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FREE GUIDE

AI review response generator for small business: Google, Podium and NiceJob, from each company's own pages

What Google, Podium, NiceJob and Birdeye show on their own pages for replying to reviews, what each costs, what is free, a prompt for drafting a reply with ChatGPT or Claude, and the check to run before you post. Free PDF, no sign-up.

WHAT THIS ADDS

Most lists of AI review reply tools repeat marketing. This guide takes only what each company shows on its own page, opened on November 1, 2026, says plainly where a page gives no price or no detail, and adds the part no tool does for you: reading the reply before it goes public.

Why people are searching for this

On November 1, 2026, typing *ai review response* into Google autocomplete suggested *generator*, *generator free*, *free*, *tool* and *manager*. Owners want a reply written fast, and they want it cheap.

Important: this guide was written from each company's own pages, opened on November 1, 2026. None of the tools was tested on a live account for this guide, and plans, prices and limits change often.

Step 1: Google's own reply box (free)

Google's help page says you must verify your business before you can reply to reviews. Then: go to your Business Profile, select *Read reviews*, select *Reply* next to the review, type your reply, and select *Reply* again.

What happens next, per Google: Google reviews your reply to make sure it follows its content policies, and if it is not approved you are asked to edit it. Replies usually take up to 10 minutes to review, but sometimes up to 30 days. An approved reply is posted publicly under the customer's review, looks like your business replied (your personal name is not shown), and the customer is notified. If a review itself breaks Google's content policies, you can flag it.

So whatever drafts your reply, treat it like a public letter.

Step 2: Podium

Podium's public pricing page lists **Core** at $399 per month, **Pro** at $599 per month and **Signature** with custom pricing; every plan says to talk to sales.

Plan	Price	What the page lists (examples)
Core	$399 / month	Consolidated lead conversion platform, *Review Management with AI Responses*, basic automations, mobile app
Pro	$599 / month	Everything in Core, plus AI Concierge, AI Reputation Specialist, AI phone call summaries
Signature	Custom	Everything in Pro, plus AI Scheduler, AI Salesperson, AI Marketer, multi-location management

I did not use Podium. The page lists AI Responses under Review Management but does not explain how it works, so this guide does not guess.

Step 3: NiceJob

NiceJob is aimed at service businesses. Its pricing page shows two plans. **Starter** is $75 per month and lists review requests by text and email, review widgets for your website, auto-posting to social, a team leaderboard and a reviews page. **Pro** is $125 per month, says *everything in Starter, plus*, and lists *AI Replies – auto-written review replies* among other features such as referrals, email broadcasts and NPS surveys. NiceJob's home page lists a 14-day free trial, no credit card and no contract.

I did not try AI Replies, so this guide cannot say how good the replies are. That is what the trial is for.

Step 4: Birdeye

Birdeye's pricing page shows no prices when opened on November 1, 2026. It shows a form (email, company, number of locations) and a *Get Pricing* button, under the line *Pricing built around outcomes, not seat counts*. This guide does not list a price for Birdeye because the page does not.

Step 5: draft the reply with ChatGPT or Claude (my suggestion)

This step is not a company's feature; it is a way to get a first draft. Paste a review into ChatGPT or Claude with this prompt:

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Write a short, warm reply to this customer review, from the business owner. Thank
them by first name. Mention one specific thing from their review. Do not make
promises, offers or excuses. Do not share private details about the customer. If the
review is negative, apologize briefly and invite them to contact us directly instead
of arguing in public. Do not invent facts. If anything is missing, put it in [square
brackets].
```

Two examples I wrote, not from any tool. 5 stars, Maria, clean kitchen: *Thank you, Maria. We are so glad the kitchen feels fresh, and we will pass your kind words on to the team. See you next time.* 1 star, Dan, late arrival: *Hi Dan, I am sorry we were late, and I understand why that was frustrating. Please call me at the number on our profile, so I can understand what happened and see what we can do.*

Why the rules: an AI helper may offer a refund you never promised, reveal what the customer bought, or sound the same on every review. Paste only what you are comfortable sharing.

Step 6: the check before you post

Whatever wrote the reply, a person approves it.

1. Check the customer's name.
2. Check you are replying to the right review.
3. Check there is no promise you cannot keep.
4. Check there are no private details, such as what they bought or when they came.
5. For a negative review, wait until you are calm and read the reply out loud.

What it costs

Option	Per month (list price on the page)
Google's reply box, plus a chatbot you already have	$0
NiceJob Starter (no AI Replies line)	$75
NiceJob Pro (lists AI Replies)	$125
Podium Core (lists Review Management with AI Responses)	$399
Birdeye	No price shown

Prices are list prices before tax from each company's page on November 1, 2026, and can change.

Honest limits

- None of these tools was run on a live account for this guide.
- This guide cannot rate the quality of any tool's replies.
- Google can decline or take down a reply that breaks its policies.
- No software knows what really happened with the customer. That part is yours.

DO THIS

Do not buy anything this week. Reply to your next five reviews with the prompt and the check above and see how long it really takes. If reviews pile up, try the NiceJob free trial. If a tool will not show a price before a sales call, ask yourself whether you need it.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact

- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io is for the business around the review: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a review-management product and does not replace the tools in this guide.

Sources

- Google Business Profile Help: Manage customer reviews — https://support.google.com/business/answer/3474050
- Podium pricing — https://www.podium.com/pricing
- NiceJob pricing — https://get.nicejob.com/pricing
- Birdeye pricing — https://birdeye.com/pricing/