

# Reputation Genius

## Scope of Work — Enterprise Plan

### 1. Platform Access & Features Included

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#### Review Management

- Automated review collection system (unlimited review requests)
- Auto-request reviews via SMS and email
- Review response management dashboard
- Social media review sharing tools

#### Unified Messaging Inbox

- Single inbox for all customer communications
- Multi-channel support (SMS, email, Facebook Messenger, Google Business Profile messaging)
- Conversation history and threading

#### Webchat Widget

- Customizable website chat widget
- Lead capture integration (new conversations create CRM contacts)
- Embed code and installation instructions provided

#### CRM (Customer Relationship Management)

- Full lead management system
- Unlimited contacts
- Contact import/export capabilities
- Client retains full ownership of their data at all times

#### Text-to-Pay Invoicing

- Send invoices via text message for fast payment collection
- Payment processing fees passed through to client via their connected payment processor

## 1. Platform Access & Features Included (Continued)

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### Missed Call Text Back

Automatic text message sent to callers when a call is missed

Configurable response messaging

### Google Business Profile Messaging

Customer messages from Google Maps and Google Search routed to unified inbox

Respond to Google Business Profile inquiries alongside all other channels

### Workflow Automation (Advanced)

Client has access to advanced automation capabilities

Managed workflows included and active

### Team Access

Unlimited team member accounts

### Unified Online Presence

Yext-powered directory sync across 40+ directories

Quarterly Google Business Profile review during strategy calls

### Social Media Planner

Schedule posts across platforms

Built-in content templates

AI-assisted content creation (AI token usage billed separately)

### AI Lead Follow-Up

Automated follow-up sequences for new leads across channels

### Advanced Lead Nurturing

Multi-step nurturing workflows across SMS, email, and messaging channels

## 1. Platform Access & Features Included (Continued)

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### AI Employee (Advanced)

Customer-facing AI chatbot handling inbound interactions across all channels (SMS, email, Facebook Messenger, website chat, GBP messaging)

Custom-trained on your business data for accurate, context-aware responses

Knowledgebase creation and management

Booking capabilities with links to sales and other pages

Custom business-specific conversational journeys

AI token usage billed separately at provider rates

### AI Marketing Automation

End-to-end marketing campaign automation

Trigger-based marketing workflows

### AI Content Creator

AI-assisted content creation tools

AI token usage billed separately at provider rates

### Automated Social Media Posting

Social media posting tool access and account setup

Initial 2 weeks of posts created together during training session

### Advanced Analytics Setup

Custom dashboard configuration

Monthly reports paired with strategy calls

Google Tag Manager integration

Google and Facebook analytics setup (if not already present)

## 1. Platform Access & Features Included (Continued)

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### API Access

Full GoHighLevel API access at platform rate limits (100 requests/10 seconds burst, 200,000 requests/day per location, as set by GoHighLevel)

AI processing of API data incurs standard token charges

### Multi-Location Management

Centralized management and coordination across all business locations

Unified reporting

### Dedicated Account Manager

Named point of contact for all platform needs

Strategic guidance and issue resolution

### Custom Integrations

Tailored integrations designed for your specific business workflow and existing tools

### Custom Reporting

Customized dashboards and reports configured to your KPIs and business metrics

## 2. Onboarding & Setup

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### Initial Setup Call

Guided setup session to connect client accounts:

- Google Business Profile (GBP)
- Email and calendar integration
- Facebook page connection
- Yext listings setup
- SMS number purchase and A2P registration assistance
- Lead Connector mobile app setup

### AI Employee Training + Content Session

- AI Employee knowledgebase creation
- Custom AI agent configuration and training on business data
- Create 2 weeks of social media posts together
- Social media posting tool training

### Analytics & API Setup Call

- Custom dashboard configuration
- Google Tag Manager integration
- Google and Facebook analytics setup
- API credentials and documentation walkthrough

### Monthly Strategy Call (Included)

- Scheduled monthly for ongoing strategic planning
- Paired with analytics reports and performance review
- Quarterly Google Business Profile review
- Performance discussion and strategic recommendations

## Custom Onboarding Plan

Your dedicated account manager coordinates a tailored onboarding experience. Key activities include:

- Platform connections & account setup
- AI Employee training & knowledgebase creation
- Analytics & custom reporting configuration
- API credentials & integration setup
- Social media content creation & tool training

## Monthly Strategy Call (Included)

- Scheduled monthly for ongoing strategic planning
- Paired with analytics reports and performance review
- Quarterly Google Business Profile review
- Performance discussion and strategic recommendations

## 3. Ongoing Support

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**Email Support:** Available for questions, troubleshooting, and guidance

**Response SLA:** 2-hour priority response (within 2 business hours)

**Dedicated Account Manager:** Your named point of contact for all platform needs

**Emergency Support:** Dedicated emergency SMS contact for critical issues (site down, automation broken, AI producing harmful content)

**Additional Calls:** Client may schedule setup, training, or support calls as needed

**Data Export:** Full contact/lead list export available anytime; final export provided upon account cancellation

## 4. Usage-Based Costs (Not Included in plan)

The following operational costs are passed through to the client at current provider rates.

### Phone & SMS Setup

Item	Cost	Frequency
A2P Registration (Low Volume)	~\$24.50	One-time
A2P Campaign Fee	~\$11.03	Per month, per campaign
Local Phone Number	\$1.15	Per month
Toll-Free Number (1-800/1-888)	\$2.15	Per month

### Messaging Rates (US)

Item	Cost
SMS (outbound & inbound)	\$0.0079/segment
MMS (outbound)	\$0.022/segment
MMS (inbound, local number)	\$0.0165/segment
MMS (inbound, toll-free number)	\$0.020/segment
Carrier surcharges	\$0.003–\$0.01/message (varies by carrier)

### Email

Item	Cost
Email sends	\$0.675 per 1,000 emails (\$0.000675/email)
Email verification	\$2.50 per 1,000 verifications

## 4. Usage-Based Costs (Not Included in plan) (Continued)

### AI Token Usage (GPT-4o Mini)

Item	Cost
AI Workflows	\$0.01/execution
Content AI (Text)	\$0.09/1,000 words
Content AI (Images)	\$0.06/image
External AI Models (Input)	\$0.60/750,000 words
External AI Models (Output)	\$2.40/750,000 words
Conversation AI	\$0.02/message
Voice AI	\$0.13/minute

Rates shown are for GPT-4o Mini. Other AI models may incur higher costs.

Yext directory sync is included in the \$497/month subscription.

API data processing via AI incurs standard token charges.

### Other

Payment processing fees (via client's connected payment processor)

## 5. Terms

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**Billing:** Monthly, charged on the subscription start date

**Commitment:** Month-to-month, no long-term contract required

**Cancellation:** Cancel anytime; no cancellation fees

**Money-Back Guarantee:** Full refund within first 30 days if not satisfied

**Data Ownership:** Client owns all contacts, conversations, and data; full export provided upon cancellation

**Pass-Through Costs:** SMS, phone, email, AI token usage, carrier fees, and payment processing fees billed separately at current provider rates

**Rate Changes:** Usage-based rates are set by the underlying service provider and may change; client will be notified of material rate changes

## Agreement & Signature

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By signing below, the client acknowledges that they have read, understood, and agree to the scope of work, terms, and usage-based costs outlined in this document.

\_\_\_\_\_  
Client Name (Printed)

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Reputation Genius Representative

\_\_\_\_\_  
Date

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Initials \_\_\_\_\_