keywords once, then tailor them down to each location.

02

Drafts in minutes

SmartReply reads each review's context and sentiment. One morning email lists what's ready across all your locations.

03

Careful with the tough ones

Negative reviews get a calm draft that offers to take it offline. Hold them out of bulk approval to reply with extra care.

4.5 / 5

Average rating from SmartReply users

89%

of consumers expect businesses to respond to their reviews, and half are put off by replies that sound templated.

BrightLocal Local Consumer Review Survey 2026

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The post-visit growth platform for multi-location brands

Book a Demo

www.startedge.com