

## Product Review Management

Research has confirmed that online product reviews most significantly affect businesses that sell via online channels, such as webstores and websites. That single fact accounts for a dire need of online vendors to efficiently manage the product reviews their customers post online.

Aggregation, moderation, and deployment of good product reviews are therefore activities that follow naturally in the marketing realm.

**Kaizen offers a versatile solution for product review management, which boasts the following features:**

- Allows only existing customers to submit product reviews for only those product/s they ordered
- Enables sending reminders asking for product reviews to customers who haven't yet reviewed
- Facilitates easy approval or disapproval of the submitted product reviews from an admin panel
- Publishes approved reviews to the e-Commerce store, deletes disapproved reviews
- Is 100% SEO friendly – helping the cause of search engine marketing for your store
- Ensures that only genuine product reviews are displayed onsite
- Is highly customizable to the client's requirement.



We recommend the solution to e-Commerce store owners who receive high volumes of orders on a daily basis and seek quality business functionality. Customer reviews of popular products tend to have a telling effect on the sales – but when managed appropriately.

## The Value of Customer Reviews

- **Proven sales growth:** Adding customer reviews to your website can bring from 20% to 80% more customers, reports the Marketing Experiments Journal.
- **Bolstering support:** Reviews written by satisfied customers will garner support for your products and negate any undesirable influences. They may also provide insight into how a given product is perceived by customers.
- **Customer goodwill:** Positive reviews left by your customers offer visitors an invaluable insight into the products you sell. Since these reviews are from people who have found a product useful, they are also capable of immediately creating goodwill toward your business.
- **Fresh and quality content:** Quality content is that which helps visitors and prospective clients make up their mind to purchase your product. It is therefore of prime importance from the points of view of both the buyer and the seller.

With the review and rating functionalities built into our product, registered customers can add reviews and ratings for a product once they have purchased and used it. After approval from the administrator, these reviews will be displayed on the product page. Moderation can ensure that the reviews retain their quality and authenticity.

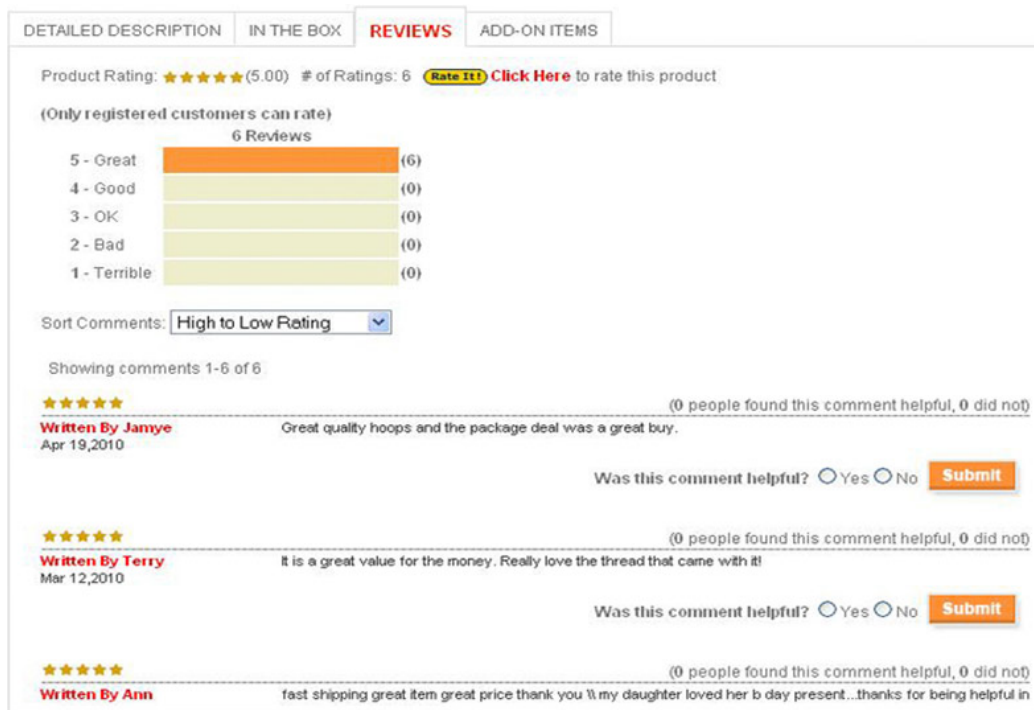


FIGURE: An example of ratings and reviews managed using Ydeveloper's solution

## Benefits of Kaizen's Product Review Management System:

Product reviews mean fresh content for your growing website. Fresh content signals more traffic, which ultimately results in better bottom lines. More benefits follow:

- Increase customers' trust and goodwill
- Better search engine results with content updates using reviews
- Only genuine product reviews displayed
- Store owner retains the right to moderate comments
- Fully customized system to address every business-specific requirement



Customer reviews provide that much needed word-of-mouth publicity for your business. It's the chain effect of marketing-one customer tells a friend, who tells another friend, who tells a different friend, who tells....you get the idea. Product reviews work in the same way!

Our fully customizable solution is geared to help you first achieve a great online presence as a result of product review content and then achieve the kind of bottom lines and sales you have been anticipating.

Most customers want to read an online review of a product before they buy it, especially since they can't buy it in person. It is only natural to rely on the opinions of others to gauge whether a purchase is worth it or not, so we've created a savvy product review solution to assist in every aspect of managing your reviews and SEO strategies.

Our product review management solution is a state-of-the-art precision tool that ensures that your products only benefit from consumers' product reviews. There are two versions of the solution we offer:

## 1). Product review collection with PHP admin panel

This version is for storeowners who wish to only display product reviews for the store's products, as opposed to using them for search engine optimization. This helps the general public make more informed purchasing decisions and leads to enhanced communication lines with your audience.

## 2). SEO-friendly product review collection with PHP admin panel

This version is for storeowners who also prefer to benefit from the advantage of search engine optimization (SEO) of the product reviews displayed onsite. This option is a highly customizable solution and builds up the popularity of your page and products.

## Features of the Product Review Management Solution

- Allows customers to submit reviews for the products
- Includes proper validation procedure in the product review form
- Enables submitted review to go live only after validation
- Facilitates store owner's approval or rejection of reviews
- Sends automated email notification upon review submission
- Allows modifications to submitted reviews
- Enables control over the number of reviews per product
- Displays reviews onsite with customer's name, date, and time
- Facilitates the customer to submit reviews
- Facilitates onsite inclusion of exemplary product reviews



## More Business Benefits of the Product Review Management Solution

- Increases product popularity
- Builds customer faith
- Increases sales
- Achieves a better SEO ranking
- Facilitates proximity to customers
- Provides better quality assurance
- Improves services for customers



## Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

## Contact

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