



A SINGLE PLATFORM APPROACH TO ONLINE REVIEWS & RATINGS FOR FULL CUSTOMER SATISFACTION

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ABSTRACT

Online reviews and ratings has become an integral part of the purchase process which has become beneficial not only for the customers to understand the products but also for companies to rectify the lacunas in buying process and to give better services to the customers. Sometimes the customer expects the repair facility like a service engineer nearby to his home. The biggest problem is there is no common platform to provide all services of the products. The paper is an effort to provide multiple facilities like unbiased product comparisons before purchase, after sales repair and real time conversations with the customer to sort out other service related issues of any brand.

KEYWORDS : Customer, E-Commerce, Online Ratings, Online Reviews.

INTRODUCTION

There is a need of single platform to satisfy all needs of the customers before purchase & after sale of products, even to non-customers[1]. The recent studies show that almost 70% of customers go through the customer reviews and ratings to take final call of purchase and almost 60% of customers prefer to purchase the same product from the website having good reviews and ratings. Most of the customers read not more than 5 reviews and take the decision whether they should trust or not. Almost 80% customers make their mind not to purchase the product just because of the negative reviews [2]. There are cases where some sellers have good service records than others. But the customers always the overall reviews and ratings about the products and make their positive or negative assumptions about the quality of the products. The business with too many bad reviews and ratings cannot survive in the market. It also then adversely effects on E-Commerce Company. Some of the E-Commerce companies are swiped out of the market just because the negligence of the bad reviews.

In other words, the reviews and the ratings give the information about the expectations of the customers and become one of the most important data set to understand the customers and modifications in system [3]. There is a need of single platform to satisfy all needs of the customers before purchase & after sale of product. The entire process can be used to compare the product features to provide after sale service to any user.

OBJECTIVES:

1. To study the correlation of Ratings system on customer demographic and perception about online retailers in E-commerce industry.
2. To understand the impact of Review practices and customer satisfaction in E-commerce Industry.
3. To identify the scope of Customer Care platform and its impact on customer brand loyalty
4. To understand the scope in providing Repair Services process by online retailers and suggesting innovative suggestion to solve the major challenges.

EXISTING SYSTEM

If the customer wants to purchase a product, there are two platforms to check the and ratings reviews of the products[4].

Online Reviews and Ratings Platform 1:

There is first platform where the customer visit E-Commerce Company like Amazon and check the details like:

a. Amazon Product Ratings

Every customer checks the ratings of the products before purchase.



Fig 1 : Amazon Product Rating

b. Amazon Customer Reviews

The customer reads the reviews of the other customers and takes the decision to purchase.



Fig 2 : Amazon Customer Reviews

Online Reviews and Ratings Platform 2:

A comparison shopping website, sometimes called a price comparison website where customer compares products based on price, features, reviews and other criteria[5].



Fig 3 : Review & Rating Platform 2

EXISTING SYSTEM PROBLEMS

1. The biggest problem is there is no platform to guide the best product purchase based on customer's expectations in the product[6].
2. There is a need of a system to evaluate negative feedbacks of customers to satisfy their expectations.
3. Where can I search if I am not a customer of a company, but I have to modify some features or overcome the problems of system. Eg: Laptop is running slow...need to increase RAM...but there are so many companies.
4. There is no platform like consultancies.

PROPOSED SYSTEM

1 User Registration

Registered users normally provide some sort of credentials (such as a username or e-mail address, and a password) to the system in order to prove their identity.



Fig 4 : User Registration

2. Job Details

The job details will help to understand the users work background which can directly relate to the mode of need & the level of understanding of the technology.

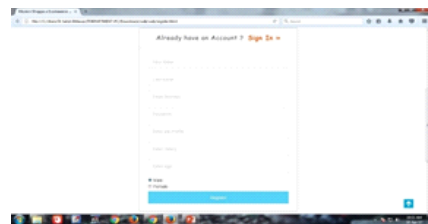


Fig 5 : Job Details

3. Select Product Category & then Comment

Then user will select the category and the product to know the details.



Fig 6 : Product Category & User Comments

4. Solutions with cost details

The user's comment, the system will find most suited solution through static pages available[7]. In repetitive conversation with the system will lead to exact problem & the system will also provide the links of the products to purchase of different brands with cost differences.



Fig 7 : Solution with Cost Details

satisfaction. There is a need of single platform to satisfy all needs of the customers before purchase & after sale of product. The entire process can be used to compare the product features to provide after sale service to any user. There won't be a need of technical knowledge of products to a user to fulfill his technical requirements

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CONCLUSIONS

The present study makes a moderate attempt to explore and evaluate strategic components in formulating long term E-Commerce strategies like customer expectations of quality[8], the problems during transactions and the risk involved. The ultimate aim of the project is to provide complete user