

Korrekturhinweise

Consumer reviews

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Begründungen

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The speaker says: "Researchers at the University of Colorado analyzed online consumer ratings for more than a thousand products across 120 categories – everything from sunblock to smoke alarms. They found little correlation between better online user ratings and the products themselves. Product testing showed that the odds of a review accurately reflecting a real product's quality were little better than fifty-fifty – you might as well toss a coin. Reviews, they said, were simply too variant, too subjective and too few to make them statistically useful." Therefore, experts have shown that online reviews are unreliable for online customers.

1

The speaker says: "Eric Rea is the founder of a Utah start-up. It's called Podium and it's one of the fastest-growing firms in a massively fast-growing field. It delivers online reviewing technology for small firms that were previously not online." Therefore, Podium's function is to help collect ratings for companies new to the internet.

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Eric Rea says: "So you're searching for a place to get some dental work done and you read a review, you decide to choose a dentist and then you need to schedule an appointment. That's actually when we come into play, so with our technology, you can actually right from Google text that business and say 'Hey, I want to come in for an appointment.' So instead of calling and leaving a message, or calling when they're not open and playing a huge game of phone tag you can actually just reach out and message them straight away." Therefore, in a first step, Podium provides people with direct contact with the service needed.

3

Eric Rea says: "[...] because you've been communicating with the dentist already via text messaging or Facebook messenger, we'll just ask you to leave a review right from that same channel. And so you click a link that takes you right to leave a review and the thing we do that most other companies don't is we want every person to leave a review." Therefore, what differentiates Podium from others is that Podium wants feedback from all of its users.

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Eric Rea says: "Basically we... the last thing we want to happen is for Podium to become something that businesses use to spam their customers." Therefore, Podium wants to avoid that companies send customers too many messages.

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Eric Rea says: "I actually think Amazon has conditioned all of us to make all of our decisions based on reviews. And so, over the past few years, people have gotten used to going on Amazon, or using Airbnb, and using reviews to make purchase decisions. Even if it's a \$5 item you'd still look on Amazon and check out all the reviews before you push 'purchase'." Therefore, due to a famous online retailer, customers use reviews as a tool for every purchase.

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Eric Rea says: "Yeah, and the thing is, most of the businesses we work with are not sexy resorts or hip restaurants in San Francisco. A lot of them are car dealers or staffing agencies or solar companies and you just don't think to leave a review for a business like that after you've had an experience. Unless you had a really negative experience, then usually you remember." Therefore, a common problem of the companies Podium works with is that customers only give feedback on problems they had.

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Eric Rea says: “The thing that we’ve been able to do that is most surprising for me is we’ve never had to offer incentives to our customers’ customers to leave a review.” Therefore, the owner of Podium thinks it is astonishing that people expect nothing in return for reviews.

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Eric Rea says: “And so the beautiful thing is, like you said, we’re actually generating a more authentic story for these businesses online than if they just had a handful of reviews from people that either like to review businesses or are getting incentivized to do so.” Therefore, the owner of Podium especially likes the fact that companies are presented more realistically.