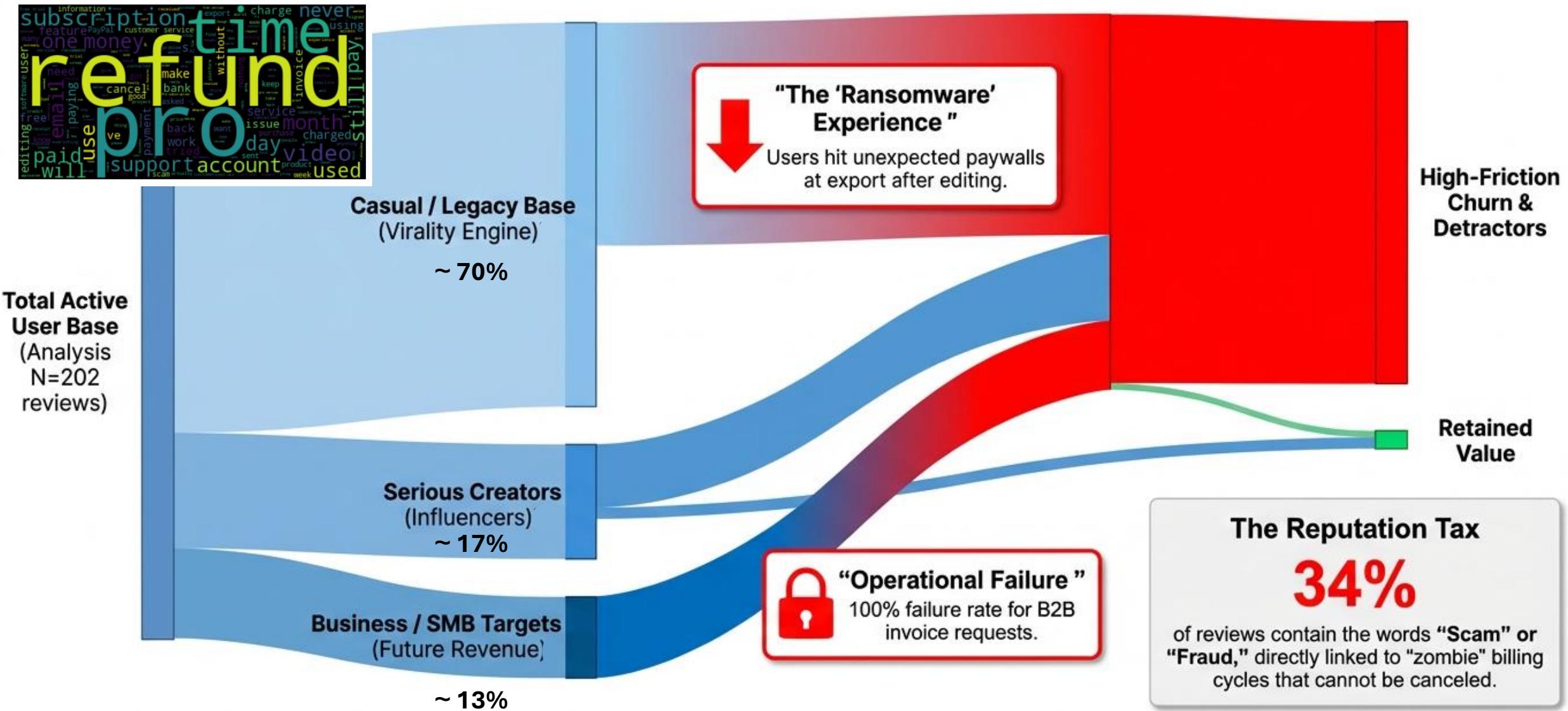
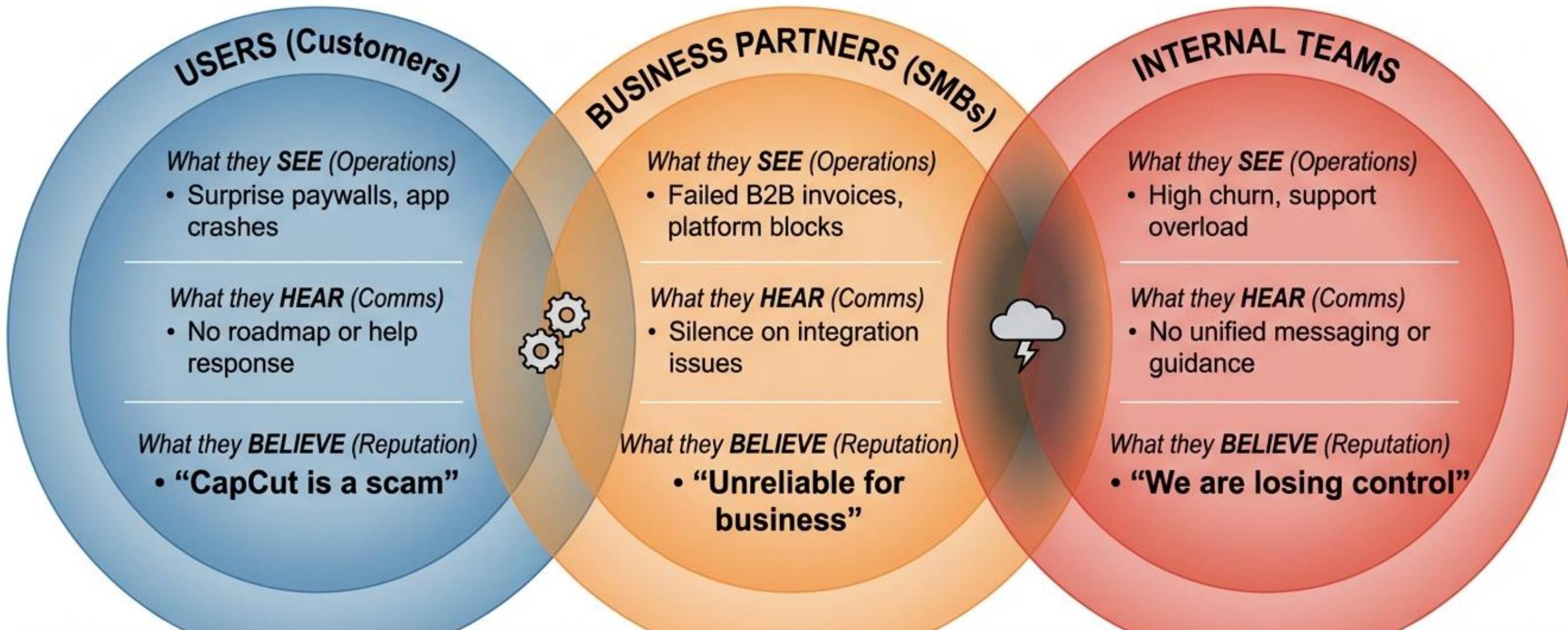


CapCut's "Commerce Pro" pivot is failing as operational friction alienates 70% of the viral base and blocks B2B revenue.

 #1 downloaded app in Google Play Video Players & Editors (past 90 days). (Sensor Tower data)



Trust is eroding across key stakeholder groups due to surprise costs, support gaps, and messaging silence.



“Without a narrative, perception fills the vacuum — and perception is reality.”

The 90-Day Communications Recovery Plan

PHASE 1: Reclaim Narrative (Days 1–30)



Public apology + FAQ on billing

- Proactively address "zombie" charges and outline a clear, simple cancellation process.



Auto-refund duplicate charges

- Implement automated system to identify and refund accidental double payments immediately.

PHASE 2: Rebuild Business Trust (Days 30–60)



B2B Invoice Portal Launch

- Deploy a dedicated self-service portal for businesses to generate and manage compliant invoices.



STOP the
"scam"
narrative.



Dedicated Creator Support Channel

- Establish a priority support lane for influencers and power users with 24-hour response times.

PHASE 3: Signal Long-Term Care (Days 60–90+)



Public Product Roadmap & Feedback Loop

- Share a transparent quarterly product vision and implement a user voting system for features.



SECURE
high-value
retention.



Premium Loyalty Program & Perks

- Introduce exclusive features, early access, and discounts for long-term subscribers and high-value users.

Resources & Tools

- Slide 1 - Analysis of 202 unique Trustpilot reviews for CapCut (Jun 2025 – Jan 2026), using a custom web scraper (https://github.com/Interstellarinwonderland/work-sample/blob/main/Web_Scraping_from_TrustPilot.ipynb)
- App Store & Google Play reviews (Jul – Dec 2025)
- Reddit threads from r/CapCut and r/TikTokCreators (Jul – Dec 2025)
- YouTube comment analysis (Jul–Dec 2025)
- ByteDance ToS updates (2025)
- TechCrunch reports and forum discussion