

Online Reputation Management

- Online reputation management (ORM) means monitoring and improving online presence of your business. ORM helps us to understand and improve how your business is perceived online. To put in other words, it is understood and analyzing what a potential customer or partner will think about your brand/ people/ product/ service on the internet. The main thing behind ORM is to understand whether your online presence working for or against you.



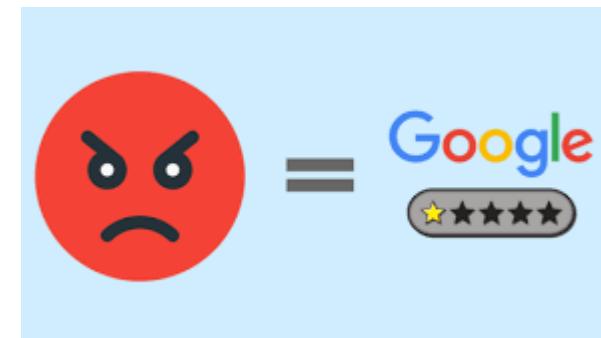
Importance Of Having A Positive Online Reputation

1. **It boosts sales:** A positive online reputation will help you in increasing sales. By seeing positive reputation other people will start buying your product.
2. **It helps in building a brand image:** If a negative information about a brand is shared on the internet, than a customer's loyalty gets ruined. The respect earned by company go to waste within a blink of an eye. So positive online reputation must be needed by a company.
3. **Builds trust and credibility:** Trust is very vital for any business. People usually buy products only from whom they trust. No one can buy from whom they do not trust. Trust gives company a long life.
4. **Serves as a powerful marketing tool:** When a customer finds that your services is best as compared to your competitors, the customer becomes yours forever and they can become an advocate for your products and services by sharing their experiences on review sites and social media.



Consequences Of Negative Online Reputation

- Loss of revenue:** According to the research, bad reviews on Google, Social media have a significant effect on revenues. A business with a 1-1.5 star rating reports less revenue than the average enterprise. Forbes reports that 94% of customers avoid a company with bad reviews.
- Harm business reputation:** Negative reviews have the power to damage the reputation of the company which they built for years. Customers do not purchase product or services from a store with a bad reputation. Abundant negative reviews are hard to fix, making it challenging to regain consumers' trust.
- Drive customers away:** Negative reviews succeed in chasing away your customers to your competitors. The percentage of lost customers increases with an increase in negative reviews.
- Decrease profitability:** Negative reviews decrease profitability of the company by driving away their customers and decreases revenue.



How to grow, manage, and repair online reputation

- **Broaden your internet presence:** Twitter, Facebook, and Instagram are the three big social media platforms. There are dozens of other social sites available. You want to look into as a way to expand your digital footprint.
- **Pay attention to your social media accounts:** Having multiple social media accounts for your business is not enough to manage your online reputation. Its important to regularly maintained in order to garner an organic followers. By your continuous presence in social media it will boost your engagement and have opportunity to interact with current and potential customers.
- **Generate and respond to online reviews:** One of the best technique to build up your business' online reputation is let your happy clients and customers build it for you through by giving good online reviews. According to the survey, a massive people read online reviews for businesses before deciding to make a purchase.
- **Listen your customers:** When responding to negative customer feedback, it is important to consider it. There may be some validity to the comments being made. This is especially true, if you are getting frequently negative reviews.
- **Invest in online reputation management:** Establishing your online reputation management requires an investment of both time and money. Many small businesses neglect to proactively manage their online reputation until there is a problem that needs to addressed.





Shreya Jain

Worst site ever not got refund since August have called n number of times but no proper response! Very very very bogus site

Like · Reply · 1 y



Author
Jabong ✅

Hi there! We understand you have a valid concern & will ensure that we provide you with a pleasant experience going forward! Kindly give us a chance to look into it. Please inbox us your regd. E-mail ID & order number elaborating the issue via <http://s...>
[See more](#)

Like · Reply · 1 y



Johna Jackson

I have made the return request it was accepted and I got a message as well that representative is coming to pick the product back. But now it's showing return request is declined... Please can you tell me the exact reason for this...

Like · Reply · 1 y



Author
Jabong ✅

Not to worry, Johna! We're here to help you. Request you to confirm the regd. Email ID and the order/return number on private message so that we can check on this. We await your response.
-MK

Like · Reply · 1 v



Ankita Avhad-Darade

Horrible services today I have got my delivery and 17 items are missing out of 43 and no one is responding on messages and calls too

Like · Reply · 5 d



Author

Grofers

Hi, Ankita. We apologize for the bad experience. Please help us with the order details over messages and we will look into the issue immediately.



Sanyo Purohit

Very bad experience.. They packed handwash with eatable item.. Handwash leaked and ruined everything.. Very disappointed.. Order I'd ORD120786878.. Pls do the needful.

Like · Reply · 3 d

"Most relevant" is selected, so some replies may have been filtered out.



Author

Grofers

@[] Hi, we're sorry for the bad experience. Please help us with the names and images of the undesired articles via messages we can look into this immediately.



Harsh A Patel

Why category shopping during checkout individual transaction to take more shipping charge from customers? Earlier was good 1 transaction 1 shot payment total.. now very poor platform unsatisfied with Amazon approach



2

Like · Reply · 3 w

"Most relevant" is selected, so some replies may have been filtered out.



Amazon Help ✅

We're unable to comprehend your concern. Could you let us know more about it for further assistance? -Arham

... See more



Er Jigar Patel

I order on 9th April and on 17th it's out for delivery. Delivery agent called me to pickup it from nearby station when I denied he update that delivery delay on customer request. Now amazon executive not solve my issue. Worst customer service. this is ...

See more

Like · Reply · 3 w



Amazon Help ✅

We get your concern. The link shared is for the Social Media escalations. Request you to fill the details on the secure link that was shared earlier. We will get back to you with an update.

And also, we would have to hide your post as it contains you... See more



Anuj Singh

But does not care anything about that driver partner's and operators.

Many times I have complained to the partner care and all this information is given to partner care about the struggling of ola drivers in the market but no care nothing not at all a single response from the company I feel very bad sorry to say that but ola listen Ola kindly kindly co-operate with your driver partner and make them feel happy as they are struggling their struggling very badly in the market so kindly look into the matter



Like · Reply · 4 d

"Most relevant" is selected, so some replies may have been filtered out.



Author

Ola ✅

Hi Anuj, please reach out to our Partner Support team by clicking on the 'Call Us' button in the Support section of the Partner App for any assistance.



Betelgeuse Nebula

Chor fraud ola their drivers always cancel the booking and we will get cancellations stop looting customers like this #uninstallOla

Like · Reply · 1 w

"Most relevant" is selected, so some replies may have been filtered out.



Author

Ola ✅

Hi Betelgeuse, this is definitely not the experience we'd like you to have. Please message us the booking ID and we'll look into this immediately.

BOUNCE



Ajay Patle

I enjoyed the bounce ride a lot when I was in Bengaluru
...and even in this difficult time also you're serving for
society ... really commendable 👍 great work



1

Like · Reply · 46 w



Author

Bounce ✓

Hey Ajay, thanks for your kind words. We're happy
to hear we hit the mark for you. Keep Bouncing!



1



Sunil K SR

I really like it Bounce scooter and specially we happy for
its Karnataka based company



1

Like · Reply · 46 w

"Most relevant" is selected, so some replies may have been filtered out.



Author

Bounce ✓

Thanks for your kind words, Sunil. We're happy to
hear we hit the mark for you. Keep Bouncing!

Like · Reply · 46 w