

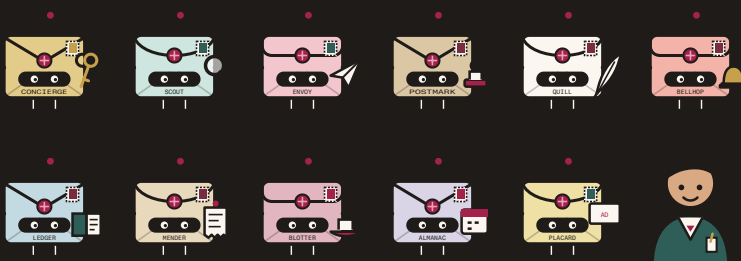


Ten bots (eleven with the optional ad-sales bot). *One* person.

The bot plan: every robot's job, what it takes in and hands over, when it runs, who checks it and who it reports to.

SET UP AND READY TO SWITCH ON

None of these bots is running yet. Every daily figure, report and achievement in this plan is simulated for month 6 of the base case. Kind Regards is a new business with no customers.



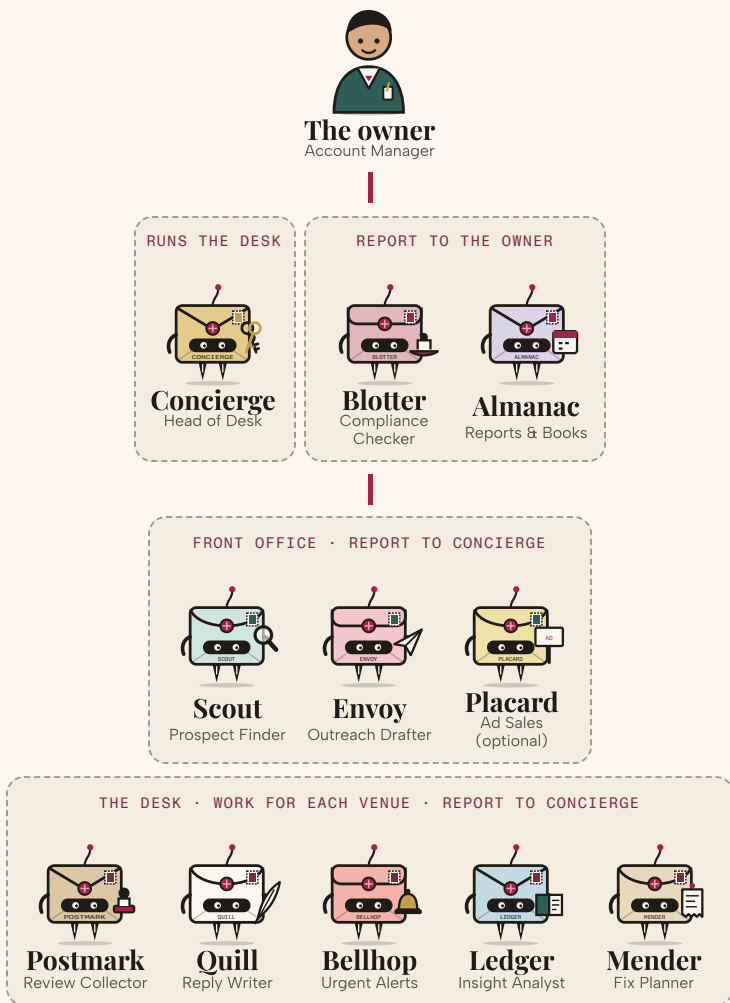
Working 24/7, without a rota.

Reviews arrive at midnight, during Sunday lunch and on Christmas Day. The bots are there for all of it: no breaks, no sick days, no holidays, no wages, no pension and no National Insurance. Running costs are about £89 a month plus about £7 a site EST.

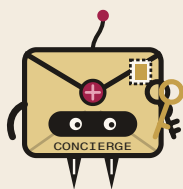
BOT	WORKS	REPORTS TO
Concierge Head of Desk	Every 15 minutes, 24/7	The owner
Scout Prospect Finder	06:00 daily	Concierge
Envoy Outreach Drafter	07:00 weekdays	Concierge
Postmark Review Collector	Every 10 minutes, 24/7	Concierge
Quill Reply Writer	Within 1 hour of a review arriving, 24/7	Concierge
Bellhop Urgent Alerts	Continuous, 24/7	Concierge
Ledger Insight Analyst	Nightly at 03:00	Concierge
Mender Fix Planner	Monday 06:00 weekly	Concierge
Blotter Compliance Checker	Every draft, within seconds, 24/7	The owner
Almanac Reports & Books	Nightly totals; letters on the 1st	The owner
Placard Ad Sales (optional)	Tuesday 10:00 weekly, only once switched on	Concierge

Full job cards follow, one bot to a page.

A checker nobody can overrule.



Blotter (compliance) and Almanac (money and numbers) report straight to the owner, so Concierge, who wants the desk moving, can't wave a risky reply or a wrong number through.



Concierge

Reports to the owner, directly

Runs the desk. Hands work to every bot, chases anything stuck, and writes the owner's morning briefing and evening wrap.

TAKES IN

- Every bot's log from yesterday
- The owner's approvals and calendar
- Each venue's open replies and fixes

HANDS OVER

- 08:00 morning briefing, one screen
- 22:30 wrap after service
- Weekly report, Monday 08:00

WHEN

Every 15 minutes, 24/7

WHO CHECKS IT

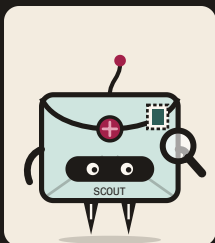
Almanac checks its numbers; Blotter can stop anything it queues

MEASURED BY

No review waits more than 24 hours for a draft

UPKEEP

Monthly: read three briefings end to end and cut the noise



Scout

Reports to Concierge, Head of Desk

Finds venues to approach from the FSA's free food hygiene open data, checks Companies House for the legal form, and reads each venue's public rating and review count through the official Google Places API.

TAKES IN

- FSA food hygiene rating open data (free, daily)
- Companies House (free API)
- Google Places API (official, capped)
- Do-not-contact list

HANDS OVER

- 25 prospects a day, each marked email (limited company or LLP) or letter (sole trader or partnership)
- Unanswered-review count for each, from public pages

WHEN

06:00 daily

WHO CHECKS IT

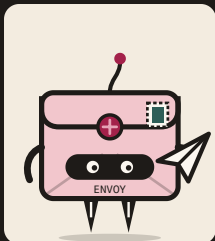
Blotter re-checks every legal form before Envoy drafts

MEASURED BY

Under 2% of prospects later found to be closed or wrong

UPKEEP

Quarterly: spot-check 20 prospects by hand



Envoy

Reports to Concierge, Head of Desk

Drafts one short, honest first email (limited companies only) or letter (everyone else), offering a free Reply Sample. Never sends; the owner approves.

TAKES IN

- Scout's prospects
- The venue's public reviews (read only)
- Approved templates

HANDS OVER

- Draft emails and letters in the owner's queue
- One follow-up draft after 7 days, then stop

WHEN

07:00 weekdays

WHO CHECKS IT

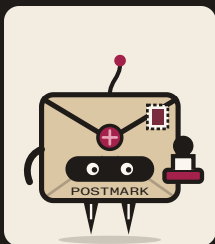
Blotter checks PECR, the sender details and the opt-out line

MEASURED BY

Reply rate above 3% (estimate to test)

UPKEEP

Monthly: The owner rewrites the weakest template



Postmark

Reports to Concierge, Head of Desk

Collects every new review: Google through the official Business Profile API, Tripadvisor from the venue's own review notification emails forwarded to a Kind Regards inbox (Tripadvisor has no reply API).

TAKES IN

- Google Business Profile API (with the owner's permission)
- Forwarded Tripadvisor notification emails

HANDS OVER

- Each review logged with site, platform, stars, date and text
- Duplicates merged

WHEN

Every 10 minutes, 24/7

WHO CHECKS IT

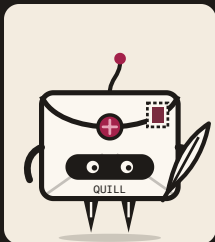
Concierge flags any site with no reviews logged for 7 days

MEASURED BY

Every review logged within 15 minutes of arriving

UPKEEP

Weekly: check the forwarding rule still works at each venue



Quill

Reports to Concierge, Head of Desk

Drafts a reply to every review in the venue's house voice: thanks for specifics, owns the problem without excuses, offers a private way to talk, signs off with a real name.

TAKES IN

- The review
- The venue's house voice and sign-off
- Facts the owner has confirmed (opening times, menu changes)

HANDS OVER

- One draft per review, under 90 words
- A shorter and a warmer version on request

WHEN

Within 1 hour of a review arriving, 24/7

WHO CHECKS IT

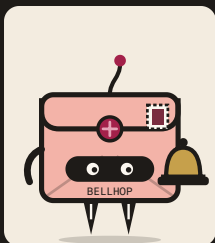
Blotter checks every draft before anyone sees it

MEASURED BY

Owner approves 80% of drafts with no edits (target)

UPKEEP

Monthly: learn from every edit the owner made



Bellhop

Reports to Concierge, Head of Desk

Texts the owner within the hour for any 1★ or 2★ review, with the review, Quill's draft and one-tap approve. Never texts between 23:00 and 07:00 unless the owner asks.

TAKES IN

- Postmark's log
- Each owner's alert hours

HANDS OVER

- Owner text alert with a link to the draft
- A morning nudge if still not approved

WHEN

Continuous, 24/7

WHO CHECKS IT

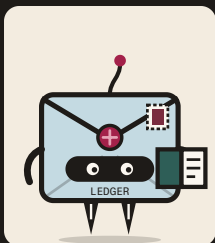
Concierge checks no alert is older than an hour

MEASURED BY

All 1★ and 2★ alerts sent within 60 minutes

UPKEEP

Monthly: ask each owner if the alerts are too many or too few



Ledger

Reports to Concierge, Head of Desk

Reads every review and tags what guests talk about (food, wait, staff, price, cleanliness, booking, noise), with the sentiment and a short quote, so the owner sees patterns, not one-offs.

TAKES IN

- All reviews, all sites, all platforms

HANDS OVER

- Weekly theme table per site
- Rising and falling themes, with counts
- Praise worth passing to the team (first names only, if staff agree)

WHEN

Nightly at 03:00

WHO CHECKS IT

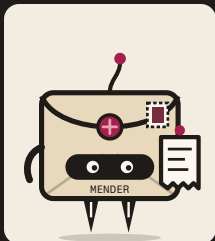
Almanac checks counts add up to the reviews logged

MEASURED BY

Owner agrees with 9 in 10 tags on a spot check

UPKEEP

Quarterly: review the theme list with the owner



Mender

Reports to Concierge, Head of Desk

Turns the top complaint themes into the Fix List: up to three fixes a month, each with a suggested owner, a date and a 30-day check-back on whether the complaints dropped.

TAKES IN

- Ledger's themes
- The owner's notes on what's realistic

HANDS OVER

- Fix cards on the ticket rail
- A 30-day check-back on each fix

WHEN

Monday 06:00 weekly

WHO CHECKS IT

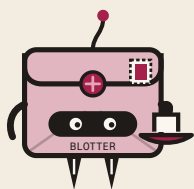
Concierge checks every fix has an owner and a date

MEASURED BY

Half of fixes reduce their theme's complaints within 60 days (target to test)

UPKEEP

Monthly: drop fix ideas owners keep rejecting



Blotter

Reports to the owner, directly

Checks every reply, alert, email and ad before it moves. Stops anything that offers a reward, asks for a review to be changed or removed, argues, shares a guest's details, guesses who the reviewer is, accuses anyone of a fake review, or breaks a platform's rules.

TAKES IN

- Every draft from Quill, Envoy and Placard
- Google and Tripadvisor rules
- DMCC Act 2024, PECR, UK GDPR, CAP Code

HANDS OVER

- Pass, or stop with the reason in plain English
- A weekly list of stopped items for the owner

WHEN

Every draft, within seconds, 24/7

WHO CHECKS IT

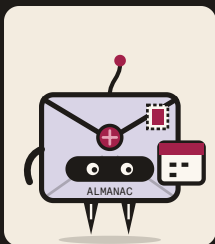
The owner reads every stop each week

MEASURED BY

Zero platform rule breaches

UPKEEP

Monthly: re-read the platform rules for changes



Almanac

Reports to the owner, directly

Writes each venue's monthly letter (reviews in, replies out, average rating, top themes, fixes done), and keeps the books: invoices, costs, the spending cap.

TAKES IN

- Postmark, Quill, Ledger and Mender logs
- Bank feed and invoices

HANDS OVER

- Monthly letter per venue, 1st of the month
- Month-end numbers for the owner

WHEN

Nightly totals; letters on the 1st

WHO CHECKS IT

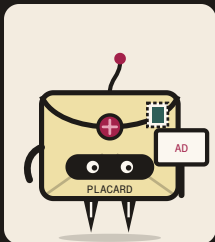
The owner signs off month end

MEASURED BY

Every number in a letter traceable to a logged review

UPKEEP

Quarterly: reconcile with the bank



Placard

Reports to Concierge, Head of Desk

Optional, off by default. Finds hospitality suppliers that fit Desk Notes, drafts honest ad offers using the rate card, and prepares each ad marked Sponsored. Never sends; the owner approves every advertiser and price.

TAKES IN

- Rate card (data/ads.json)
- Public supplier websites
- Desk Notes reader totals (no names)

HANDS OVER

- Draft offers to suppliers in the owner's queue
- Ad copy marked Sponsored, checked by Blotter

WHEN

Tuesday 10:00 weekly, only once switched on

WHO CHECKS IT

Blotter checks CAP Code, the Sponsored label and that no ad goes near a reply

MEASURED BY

Headline slot filled in 7 of 10 issues (base estimate)

UPKEEP

Quarterly: review prices against reader numbers

Off by default. Only runs if the owner switches advertising on. Never places an ad in a reply, an alert or the monthly letter.



The owner

Account Manager

Approves the first 200 sales emails one by one, runs Reply Sample calls, writes each venue's house voice at onboarding, and handles anything Blotter or Almanac sends up.

WHEN

Approval queue 09:30 and 15:30, 10 minutes each (between breakfast and lunch service, and before dinner). Calls 14:30 to 16:30, the quiet hours in hospitality.

TIME

About 5 hours a week, plus about 1 hour to onboard each new site (estimate).

Only a human does these

- Says yes to the first 200 sales emails, one by one
- Talks to every venue before money changes hands
- Writes each venue's house voice with the owner
- Reads every Blotter block once a week
- Sets prices and decides when to grow

And at each venue

Each owner approves the 1★ to 3★ replies (a tap each), says yes to the Fix List, and does the fixes. About 10 minutes a day on approvals, plus whatever the fixes take (estimate).

A Tuesday in month 6.

TIME	WHO	WHAT
00:40	Postmark	2 late-night Google reviews collected
01:05	Quill	2 drafts; both 5★, on the standing OK
03:00	Ledger	9 reviews tagged; "wait" up at two sites
06:00	Scout	25 prospects from FSA open data; legal form checked
07:00	Envoy	11 emails, 14 letters drafted. Nothing sent
07:02	Blotter	All 25 checked: opt-out lines, no claims
08:00	Concierge	Morning briefing to the owner
09:30	The owner	Approval queue, 10 minutes
10:12	Postmark	1★ Tripadvisor review for a café group
10:21	Blotter	Draft blocked: named the server. Fixed
10:24	Bellhop	Texted the manager, 12 minutes after arrival
11:05	Mender	Check-back: "Sunday wait" down from 4 to 1
14:30	The owner	Reply Sample call
17:10	Placard	Switched off. Nothing to do
22:30	Concierge	Evening wrap

Matches the simulated day in The Post Room (HQ). Every figure is an example.

Two screens a day. That's it.

```
08:00 MORNING BRIEFING · Concierge
Waiting for you: 25 sales drafts
(11 email, 14 letter)
Venues waiting on a reply: 1 (2★)
Sites live: 13 · stuck: 0
Reply Sample calls: 14:30
```

```
22:30 EVENING WRAP · Concierge
Reviews in today ..... 10
Drafted ..... 10
Approved by owners ..... 8
Waiting on an owner ..... 1
Bellhop alerts ..... 1 (12 min)
Blotter blocks ..... 1 (fixed)
Question for you: 1
```

Example output from the simulated day. Real reports start on switch-on.

The 1st of every month.

DEAR ELLEN · Almanac for Hollin & Hare

Reviews in 18

Answered 18

Average time to draft ... 41 min

Top praise staff (6)

Top complaint waiting (4)

FIXES

Sunday food runner, The Hare: doing

Saturday second till, The Hollin: to do

Quiet-room notes, The Rooms: to do

NEXT MONTH

Check-back on the Sunday runner

Your monthly letter never carries an ad.

Every name and figure here is an example, not a result.

Nobody marks their own homework.

WORK	MADE BY	CHECKED BY
Prospect list	Scout	Blotter (legal form, do-not-contact)
Sales email or letter	Envoy	Blotter, then the owner
Review reply	Quill	Blotter, then the owner (always for 1★–3★)
Urgent alert	Bellhop	Concierge chases if not opened
Theme counts	Ledger	Almanac spot-checks 10 a month
Fix List	Mender	The owner says yes
Sponsor ad (optional)	Placard	Blotter (CAP Code, placement), then the owner
Numbers and letter	Almanac	The owner, monthly

Hard stops

- Any reward, discount or freebie linked to a review: blocked
- Any request to change or remove a review: blocked
- Calling a review fake in public: blocked
- Personal details in a reply: blocked
- Writing, buying or filtering reviews: refused
- Any sales email to a sole trader or partnership: blocked
- Any ad in a reply, alert or the monthly letter: blocked

About an hour a month.

BOT	WHAT TO LOOK AT
Concierge	Monthly: read three briefings end to end and cut the noise
Scout	Quarterly: spot-check 20 prospects by hand
Envoy	Monthly: The owner rewrites the weakest template
Postmark	Weekly: check the forwarding rule still works at each venue
Quill	Monthly: learn from every edit the owner made
Bellhop	Monthly: ask each owner if the alerts are too many or too few
Ledger	Quarterly: review the theme list with the owner
Mender	Monthly: drop fix ideas owners keep rejecting
Blotter	Monthly: re-read the platform rules for changes
Almanac	Quarterly: reconcile with the bank
Placard	Quarterly: review prices against reader numbers

Plus once a quarter: re-read Google's and Tripadvisor's review rules, CMA fake-review guidance and ICO marketing guidance, and update Blotter if anything changed.

Add venues, not people.

STAGE	WHAT CHANGES
Months 1–2	One area. You approve every sales email. Every owner approves every reply for the first two weeks.
Months 3–5	Second area. Owners move 4★–5★ replies to a standing OK.
After 200 sends	If opt-outs stay low, Blotter-passed emails go after a 2-hour hold; you still see everything.
25+ sites	A second Quill for each region's house voices; a part-time onboarder.
Month 9+	Copy the desk for clinics or salons, with their own rules.

The work that grows is the bots' work. Your time stays near 5 hours a week, plus about an hour per new site.

The order to do it in.

- ☐ Name and trade mark search; company details
- ☐ Domain, ICO fee, data agreement checked by an adviser
- ☐ Sending domain: SPF, DKIM, DMARC, two-week warm-up
- ☐ Google Business Profile API access
- ☐ Text platform for owner alerts only
- ☐ AI model key with a monthly spending cap
- ☐ Switch on Scout and Blotter in watch-only mode for a week
- ☐ Switch on Envoy; you approve every draft
- ☐ First venue signed: switch on Postmark, Quill, Bellhop, Ledger, Mender and Almanac for that venue only
- ☐ Only if you want ad income: launch Desk Notes to opted-in readers first, then switch on Placard

Set up and ready. Nothing runs until you say so.