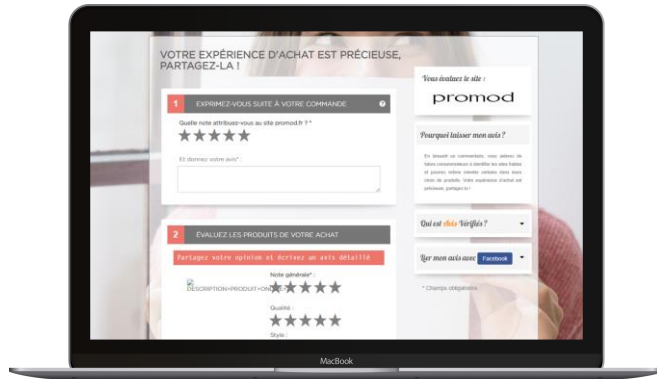


REVIEW MANAGEMENT GUIDE

BRAND & PRODUCT REVIEWS

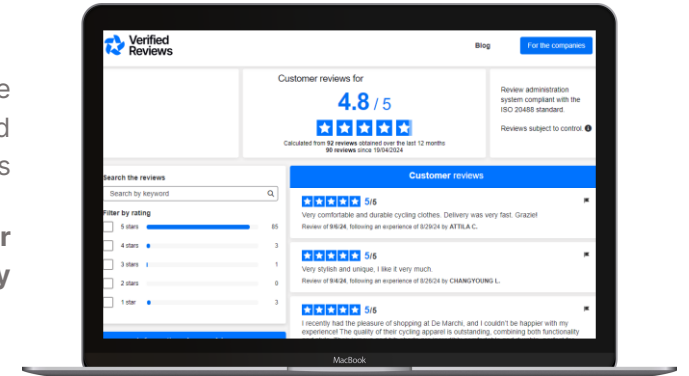


Review Processing Workflow



- Personalized emails
- Reviews collection from your customers about their purchasing experience about the product

- SEA/SEO for site reviews and product reviews
- **Boost your visibility**

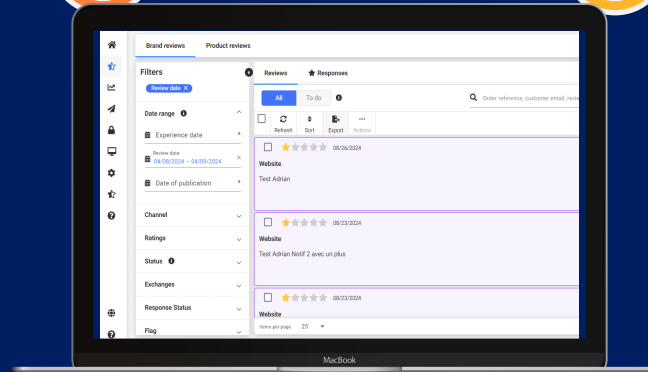


Review **Collection**

Brand Reviews
processing

Product Reviews
processing

Reviews **Restitution**



In case of problematic reviews, a 7-day period is allocated for you to have time to interact with your customers and encourage them to change their rating

(14 days are allocated for US and UK)

2 types of reviews

You can collect Brand Reviews and/or Product Reviews

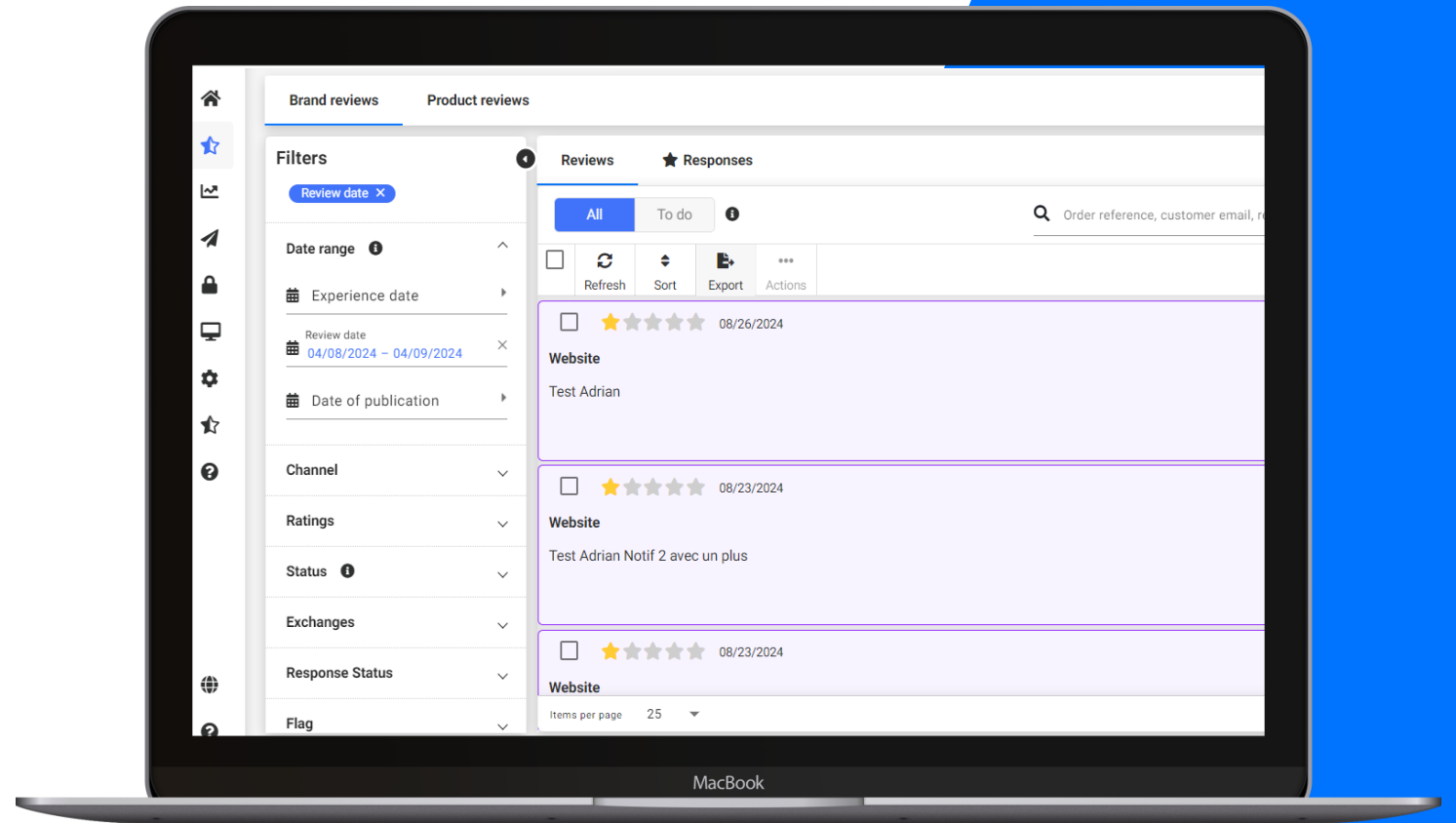
Brand reviews

You can now access your site and establishment reviews within the "Brand Reviews" tab.

Additional filters will give you the possibility to find a review more easily.

Product Reviews

Product reviews can be found in the second tab.



The 4 different review statuses



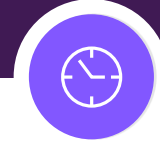
PUBLISHED

The review is published on your certificate, visible to internet users who consult it is important to note for the future that reviews are published in chronological order.s



MODERATION

The collected review must be controlled by us. A review remains under processing for 7 days (14 days for US&UK). Two options are possible: either "Publish" or "Flag" the review so that our teams can analyze and reject it.



PENDING

The review is in this category when it is ready to move to "published" status but is blocked because:

- Reviews written before this one are still pending processing.
- The review was written or validated during the day.



REJECTED

The review is not visible, and the user receives two emails:

- The first one informs them of the reason for the rejection of their review.
- The second one allows them to submit a new review, this time in compliance with our Terms and Conditions.



Verified Reviews

by  Skeepers

The 4 different review statuses

The waiting for publication

All reviews must be published in chronological order, so we have the "waiting for publication."



Which reviews are waiting for publication?



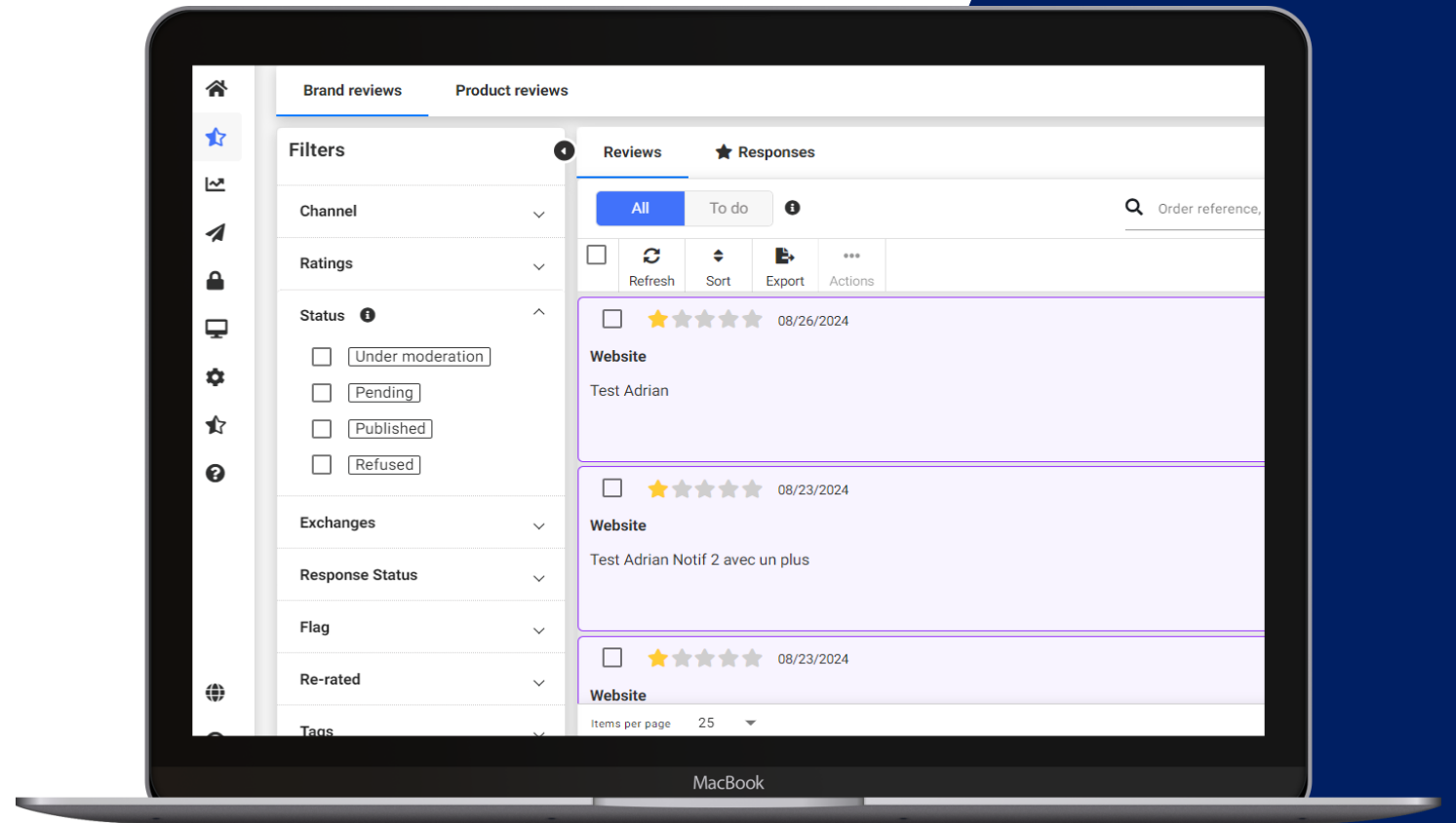
Positive reviews received during the day



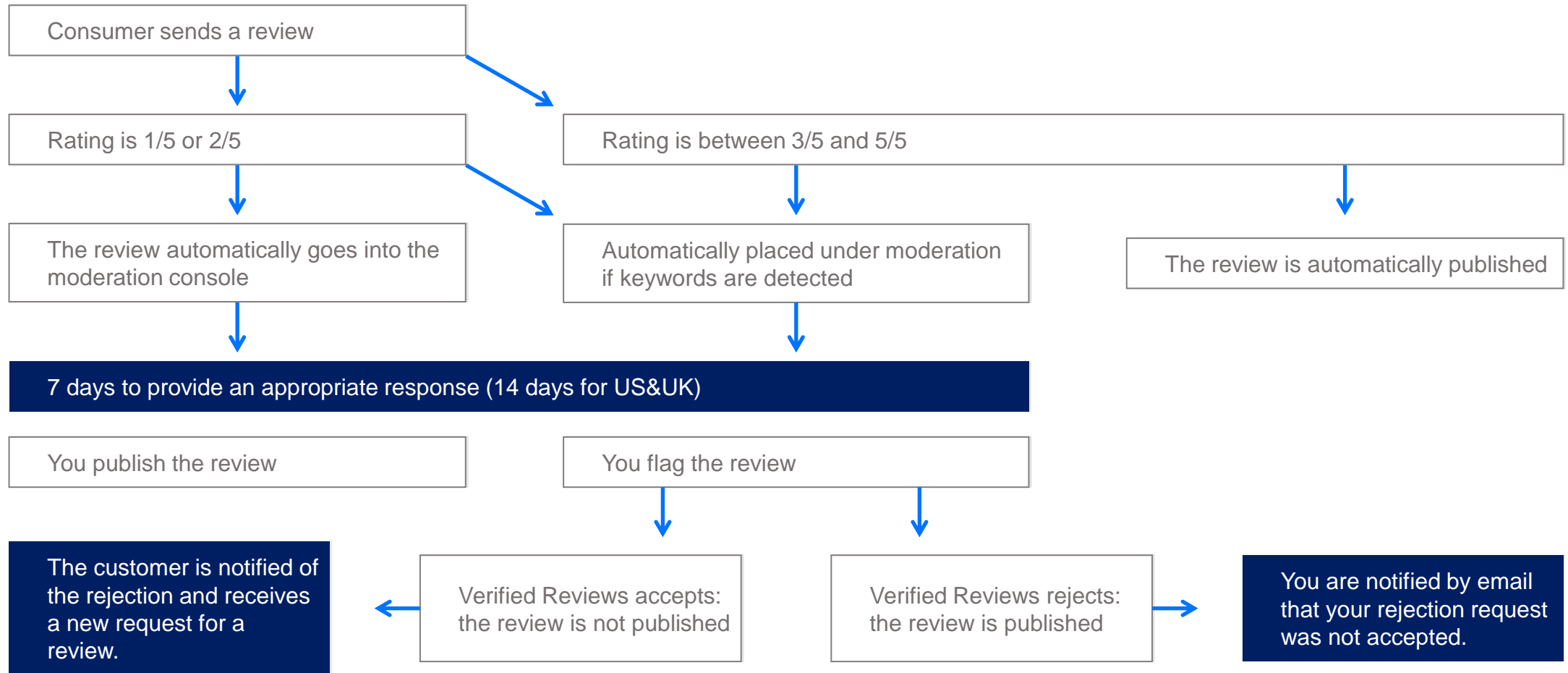
A negative review that you have chosen to publish during the day



Positive reviews received after a review has been placed in moderation, and this until the review exits the moderation space



Review management process



The Moderation Process



Reviews with a rating lower than the defined threshold: By default, **reviews with a rating of 1/5 and 2/5** are automatically placed under moderation. This may also include other ratings if you modify the settings via your back-office (Settings > Moderation Threshold).



Reviews containing **insults** or **personal data** (phone number, last name, or email address).



Reviews containing **monitored words**: In Settings > Monitored Words, you have the option to create categories and configure words that will automatically place the reviews under moderation, regardless of the rating. For example, you can create a "competitors" category and include your competitors' names.



Reviews with a repetition of **five identical characters**: To avoid reviews such as "aaaaa".



The Management Process

Receiving a Review in Moderation



After clicking on the review, you will find all the order details.

Take this opportunity to:



Respond to the review (1 & 2)

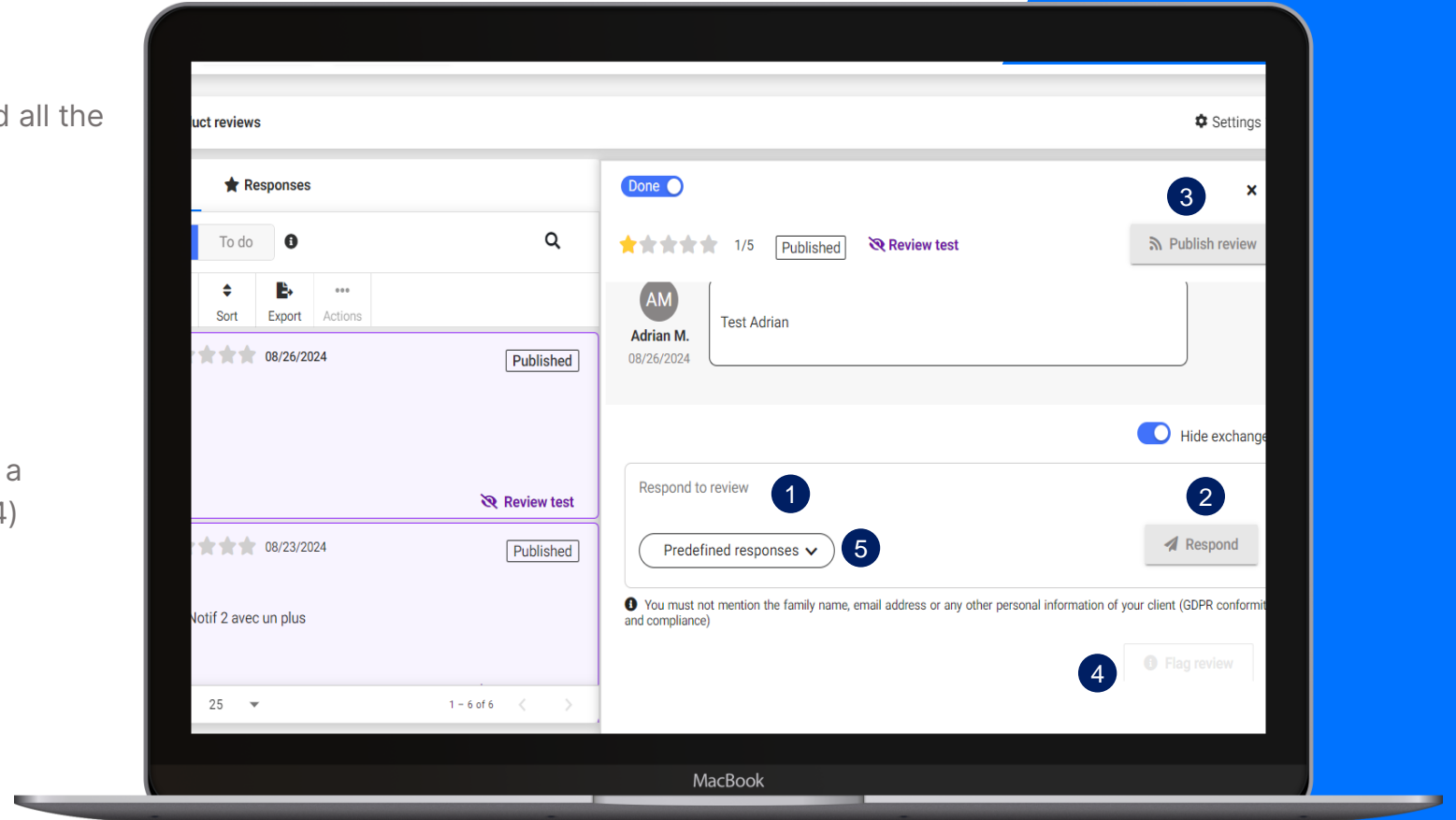


Publish it (3)



Or request a rejection (4)

You can use a **system of predefined responses** to reply to reviews (5)



The Management process

Getting Started with the All/To do Feature

2 states possibles:



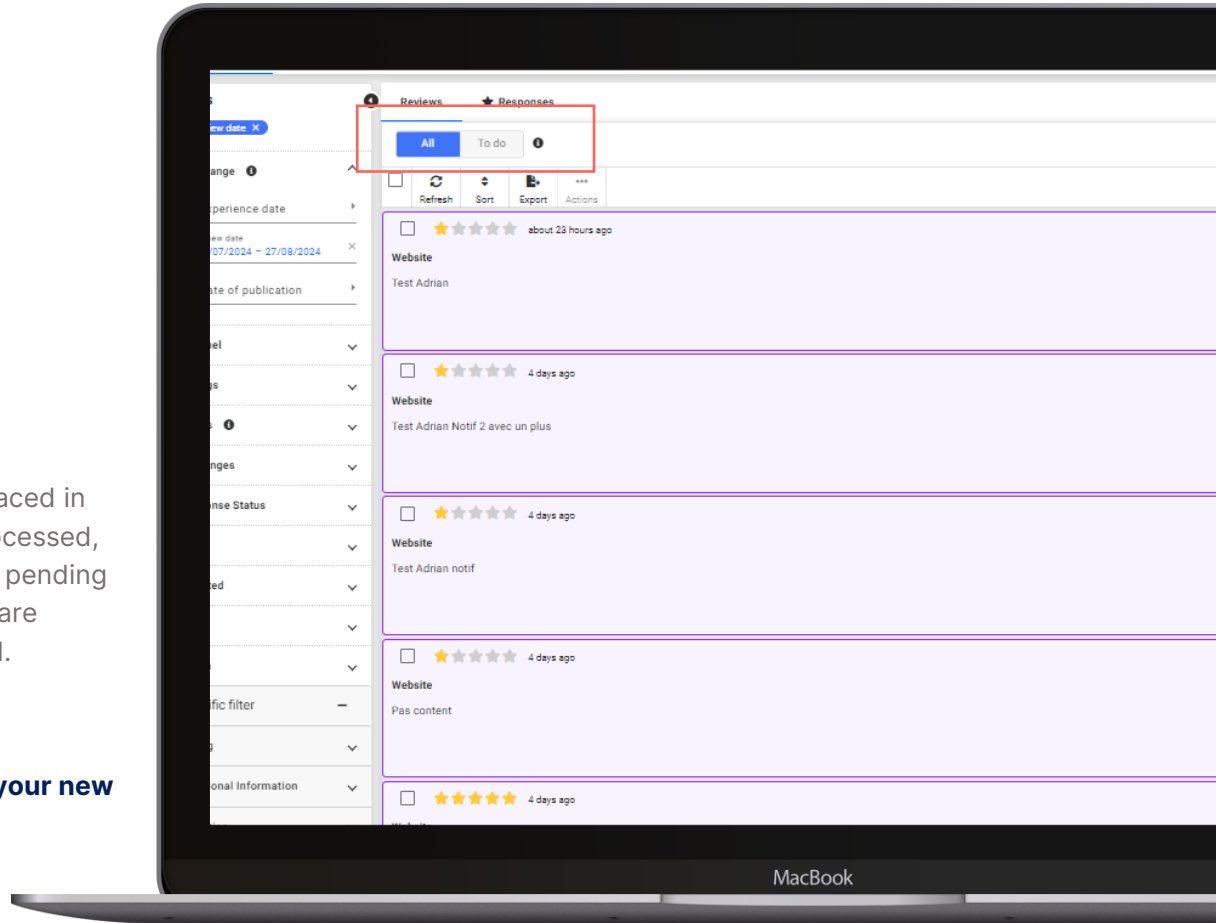
All



To do

By default, all reviews placed in moderation are to be processed, and all reviews placed in pending publication or published are considered as processed.

Feature applied only to your new reviews



Here are the actions that allow a review to move from the state "To be processed" to the state "Processed":



Publish the review



Use the « To be processed » > « Processed » switch



Manual report accepted by Verified Reviews

Here are the actions that maintain the "To be processed" status:



Automatic report by Verified Reviews



Reviews initially placed in moderation that are finally published automatically or placed in pending publication



Consumer response to the merchant's reply



The Management process

Respond to multiple reviews using predefined responses



Create your predefined responses directly from **Settings – Predefined responses** (see next slide)

1.

Click on the review you want to respond to

2.

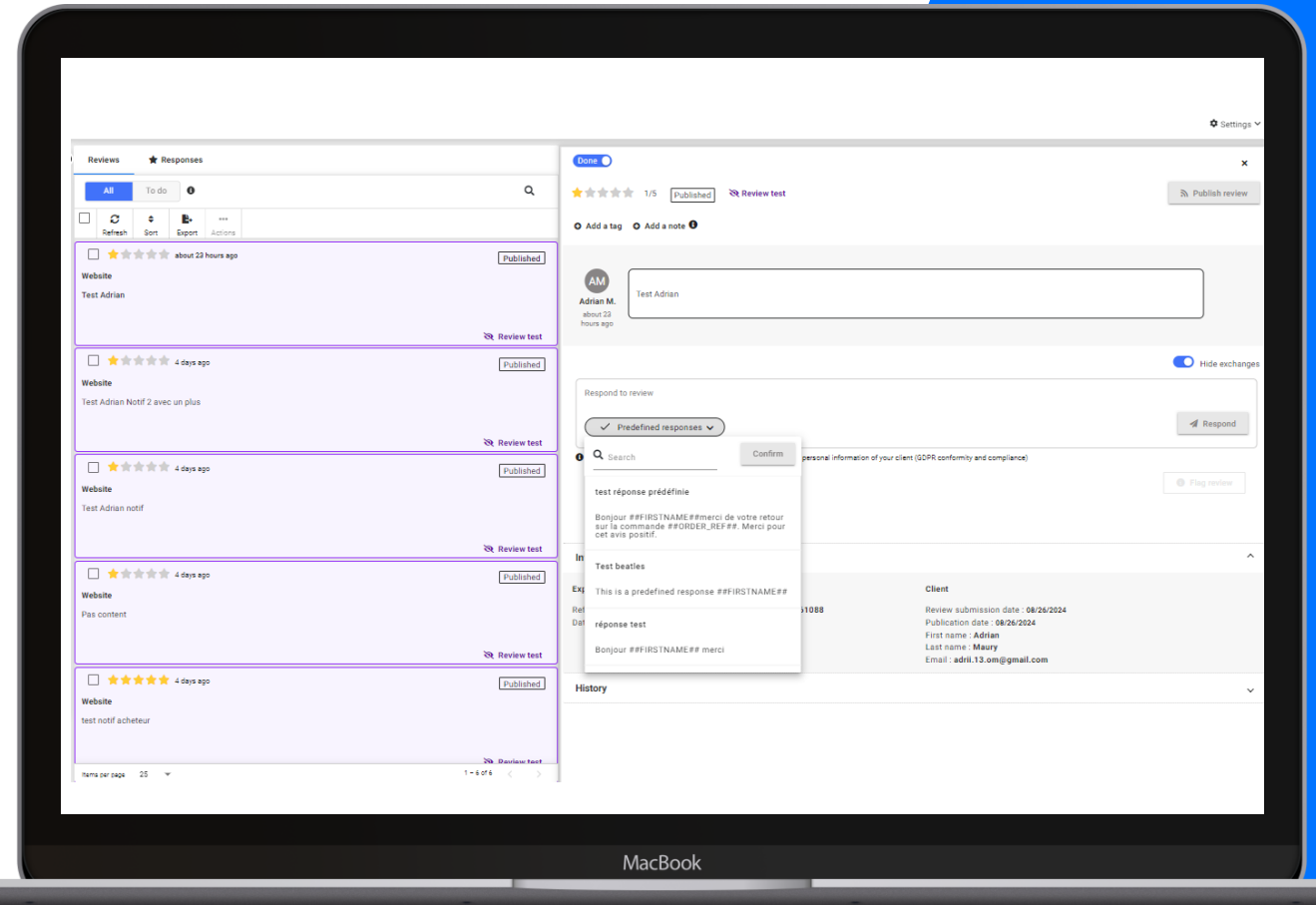
Click on **Predefined Responses**

3.

Choose the desired response in the list available

4.

Click on **Respond** to send your response

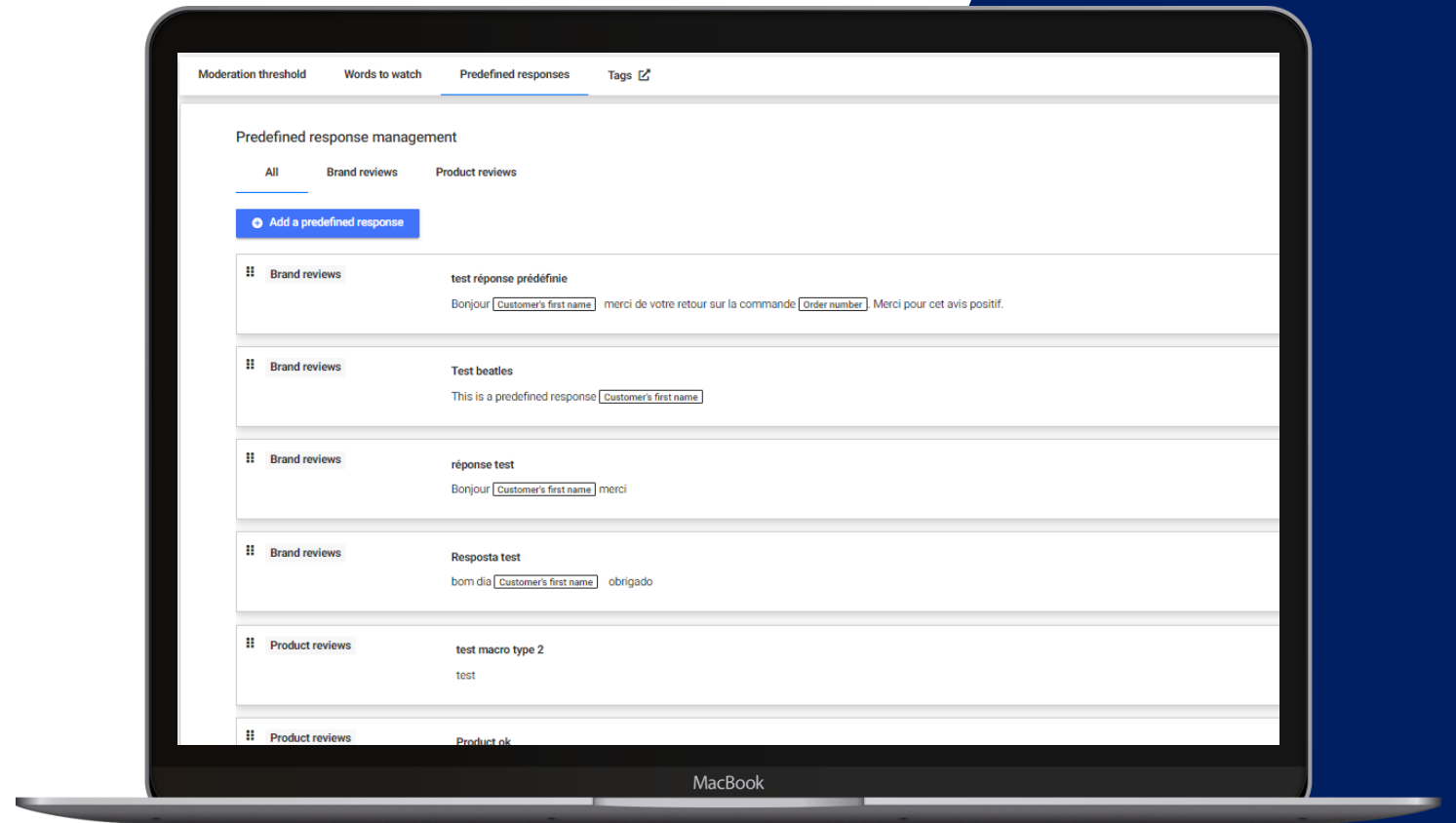


The Management process

Create a predefined response



Click on « **Settings**
- **Predefined responses** » from the
top right corner of the main review
management page. Then create your
predefined responses for Brand or
Product reviews!



The Management process

Reasons for flagging a Brand review (1/3)

- The review is **considered inappropriate, offensive, defamatory, discriminatory, accusatory, racist**, or includes a call for **legal action**.
- The review cannot be considered truthful because **Verified Reviews has contradictory evidence**. *
- The rating **does not match the comment**.
- The review focuses solely on the **characteristics of the product** or service purchased and **not on the overall experience** with the rated company.
- The **elements describing the consumption experience are not provided** or are considered unintelligible.
- The review is identified as **aiming to skew the average rating of the company**, or contains concrete elements of a conflict of interest. *
- The review is **unrelated to the subject** being rated.
- The review contains **personal information** or any other information that could identify the reviewer, allow contact with them, or lead to identity theft.
- The review mentions a **competitor's name** and/or encourages purchasing from the competitor.
- The reviewer specifies in their review that **they are not yet in a position to evaluate the rated company**, or that they have not yet used its services.
- The review contains **promotional elements**, is considered spam, and/or mentions websites.
- **The rated company has intervened in the dispute**, and the reviewer wishes to update the review.
- The **reviewer has contacted Verified Reviews** or the rated company in order **to modify or delete their review**.*
- This review cannot be made public due to its **sensitive nature and the strict regulations governing the sector** concerned by the review: medical claims, product misuse, prohibited terms → *This reason applies only to medical devices, medicines, and dietary supplements.*

*If you select this reason, you will be required **to provide supporting documentation**. For example, for the reason "cannot be considered truthful," if your client says they did not receive their package, a screenshot of the delivery tracking showing it was delivered must be provided.

The Management process

Reasons for flagging a Brand review – Detailed explanation (2/3)



The review is inappropriate, offensive, defamatory, discriminatory, accusatory, racist, or includes a call for legal action: If you believe that the review is inappropriate, contains insults, seeks to damage your reputation, is racist, accuses you of illegal practices, or includes an intention to take legal action (e.g., "I will file a complaint," "scam," "theft," "false advertising," etc.), you have the option to report it for this reason.



The review cannot be considered truthful: If you believe that the review does not reflect reality and you have proof of it, the review can be removed.
Example: A 2/5 rating with the comment "disappointed, customer service did not respond" will require you to provide evidence showing that your services did indeed respond to the customer before they wrote their review.



The rating does not match the comment: This applies in cases where the comment is clearly not aligned with the rating. For example: A 1/5 rating with the comment "Great!"



The Management process

Reasons for flagging a Brand review – Detailed explanation (3/3)



The review is identified as aiming to skew the average rating of the company or contains concrete elements of conflicts of interest: The consumer intends to lower the merchant's rating and leaves negative reviews on other platforms or due to a conflict of interest (the reviewer is, for example, a competitor, a former employee, or a person attempting extortion). **You will be required to provide proof that this consumer is trying to harm you.**



The review contains personal information and/or insults: For your information, reviews including personal data (surname related to the order, phone number, and email) or insults are automatically flagged to our moderators.



The review mentions a competitor's name and/or encourages purchasing from the competition: The review encourages your clients to make purchases elsewhere or explicitly mentions the name of one of your competitors.



The Management process

Reasons for Rejecting a Product-Related Review (1/3)

- The review is considered **inappropriate**, offensive, defamatory, discriminatory, accusatory, racist, or includes a call for legal action.
- The **review cannot be considered truthful** as Verified Reviews has contradictory evidence.
- The rating does **not match** the comment.
- **The review only concerns the purchasing experience** (customer service, delivery, website) and not the features of the product or service purchased.
- The **description of the product or service features is incomplete** or is considered unintelligible.
- The review is **irrelevant** to the product being rated.
- The review is identified as **attempting to manipulate the average rating** of the product or service or contains concrete elements of a conflict of interest.
- The review includes **personal information** or any other information that could identify the reviewer, contact them, or lead to identity theft.
- The review **mentions the name of a competitor** and/or encourages the purchase of a competitor's product.
- The reviewer states in their review that **they are not yet able** to evaluate this product or service.
- The review includes **promotional elements**, is considered spam, and/or mentions websites.
- The rated company has intervened to resolve the dispute, and **the reviewer wishes to update their review**.
- The reviewer has contacted **Verified Reviews or the rated company** to modify or delete their review.
- This review cannot be made public due to **its sensitive nature and the strict regulations governing the sector** concerned by the review: medical claims, product misuse, prohibited terms → *This reason applies only to medical devices, medicines, and dietary supplements.*

The Management process

Reasons for Rejecting a Product-Related Review - Detailed Explanation (2/3)



The review is inappropriate, offensive, defamatory, discriminatory, accusatory, racist, or includes a call for legal action:

If you believe that the review is inappropriate, contains insults, seeks to damage your reputation, is racist, accuses you of illegal practices, or includes an intention to file a complaint (e.g., "I will file a complaint", "scam", "theft", "false advertising", etc.), you have the option to report it for this reason..



The review cannot be considered truthful:

If you believe the review does not reflect reality and you have proof, the review can be removed.



The rating does not match the comment:

This occurs when a comment does not align with the rating, and in a blatant manner. Example: 1/5 rating with a comment saying "Great!".



The Management process

Reasons for Rejecting a Product-Related Review - Detailed Explanation (3/3)



The review is identified as attempting to manipulate the average rating of the product or service or contains concrete elements of a conflict of interest:

The consumer wants to lower the seller's rating and leaves negative reviews on other platforms (social networks, for example) or due to a conflict of interest.

You will be required to provide proof that this consumer is attempting to harm you.



The content contains insults, vulgar language, and/or personal data:

Reviews with insults or personal data (name, phone number, email) are automatically rejected by our moderators.



The review mentions the name of a competitor and/or encourages purchasing from a competitor:


The review clearly mentions one of your competitors or invites other users to buy from the competition.




The Moderation process

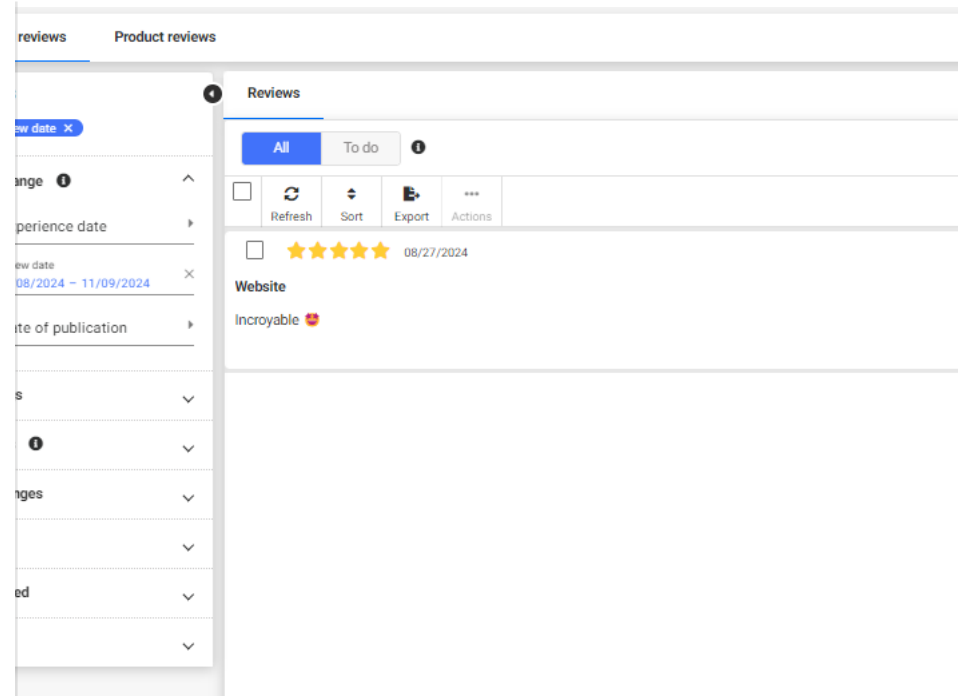
Following a flagging

When you flag a review, there are two possibilities:

 The review is **rejected**. The customer is notified of the rejection and receives a new request for a review.

 The review is **published**. You are notified by email that your request for rejection was not accepted.

You can consult the history of a review at any time by clicking on it.



Your customer is immediately **notified by email** of the reason for the rejection of their review and also receives an email inviting them to submit a new review: this re-rating email is automatically sent upon a rejection to allow them the opportunity to submit a review that complies with the Terms of Service.



The rejection of a review must **remain exceptional** and should not be requested for every negative review received.



In case of abuse, we reserve the **right to republish the review in question**, as well as all other reviews we deem publishable.

Tips and Advice for Getting Started

The 6 Types of Customers (1/2)



THE PROVOCATEUR

Very negative, this customer leaves a review to provoke a reaction from the merchant. In exchange for a reasonable commercial gesture or a simple personalized response from customer service, they would probably be ready to reconsider their review.

Be careful not to publicly disclose the nature/amount of the commercial gesture!



THE ULTRA-LOYAL

Delighted with their shopping experience or the merchant's service that exceeded their expectations, the ultra-loyal customer is the perfect advocate. Valuing their positive feedback and personally thanking them will likely increase their willingness to recommend you.



THE DISAPPOINTED

Unlike the provocateur, the disappointed customer is not as likely to change their review even if they receive a response or a commercial gesture. It's difficult to distinguish a provocateur from a disappointed customer before responding, so offering a gesture remains relevant. However, you must be prepared to accept that this approach may not work for everyone...



Tips and Advice for Getting Started

The 6 Types of Customers (1/2)



THE IMPATIENT

If something was wrong with their order, they didn't wait to receive a review request to let you know! If everything went well, a simple 'very good,' 'fine,' or something similar will suffice.



THE CONSTRUCTIVE

Whether their feedback is positive or negative, a constructive profile expresses their feelings and possibly suggests areas for improvement. Their feedback is very valuable, and when their advice can be implemented, do not hesitate to contact him again once the measure has been put in place.



THE DEFAMER

Every e-commerce business owner eventually encounters a defamer... a defamer is someone acting in bad faith, and this bad faith turns into defamation when the review is intended to be made public. In such cases, the best approach is to respond as effectively as possible, following the advice provided in the next slide as closely as possible.



Tips and advice for handling reviews

9 tips for responding to a review effectively



Thank the **reviewer** for leaving a review



Personalize your responses as much as possible



Focus on the **comments first**, not the rating



Don't blame them personally



Make your **mea culpa** (even if the responsible party is your service provider)



Be as **concrete** as possible



Respond **as quickly as possible**



Keep it **brief**



Offer **a solution**



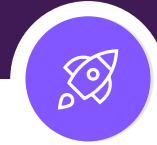
Tips and advice for handling reviews

Reminders

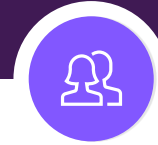


There are no truly negative reviews:

they are an opportunity for you to show how you handle customer relations after a dispute.



They lend **credibility** to your positive reviews: this proves the authenticity of your reviews, as internet users are well aware that perfection does not exist.



They are a **valuable source of information** for you: who is better positioned than your own customers to give you recommendations?

Customer First!

