

Turn that Frown Upside-Down! Use Negative Customer Reviews in a Positive Way.

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Customer reviews and ratings work. It's estimated that more than half of all web shoppers use customer-generated content, like reviews, to make buying decisions. Reported conversion rate increases of 5% to 50% have been seen.

But wait! What if shoppers say something...bad? Then people won't buy our products!

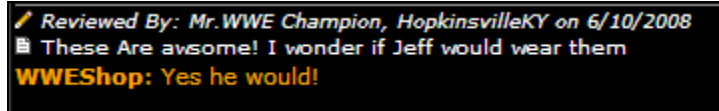
That's true; a bad set of reviews on a product can deter a shopper from putting an item in his cart. However, the benefits of reviews far outweigh the risks if you have a solid customer review/ratings system in place.

Here are 5 tips for maximizing those 'bad' reviews:

1. Look at negative reviews as a great way to quickly and easily gain product insights. You know what features make or break an item. You can get ideas for what new products people may be interested in.
2. Address questions and concerns right on your site. If there seems to be a miscommunication or lack of knowledge to your products, add a little note to the review to clarify. Just a few lines can clear up big issues.
3. Search engine optimization. You can use customer reviews to see the actual language that your customers use when talking about your products. Use that information to boost your keyword optimization for organic and paid listings. Additionally, all that fresh, keyword-rich content tells the search engines that your site has new, relevant information to share.
4. Brand experience. Research suggests people tell 10 others when they have a negative experience with a business. By providing the information customers need to make informed decisions, you can avoid this backlash of negative hype. Even if a customer chooses not to make an immediate purchase, they walk away from your site with a higher trust level than if they bought something they were disappointed with.
5. Grow your customer marketing team. Shoppers like to know their opinions matter and reviews give them the format to express their views. Additionally, many people will send a link from a product they reviewed to other people they know. Those folks could easily be like-minded people who may also be interested in your products.

So, what makes a solid customer review/ratings system?

1. Ability to add comments and explanations for customer reviews. Add notes to customer reviews to answer questions and clear up confusion.



2. Ability to monitor reviews prior to publishing. A combination of manually removing inappropriate content and automatically filtering for offensive language will help to keep your site clean.

Item No	User Name	Date Added	Title	
* VAS X37 LIST	Travis	04/25/2008	Washburn 7-string	Edit Delete
FOG				
* MR16HD LIST	Snakeskin Cowboy	04/21/2008	Save Money & Buy This	Edit Delete
* ROL GK3 LIST	Igor Pishchulin	04/20/2008		Edit Delete
GB				
* SCSTD LIST	Earl	04/16/2008	Killer Guitar, Worth every penny!!	Edit Delete
* HRK RP6 LIST	Steve Ray	04/14/2008	Rock power home studio	Edit Delete
FEN				
* 326702 LIST	MonstRock	04/13/2008	Sublime bass at a budget price	Edit Delete
BEH				
* VAMP PRO LIST	JoyMac789@aol.com	04/10/2008	professional features at at great low price	Edit Delete
SAM				
* SW7ASHK LIST	Todd Sullivan	04/09/2008	A lot for the money ...	Edit Delete

3. Customizable questions make the review process easier. Base questions on the features and categories that your shoppers find truly important.

Customer Review

Jarrold of Culdera from Richmond, VA

Overall Ranking:
 Overall ★★★★★
 Reliability ★★★★★
 Action ★★★★★
 Finish ★★★★★
 Playability ★★★★★
 Quality ★★★★★
 Tone ★★★★★

Subject: Waiting for a Les Paul was SO WORTH IT!!

Quality: This guitar is made with very careful and skilled hands...the best in the business as far as I am concerned. I have played for over 12 years and as soon as I went pro, I knew there was no other guitar that belonged in my hands. Night after night, it keeps tune and tone like no other.

Reliability: I know this guitar will be around to be passed down generations.

Overall: Once you experience the craftsmanship and playability of a Gibson guitar it is impossible to enjoy playing anything else in this players opinion.

Playability and Feel: Everyone said the heavy body was the only down-side, but I did not find that to be the case at all. It has great feel and balance. The neck on the 50's reissue is what made me want that particular model. I love the way the finish feels on the neck, and the weathered look of this ferocious beauty is enough to make anyone drool.

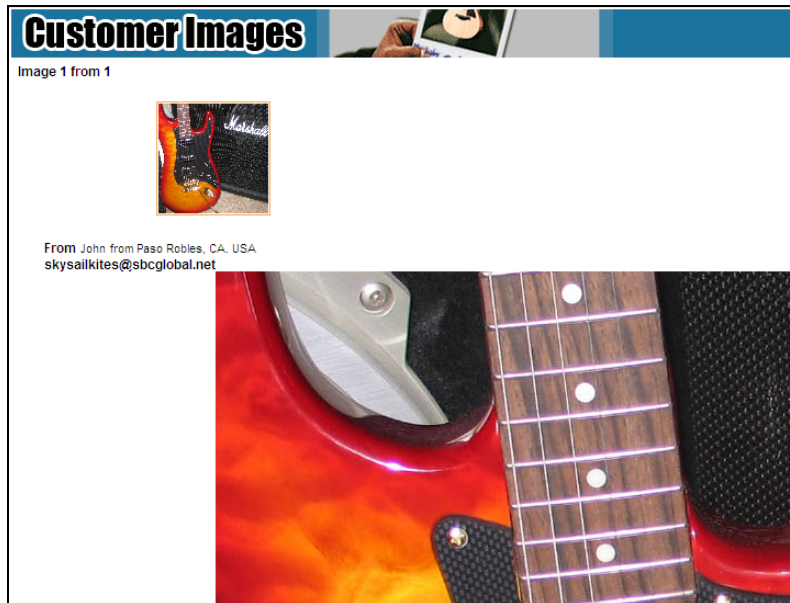
Tone: The BurstBucker Pro Pickups with Alnico magnets are nasty in the best possible way. From bright, screaming leads to a full bodied, clean verse you get everything you need.

Finish: Perfect. What else do you expect from a guitar that was hand rubbed and aged to perfection?

Action: I kid you not, I opened the case and it was IN TUNE with Brite Wire strings. I did restring it for a matter of preference, but it arrived promptly and in awesome shape.

Skill Level Semi-Pro

4. A picture is worth a thousand words. Give your customers the option to upload pictures and share how they use your products.



5. Discussion groups build community and keep shoppers coming back for added information. This is a great way to find out what is on the minds of your shoppers and then deliver.



All these features are designed to give you the opportunity to interact with your customers on a more personal level – very Web 2.0!