# RESPONSE AUTOMATED:
## POWERED BY EINSTEIN

Response Automated is powered by Einstein, AI that actually knows multifamily. Response Automated uses Einstein to **automate review responses in near real-time**. The model has been trained on over half a million responses hand-written by PR experts who **specialize in responding to multifamily reviews** to craft accurate, personalized, and trustworthy responses.

### HOW EINSTEIN ENHANCES REVIEW RESPONSE:

✓ Utilizes Einstein, our industry-trained and refined AI model.

✓ Responses are trained to use care regarding topics sensitive to the industry.

✓ Responses are unbiased and address the facts.

✓ Designated publishers can approve all review responses before publication.

✓ Removes the responsibility to respond to reviews to allow extra bandwidth to focus on driving the resident experience.

### RESPONSE AUTOMATED PROCESS
responses automated within seconds



**1 NEW REVIEW RECEIVED**

**2 RESPONSE QUALIFICATION**
No auto response for reviews with questions or serious allegations.

**3 AI RESPONSE GENERATED**

**4 APPROVAL REQUIRED NOTIFICATION (IF APPLICABLE)**

**5 RESPONSE APPROVED**
Your designated publisher can approve all responses or have them auto-published.

**6 RESPONSE POSTED**

**J TURNER** RESEARCH