**Online Reputation Management (ORM) Strategy Document for Flipkart**

### **1. Objective**

To build, monitor, and protect Flipkart’s online brand image, ensuring consistent positive engagement with customers while minimizing the impact of negative publicity.

### **2. Key Goals**

* Track and analyze product reviews, seller ratings, and social sentiment
* Quickly identify and address negative feedback or complaints
* Build a strong repository of positive reviews and user-generated content
* Improve seller trust, customer loyalty, and brand equity

### **3. Brand Monitoring Strategy**

**a. Channels to Monitor:** - Flipkart product and seller reviews - Social Media: Facebook, Instagram, Twitter, LinkedIn - Forums & Communities: Reddit, Quora - App Reviews: Play Store and App Store - News & Blogs

**b. Monitoring Tools:** | Tool | Use Case | |—————-|———————————-| | Flipkart Seller Hub | Monitor product and seller reviews | | Google Alerts | Track brand and product mentions | | Brand24 | Social media monitoring | | Hootsuite | Multi-channel engagement | | Mention | Track conversations across web |

### **4. Handling Negative Reviews**

**a. Triage Process:** - **Critical**: Media backlash, influencer complaints → Respond within 1 hour - **High**: Negative reviews on top-selling products → Respond within 6 hours - **Moderate**: Low ratings with mild complaints → Respond within 24 hours

**b. Response Guidelines:** - Be empathetic and polite - Take conversation offline via Flipkart Support or Seller Messages - Apologize where needed and resolve quickly - Avoid public conflict unless abuse occurs

**c. Escalation:** - Follow Flipkart’s escalation channels for severe issues - Flag fake reviews via Seller Hub

### **5. Building Positive Sentiments**

**a. Encourage Positive Reviews:** - Use post-delivery emails (where policy allows) - Offer exceptional packaging, thank-you notes, and quality - Share top reviews on social and product pages

**b. Community Engagement:** - Promote #FlipkartCustomerLove campaigns - Encourage customers to post photos/reviews (UGC) - Engage with happy customers online

**c. Proactive PR Strategy:** - Collaborate with verified buyers & influencers - Promote Flipkart Smart Fulfilment benefits - Feature eco-friendly or CSR-driven logistics stories

### **6. Reporting & KPIs**

| Metric | Target / Notes |
| --- | --- |
| Seller/Product Review Rating | 4.2+ |
| Avg. Response Time | < 6 hours |
| Return Rate | < 10% |
| Brand Mentions Sentiment | 80%+ positive |
| Seller Trust Score | Increase MoM |
| Influencer Engagement Rate | 2.5%+ |

### **7. Crisis Management Plan**

* Prepare response templates for review attacks, delays, etc.
* Activate ORM squad (Support + PR + Legal)
* Publish transparent statements within 24 hours
* Monitor continuously using Seller Hub + social tools

### **8. Tools Summary**

| Category | Tools |
| --- | --- |
| Review Monitoring | Flipkart Seller Hub, ReviewTrackers |
| Social Monitoring | Brand24, Mention, Hootsuite |
| Search Monitoring | Google Alerts, SEMrush |
| Sentiment Analysis | Talkwalker, Brandwatch |
| Project Management | Trello, Notion, Asana |

### **9. Review and Optimization**

* Weekly summary from Flipkart Seller Hub
* Monthly social and sentiment report
* Quarterly ORM review with marketing & seller teams

### **10. Final Notes**

* Fast, empathetic responses create brand loyalty
* Highlight and encourage happy customers
* Flipkart’s trust depends on proactive engagement

**End of Flipkart ORM Strategy Document**