

## TASK 4 - CODTECH IT SOLUTIONS PVT LTD

### Brand Reputation Management Strategy for Allen Solly

#### 1. Objective

To develop a comprehensive strategy to monitor and manage Allen Solly's online reputation, focusing on addressing negative reviews and fostering positive customer sentiment.

#### 2. Current Online Reputation Overview

- Social Media Sentiment: Mostly positive, especially on Instagram and Facebook.
- Common Complaints: Delays in delivery, size fitting issues, and customer service response times.
- Strengths: Trendy collections, strong branding, good offline customer experience.

#### 3. Reputation Management Strategy

##### A. Monitoring Tools

- Google Alerts: Set for brand mentions.
- Social Listening Tools: Use of tools like Hootsuite or Brand24 to track social media discussions.
- Review Platforms: Regular checks on Google Reviews, Amazon, Flipkart, and Myntra.

##### B. Handling Negative Reviews

- Response Time: Aim to respond within 24 hours.
- Tone: Professional, empathetic, and solution-oriented.
- Resolution Strategy:
  - Apologize and acknowledge the issue.
  - Offer immediate resolution or compensation if needed.
  - Encourage the reviewer to revisit or update their review after resolution.

##### C. Building Positive Sentiment

- Customer Engagement Campaigns: "Style with Solly" contests, UGC (user-generated content).
- Loyalty Recognition: Featuring top customers on social media or newsletters.
- Influencer Collaborations: Partner with micro and macro influencers with positive public image.

#### 4. Tools to Use

- Brand24 – For monitoring brand mentions.
- Hootsuite – To manage and respond across social platforms.
- Trustpilot / Google My Business – For collecting and responding to reviews.
- Canva – For creating visual content to boost engagement.

#### 5. Deliverables

- A weekly report on sentiment analysis.
- A monthly review performance dashboard.
- A repository of FAQ and standard response templates for customer issues.

#### 6. Conclusion

Maintaining a strong and positive online reputation for Allen Solly requires proactive engagement, consistent brand messaging, and rapid issue resolution. With the right tools and strategy, the brand can continue building trust and loyalty online.