

Customer Reviews analysis for [SOS Smartwatch for Senior](#)

First let's take a look at the reviews quantities and rating based in those reviews for our listing compared with the Top 5 competitors:

	B0CLMDVZR3	Top 5 Competitors Avg.
Number of Reviews	25	833
Rating	2.8	3.9

Key Pain Points from Negative Reviews

1. Subscription and Refund Issues

- Customers reported **harsh cancellation policies**: one user paid in full for a year and after a tragic death received no refund—only a cancellation fee was offered. Others stated that continuing the plan might cost nothing, but canceling led to penalties. These policies were seen as **unsympathetic and inflexible**. The review in this specific and tragic case is the one made on June 11, 2025.

2. Misrepresentation & Missing Components

- Claims that the product works in the U.S., Canada, and Mexico were contradicted by support staff saying coverage in Canada was only “for trips.” (Review from March 23, 2025).
- Multiple reviewers noted that the watch ships **without a charger**, yet it requires a **specialized charger**, making it difficult to power the device. (Review from March 23, 2025)

3. Reliability & Technical Failures

- Customers consistently described **unstable performance**, including shutting down shortly after activation, inability to pair with apps, repeated double charges, and delayed refund processing (30–60 days).

4. Poor Support Experience

- Many reviewers were frustrated by unhelpful or unresponsive customer service during setup, billing issues, and hardware failures. (Reviews from March 23, 2025; January 16, 2025; June 11, 2025)

5. Physical Design Issues

- The smartwatch only includes one size wristband, which many found **too large for fragile or smaller-wristed seniors**, especially noting bone density concerns—suggesting a need for adjustable or extra-small options

✅ Strengths Highlighted by Positive Reviews

Not everything is bad, here is something interesting to point out and try to maintain of course:

- Some users praised the **core SOS functionality**, noting that the two-way calling and GPS-based alerts gave them **peace of mind** and worked reliably in emergencies.

📝 Recommendation Strategy for a Relunched Listing

A. Policy & Messaging Adjustments

- **Transparent coverage claims:** Clearly outline supported countries and any limitations.
- **Billing & refund clarity:** Offer flexible, compassionate refund and cancellation policies for unusual circumstances (e.g., death, illness). I find this point controversial, but important, especially if this product is designed for aged people.

B. Supply Package & Instructions

- Include a compatible **charger in the box** and highlight this prominently. VERY IMPORTANT. This could also be an add-on. Mention the kind of charger it needs, and if the buyer doesn't have one, we can sell it as a combo.
- Provide clear instructions on activation, subscription setup, app pairing, and troubleshooting.

C. Technical Reliability Improvements

- Test extensively to prevent **shutdowns**, connection drops, and pairing issues.
- Fix **billing system glitches** and refund delays to rebuild trust.

D. Product Design Enhancements

- Offer **multiple wristband sizes**, including extra-small for fragile wrists. This can also be as an add on product/service.

- Use clearer visuals and sizing info in images and bullet points. Not sure if we can do this, or if this can be done in the immediate time, but at least we can try updating the listing and showing more information on that side.

E. Customer Support Improvements

- Establish a **responsive, empathetic support team**, with case handling for refunds, technical issues, and onboarding assistance. VERY IMPORTANT! I guess we have that already set, anyway we should check the workarounds for different situations.



Pain Points & Optimization Table

Pain Point	Recommendation
Harsh cancellation/refund	Flexible and empathetic refund policy
Misleading coverage claims	Accurate, quantum location support descriptions
No charger included	Include charger and highlight in product description. New packaging. Offer a charger separately too
Device shutdowns & malfunctions	Enhance QA , stabilize hardware/software reliability
Poor customer support	Offer dedicated, empathetic support. Check existing workarounds.
Wristband too large	Add adjustable or extra-small band options. If not adjustable, we can provide more than one wristband on each package.

🔲 Relaunching of the listing. Plan of action

Here are the steps that I consider we should take before re launching the product and listing. If we launch in the same way, we are gonna have the same results.

Rewrite listing copy to emphasize improvements:

- “Includes charger in-box”
- “Available in adjustable and extra-small band sizes”
- “Clear, country-specific coverage information”
- “Now with flexible refund and cancellation policy”

Highlight support improvements:

- “24/7 U.S. based help desk” if possible of course.
- “Troubleshoot and refund support within 7–10 days”

Feature product updates: (This seems to be less important, but also important)

- “Firmware/UI optimized for stability”
- “Battery life validated in tests to prevent shutdowns”

Add visuals: (definitely, really needed to change the customers mind about purchasing from us)

- Images showing multiple wristband sizes and chargers
- Screenshots of cancellation/refund policy and support process

Gather early positive reviews: (VINE program, influencers, close people, relatives, etc)

- Offer follow-up support and encourage feedback from early customers
- Provide reassurance that new version is improved based on past concerns

NEW AS OF 8/25/2025 – SENTIMENT ANALYSIS FOR CRITICAL REVIEWS

1. **Overview of Current Sentiment:** Briefly summarize the overall rating distribution.
2. **Thematic Analysis of Critical Reviews:** Identify recurring negative themes and specific pain points mentioned by users.
3. **Root Cause Identification:** Infer the underlying reasons for these negative sentiments.
4. **Recommendations for New ASIN:** Provide actionable suggestions based on the analysis to improve the new listing's performance and customer satisfaction.

Step 1: Overview of Current Sentiment

Based on the provided customer review data for the **SOS Smartwatch for Seniors - Gps Bracelet for Elderly Health Monitoring...**:

- **Overall Rating:** 2.8 out of 5 stars (27 global ratings)
- **Distribution:**
 - 5 star: 36%
 - 4 star: 4%
 - 3 star: 10%
 - 2 star: 9%
 - 1 star: 41%

The high proportion of 1-star reviews (41%) indicates significant dissatisfaction among a large segment of purchasers. This aligns with the request to focus on critical reviews for identifying key improvement areas.

Step 2: Thematic Analysis of Critical Reviews (16 matching reviews)

I have analyzed the content of the critical reviews and identified the following recurring negative themes:

1. **Poor Product Functionality & Reliability (Frequent & Severe):**

- **Connectivity Issues:** Multiple users reported the watch not connecting, staying offline, losing connection frequently, or struggling to stay connected (e.g., Shirljo, RDJ, Devin, dsrharris, MJ). This is a critical flaw for a safety device.
- **GPS Inaccuracy/Failure:** GPS functionality was reported as unreliable or not working about one-third of the time (RDJ, MJ).
- **Device Malfunctions:** Watches stopping working shortly after activation (BWH72), not holding a charge (d sekorky), flickering (dsrharris), or not allowing basic functions like setting the time (Edna Colson).
- **Battery Life:** One reviewer explicitly mentioned "Battery drains too fast" (Placeholder).

2. Problematic Customer Service & Unfair Policies (Highly Emotional):

- **Refund/Cancellation Issues:** Several users reported refusal of partial refunds for service plans, even under tragic circumstances (Tom), or for non-working devices (Heidi Long, d sekorky).
- **Excessive Cancellation Fees:** High cancellation fees (\$75-\$175) were a major point of contention, especially when devices were not functional (Tom, Heidi Long).
- **Unhelpful Support:** Described as "horrible customer service" (Heidi Long, Cheryl D) and "unhelpful and dismissive responses" (MJ).

3. Misleading Information & Hidden Costs (Frustration with Expectations):

- **Mandatory Subscription Clarity:** Users expressed surprise and dissatisfaction upon learning a monthly subscription was required to utilize GPS, rather than it being Bluetooth or Wi-Fi based (yvette scully, Devin). This was not clearly understood upfront.
- **Regional Compatibility Misrepresentation:** Claims of working in Canada/USA/Mexico were contradicted by support stating limited functionality for Canada (JK).

4. Missing Essential Components:

- **No Charger Included:** One review explicitly stated the watch arrived with "NO CHARGER IN THE BOX," and it uses a specialized charger, causing significant inconvenience (JK).

5. Design & Fit Concerns:

- **Wristband Sizing:** One reviewer noted the wristband was too large for an elderly person's wrist, suggesting a need for "extra small" or stronger magnetic options (djs1lv06).

Step 3: Root Cause Identification

The core issues appear to stem from:

- **Quality Control Deficiencies:** A significant number of devices are either dead on arrival or fail shortly after activation, indicating manufacturing or pre-shipment testing issues.
- **Software/Hardware Integration Problems:** Persistent connectivity and GPS issues suggest a lack of robust design or unreliable network integration.
- **Poor Communication & Transparency:** Critical information about required subscriptions, regional limitations, and included components is either absent or unclear in the listing, leading to unmet expectations.
- **Inflexible & Inhumane Customer Service Policies:** The company's handling of refunds and cancellations, particularly in sensitive situations involving elderly users, generates intense negative sentiment and accusations of "elderly abuse." This severely damages trust.

Step 4: Recommendations for New ASIN

To establish a new, trusted listing and rebuild customer confidence, the following data-driven recommendations are critical:

1. Prioritize Product Reliability & Quality Assurance:

- **Rigorous Testing:** Implement stringent quality control checks for every device before shipment. Focus on connectivity (cellular & GPS), battery life, and overall functionality.
- **Hardware Improvements:** Investigate and resolve the root causes of connectivity drops, GPS inaccuracies, and device failures. This might require hardware redesign or firmware updates.
- **Battery Performance:** Ensure the stated "Up to 12 hours battery life" is consistently met or exceeded, as this is crucial for emergency devices.

2. Revise & Humanize Customer Service Policies:

- **Empathy-Driven Policies:** Re-evaluate and implement more compassionate policies regarding refunds and cancellations, especially in unforeseen circumstances (e.g., death of a loved one). This will significantly impact trust and public perception.

- **Fair Cancellation Structure:** If cancellation fees are necessary, ensure they are clearly justified and perceived as fair, not punitive, especially when the device itself is faulty.
- **Empower Support Staff:** Train and empower customer service representatives to provide effective solutions and empathetic responses, reducing the need for multiple calls or escalations.

3. Enhance Listing Transparency and Clarity:

- **Prominent Subscription Disclosure:** Make the "MONTHLY SUBSCRIPTION REQUIRED" exceptionally clear and prominent, ideally in the main title, bullet points, and "About this item" section. Explain what the subscription *includes* and *why* it's necessary (e.g., "for 24/7 cellular connectivity and advanced tracking features").
- **Regional Compatibility:** Explicitly state any limitations on international use (e.g., "Designed primarily for use within the USA, with limited functionality in Canada and Mexico for short trips only").
- **"What's in the Box" Section:** Clearly list all included items, especially the specialized charger, to manage expectations and prevent immediate dissatisfaction.
- **Ease of Setup:** Highlight the steps for activation and mention any pre-installation of SIM cards to set realistic expectations.

4. Consider Product Design Enhancements:

- **Wristband Options:** Offer multiple wristband sizes (e.g., XS, S, M, L) or a highly adjustable, secure, and comfortable magnetic clasp option to accommodate varying wrist sizes of elderly users.
- **User Interface:** While not a primary critical theme, consider optimizing the on-watch UI for maximum simplicity if the current "cannot set time" issue is a design flaw.

5. Proactive Review Management (for new ASIN):

- **Address Issues Directly:** When issues arise, engage with customers promptly and transparently to resolve problems and mitigate negative reviews.
- **Solicit Feedback on Improvements:** Actively encourage feedback on the new ASIN to monitor whether the changes have addressed the previous pain points.

By systematically addressing these critical points derived from the existing reviews, the new ASIN has a strong opportunity to build a foundation of trust and positive customer experiences. The data strongly suggests that functional reliability and transparent, empathetic customer support are paramount for this product category.

