# 37 Lecture - CS301

# **Important Subjective**

# 1. What are some common channels for expressing reviews?

Answer: Some common channels for expressing reviews include online platforms, social media, word of mouth, and print media.

# 2. Why is it important for businesses to respond to customer reviews?

Answer: It's important for businesses to respond to customer reviews because it shows that they value customer feedback and are committed to improving their products or services based on customer needs.

### 3. How do negative reviews benefit businesses?

Answer: Negative reviews provide businesses with feedback on areas where they can improve, which can help them to enhance their products or services and ultimately improve customer satisfaction.

#### 4. What are some common elements included in a review?

Answer: Common elements included in a review include a summary of the product or service being reviewed, the reviewer's opinion or experience, and a recommendation or rating.

# 5. How can reviews impact a consumer's decision-making process?

Answer: Reviews can impact a consumer's decision-making process by providing them with insights into the quality, benefits, and drawbacks of a product or service.

# 6. What is the difference between a positive and a neutral review?

Answer: A positive review highlights the benefits and positive aspects of a product or service, while a neutral review may include both positive and negative aspects without leaning too heavily in one direction.

# 7. Why are verified reviews important?

Answer: Verified reviews are important because they help to ensure the authenticity of the review and provide consumers with a sense of trust in the review and the reviewer.

#### 8. What is the role of review aggregators?

Answer: The role of review aggregators is to collect and summarize reviews from multiple sources, providing consumers with a comprehensive overview of the reviews for a particular product or service.

# 9. How do businesses use customer feedback from reviews to improve their offerings? Answer: Businesses can use customer feedback from reviews to identify areas where they need

Answer: Businesses can use customer feedback from reviews to identify areas where they need to improve, gather ideas for new products or services, and ultimately enhance the overall customer experience.

# 10. What should businesses keep in mind when responding to negative reviews?

Answer: Businesses should keep in mind to respond promptly, address the issue, and offer a solution or apology to the customer in their response to negative reviews.