



# *Monitor Your Online Product Reviews*

Guide For Brands Managers to Manage Online Product Reviews Smartly

## **Description**

**Are you wondering how your consumers buy a product online?**

How you proceed?? Let me tell you how I make my decisions to purchase and I strongly believe most of your consumers would be following the same steps

### **1. Search**

1. Search on google / amazon (Mostly by required features eg. Hard wood shoe rack or sometimes directly by product name eg. Apple iPhone 6 plus.
2. View all suggestions – variants, similar products, sometimes even advertised products, etc.

### **2. Shortlist** – Shortlist products (Based on required features and price ranges)

### **3. Reviews** – Scroll down to the reviews section of shortlisted products

Check the ratings for the product (On Amazon, I found it easy to evaluate the reviews as amazon lets consumers view the critical reviews separately)

Customer Reviews

★★★★☆ 1,432  
4.5 out of 5 stars

5 star 902  
4 star 381  
3 star 81  
2 star 29  
1 star 39

Rate this item  
★★★★☆

Write a review

Lenovo B3055 Backpack for 15.6-inch Laptop (Black)  
by Lenovo

Colour: Black | Change  
Price: ₹ 499.00

Add to Cart  
Add to Wish

Top positive review  
See all 1,283 positive reviews ›  
86 people found this helpful  
★★★★★ in that price that was a awesome product.  
By R Saha on 23 September 2015  
in that price that was a awesome product...love this...  
amazon delivery was also...it takes only 3 days...but packages must be waterproof

Top critical review  
See all 149 critical reviews ›  
One person found this helpful  
★★★☆☆ Quality compromised duplicate product  
By Bipul Ranjan on 1 February 2016  
Product look very cheap and the logo and quality is also very low.  
Was expecting bit better quality from Amazon. I will not recommend this if you...

**E-consultancy** study suggests 61% of consumers refer to online reviews before making purchase decision.

It is crucial for you as an e-tailer to track reviews for your products.

Online reviews are one of the most effective ways of consumer driven marketing.

**Mckinsey** found two-third of the 20,000 consumers regard online reviews and word of mouth for the active evaluation.

### What E-tailer can monitor from the online reviews?

1.

Brands can evaluate the consumer perception towards their products by analyzing the product reviews. Like, a fashion brand would benefit by evaluating the consumer's attitude towards style and color of the product.

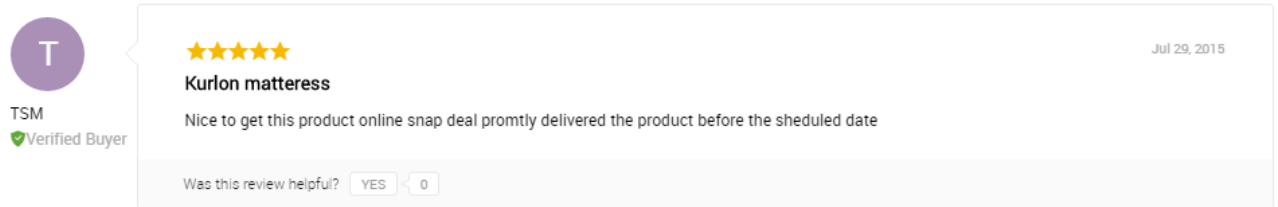
★★★★☆ beautiful fabric, comfortable but somehow it doesn't look like ...  
By Vinita on 18 June 2016  
Colour: Navy blue | Size: Small | Verified Purchase

Elegant, beautiful fabric, comfortable but somehow it doesn't look like the display after wearing. It is cut straight from waist part and on either side downward extremely simple, kurta type look.

Comment | Was this review helpful to you? Yes No Report abuse

2.

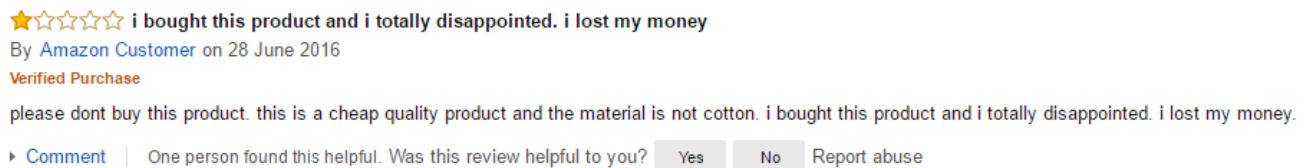
In E-commerce it's not only the manufacturer and consumer. Product has to travel a lot before reaching its final destination. Third Party Logistics handle the packaging services. For the outsourcing decisions, Manufacturers can evaluate the Logistic Providers by opinion mining from the online reviews.



3.

Quality control is the never ending process. Manufacturers need to ensure their products meet quality standards. Sentiment Analysis facilitates manufacturers to derive at the features necessary for quality assurance.

Like, for a Cotton Kurta of pink color, the quality acceptance of the fabric used can be accessed from the reviews. The reviews like this would help Manufacturer in accessing the parameters that need to be improved.



4.

Online reviews can also be used to find defects in the products and improving and thus assist in the correction of inadvertent mistakes.

Negative reviews for your products lets you classify the reasons for dissatisfaction.

Like, the below image for reviews of bean bag would let seller conclude the reason for the dissatisfaction as the material used. The consumer prefers to buy bean bag of Rexine material.

★☆☆☆☆ Fake product

By Amazon Customer on 21 May 2016

Verified Purchase

I returned the product for replacement first time stating that the product i recieved is not rexine material rather its velvet cloth.when i got the replaced bean bag it was the same bean bag that i had sent for replacemeny it i realy pathetic. Ther are showing it of Rexine materia, but you will eventually get a velvet cloth bean bag . I have also uploaded a image showing the difference between rexine been bag in red and the velvet bag that I received in black

▶ 1 comment | 28 people found this helpful. Was this review helpful to you?   Report abuse

★☆☆☆☆ you should mention quantity of beans required to fill it ...

By Amazon Customer on 27 January 2016

Verified Purchase

you should mention quantity of beans required to fill it. I used 2 kg beans but still it is out of shape so i have ordered 2 more kg just because i was not informed that how much beans are required.

▶ Comment | 26 people found this helpful. Was this review helpful to you?   Report abuse

★☆☆☆☆ Really its pathetic.. i am returning it second time

By Amazon Customer on 4 March 2016

Verified Purchase

Really its pathetic.. i am returning it second time.... Ther are showing it of Rexine materia but i received it of velvet cloth material.. it

5.

For a new product development or competitive analysis, E-tailer can refer to the online reviews available for the competition to analyze the consumer demand.

Like, for launching a new smartphone: Mobile company can analyze the positive reviews for the competitor products. From the online reviews, the **Must Have Should Have Could Have Would Have (MOSCOW) analysis** can be done for deciding the attributes of the product.

A review posted by a user for a mobile clearly states the Pros and Cons of a specific mobile. Evaluation of these would help to set features for a new entrant.

Reasons to buy:

- ~ STOCK ROM.
- ~ FHD screen of 5.5"
- ~ Camera with Laser AF and PDAF.
- ~ Fingerprint sensor which unlocks the device in a jiffy.
- ~ 3000 mAh Battery with TurboPower Charging.
- ~ Professional Mode in Camera.
- ~ Runs Android M (6.0.1) out of the box!
- ~ Expandable Storage up to 128 Gigs.
- ~ Dual SIM.
- ~ It is a VoLTE Mobile. (JIO users roll-over with happiness)
- ~ Premium Looks and Feel in hand and super lightweight.
- ~ 2 and 3 Gigs of RAM with 16 and 32 Gigs of on board storage.
- ~ Octacore Snapdragon CPU (617).
- ~ Faster OS Updates.
- ~ Brand Image matters
- ~ New in market L O L
- ~ Turbo Power Brick (Turbo Outputs are 9V  $\equiv$  2.05A and 12V  $\equiv$  2.15A)

Weird things:

- ~ No NFC and IR Blaster even priced at 15K.
- ~ No Physical or Hardware Buttons.
- ~ LED Indicator is at the bottom and it doesn't notify about missed notifications. Still figuring out why they have kept a LED which doesn't serve its main purpose.
- ~ Fingerprint Sensor is not a home button.
- ~ Earpiece and Speaker are both same.
- ~ No 4K whatsoever.
- ~ No Orientation or Geomagnetic Sensor.
- ~ E or H or LTE symbol is shown even when the data is off and when the data is turned on the symbol darkens.
- ~ Secondary mic is placed on the screen itself beside Fingerprint sensor.
- ~ Non Removable battery.
- ~ Not Water Resistant or water proof.
- ~ I don't know why but the default ringtones start with a delay of like 1 second.

### ***Some tips for E-tailers for handling their Negative reviews:***

1. Politely respond to the consumer reviews.
2. Respond **smartly** and **quickly**: Do not delay in reverting to the consumer queries. Revert and resolve the issues consumer is facing.
3. If required resolve the matter personally on offline mode.
4. For the false/ fake reviews, request the e-commerce sales channels like amazon, Flipkart, etc. to remove those justifying yourself.
5. Do not ignore negative reviews. Evaluate them and perform root cause analysis to arrive at the possible causes. Ishikawa Analysis can be used to find the potential causes for the problem.
6. Encourage your customers to leave reviews online. Don't be afraid of the negative reviews. Keep in mind – To offset the impact of negativity, positivity is must.
7. Smartly highlight the positive aspects of your product while responding to the negative reviews.