

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)

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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	Lenovo B3055 Backpack for 15.6-inch by Lenovo Colour: Black Change Price: ₹ 499.00	Laptop (Black)				
Top positive review See all 1,283 positive reviews >		Top critical review See all 149 critical reviews >				
86 people found this helpful ★★★★★ in that price that was a awesome product. By R Saha on 23 September 2015		One person found this helpful ★★☆☆☆☆ Quality compromised duplicate product By Bipul Ranjan on 1 February 2016				
in that price that was a awesome productlove this		Product look very cheap and the logo and quality is also very low.				

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

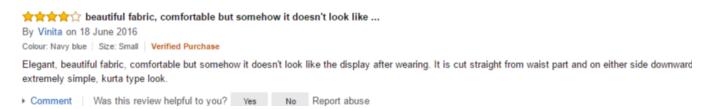
It is crucial for you as an e-tailer to track reviews for your products.

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?

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.



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.

TSM Verified Buyer	Kurlon matteress Nice to get this product online snap deal promtly delivered the product before the sheduled date	Jul 29, 2015
	Was this review helpful? YES < 0	

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.

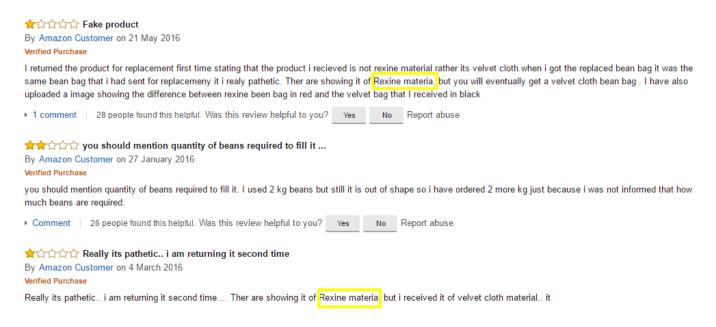
Like, for a Cotton Kurta of pink color, the quality acceptance of the fabric used can be accessed from the reviews. The reviews like this would help Manufacturer in accessing the parameters that need to be improved.

★☆☆☆☆ i bought this product and i totally disappointed. i lost my money							
By Amazon Customer on 28 June 2016							
Verified Purchase							
please dont buy this product. this is a cheap quality product and the material is not cotton. i bought this product and i totally disappointed. i lost my money.							
Comment One person found this helpful. Was this review helpful to you?	Yes	No	Report abuse				

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.



Fof 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.
- \sim 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 ≡ 2.05A and 12V ≡ 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.
- \sim Fingerprint Sensor is not a home button.
- ~ Earpiece and Speaker are both same.
- ~ No 4K whatsoever.
- ~ No Orientation or Geomagnetic Sensor.
- \sim E or H or LTE symbol is shown even when the data is off and when the data is turned on the symbol darkens.
- \sim 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.
- 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.