**Brand Reputation Management Strategy – Lenovo (Electronics)**

**1. Objective**

To build and maintain a positive online reputation for Lenovo by actively monitoring feedback, addressing customer concerns, and handling negative reviews and technical complaints in a timely and professional manner.

**2. Key Channels to Monitor**

* Google Reviews (store and service center feedback)
* Flipkart and Amazon reviews for laptops and accessories
* YouTube tech reviewer comments and influencer videos
* Twitter/X mentions and trending issues
* Reddit tech communities and laptop forums
* Lenovo’s own support forums and social media pages

**3. Reputation Management Tactics**

* Promptly respond to customer complaints and technical issues
* Thank and highlight users who leave positive reviews
* Engage with tech influencers positively reviewing Lenovo products
* Use sentiment analysis to categorize feedback and prioritize urgent issues
* Create educational tech content to build thought leadership and trust

**4. Sample Response Templates**

**✅ Positive Review Response:**

"Thank you for your valuable feedback! We’re glad you’re enjoying your Lenovo device. Your support means a lot to us!"

**❗ Negative Review Response:**

"We’re sorry to hear about your experience. Please share your issue via DM or our support portal so we can resolve it promptly."

**🚫 False Claim Response**:

"We assure you that Lenovo products go through strict quality testing. Please reach out with more details so we can investigate."

**5. Crisis Communication Plan**

* + Identify the issue source and verify facts quickly
  + Pause ad campaigns and switch to empathy-focused messaging
  + Assign an official spokesperson or tech support lead
  + Respond publicly on all major platforms with transparency
  + Post-resolution, share a case study or blog update on the improvements made

**6. Tools to Use**

* + Google Alerts
  + Brand24 or Mention
  + Hootsuite (for comment monitoring)
  + Trustpilot / Flipkart / Amazon seller dashboards
  + Lenovo Support Forum and Ticket Tracker

**7. Metrics to Track**

* + Customer star ratings (by product category)
  + Monthly support ticket resolution time
  + Number of reviews received and replied to
  + Sentiment score of social mentions
  + Percentage of positive to negative feedback trends

**Conclusion**

Lenovo’s online reputation is a vital part of its global brand value. By actively listening, resolving, and engaging, Lenovo can enhance customer loyalty and remain a trusted name in the tech industry.