# 41 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.

#### 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 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.