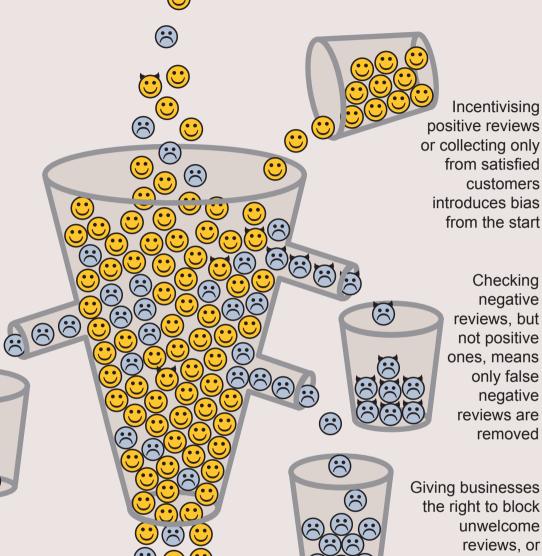
Online reviews - why customers may not get a balanced picture



Not explaining your processes well enough may discourage reviews

Dissuading customers from mentioning initial problems - even where resolved - hides the full story



Giving businesses the right to block unwelcome reviews, or delaying publication, can distort the final picture

Incentivising

customers

Checking negative reviews, but not positive

only false

negative

removed

reviews are



Positive review



Negative review



False review

