



eComEngine

Review

Consumers trust the Amazon marketplace for many reasons. One of the most obvious reasons is the quality and quantity of product reviews.

In a recent survey, the team at eComEngine LLC a leading software engineering company in the eCommerce industry, set out to learn more about how merchants leverage such product review information.

By reading this summary report, you'll gain insights into how other merchants use product reviews.

## FINDINGS REPORT

### **Amazon Product Review Seller Survey**

In this report, we summarize a recent survey administered to Amazon merchants. Learn how other sellers track and utilize product review data.

# TABLE OF CONTENTS

01 ..... Overview

04 ..... Summary of Findings

05 ..... **Question 1** – Marketplace Distribution

06 ..... **Question 2** – Sales Distribution

07 ..... **Question 3** – Product Review Us

08 ..... **Question 4** – Causes of A-to-z Claims

09 ..... **Question 5** – Product Review Trackin

10 ..... **Question 6** – Order Volume

11- 12 .... Candid Seller Feedback

13 ..... Special Offers

# Study Overview

---

Amazon product reviews serve as invaluable resources to consumers. They also help eCommerce merchants formulate inventory strategies and create awareness for the products they sell. This study takes a closer look at how sellers monitor, track, and utilize product review information.

The purpose of this study is to answer the following questions:

- What percentage of Amazon sellers use product review information?
- How do sellers utilize this information?
- How often do sellers check product reviews?
- What processes do merchants use to track reviews?

## Sample Size

In total, 625 merchants participated in the study.

## Demographics

Participants in the survey mostly represent small to mid-sized merchants. Most, if not all, are located in the United States.

## Summary of Findings

---

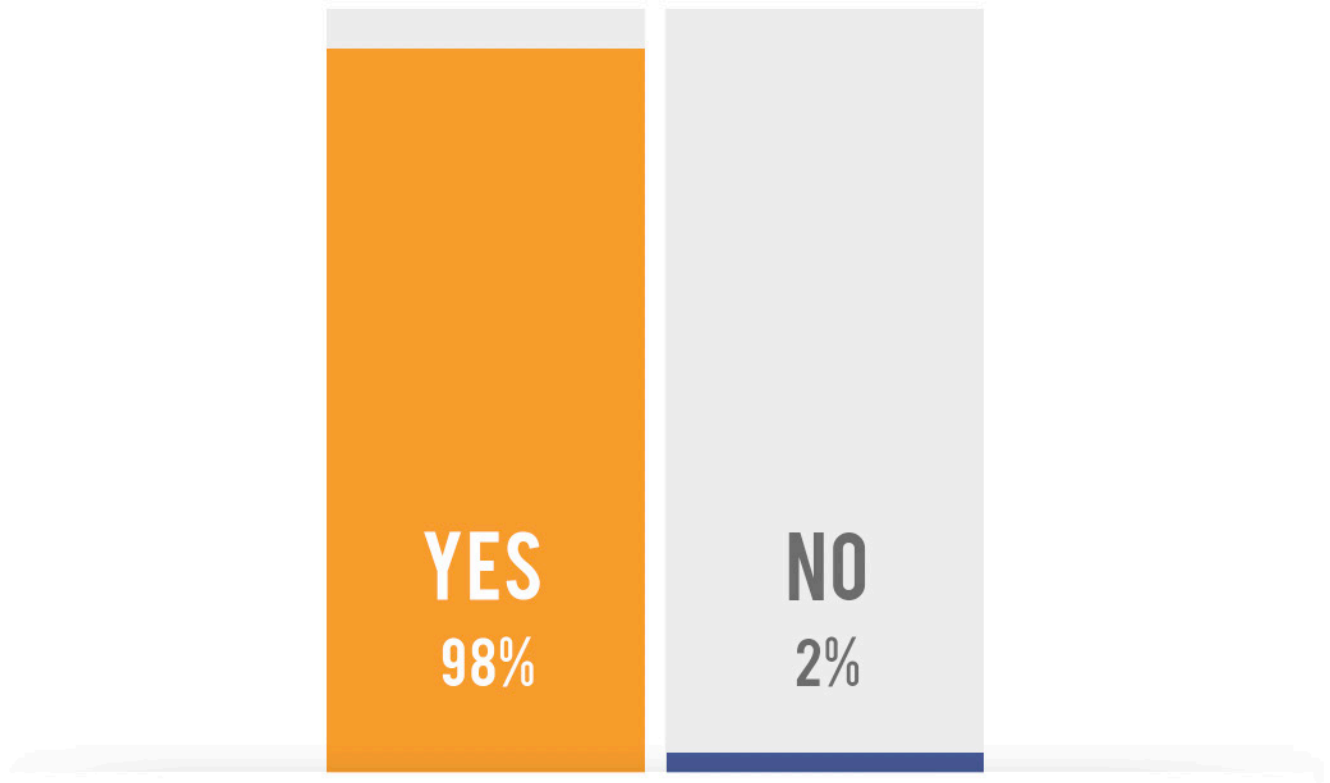
As outlined in subsequent pages of this report, it is clear that Amazon merchants keep close eye on product review data.

The following findings have been concluded from this study:

- **75%** of Amazon merchants use product review information in their businesses.
- **55%** of merchants use product review information for a variety of activities, including: sourcing, SEO and inventory decisions.
- **48%** of merchants check product review trends “occasionally.”
- Only **25%** of merchants have a standard schedule for reviewing their SKUs’ review levels.

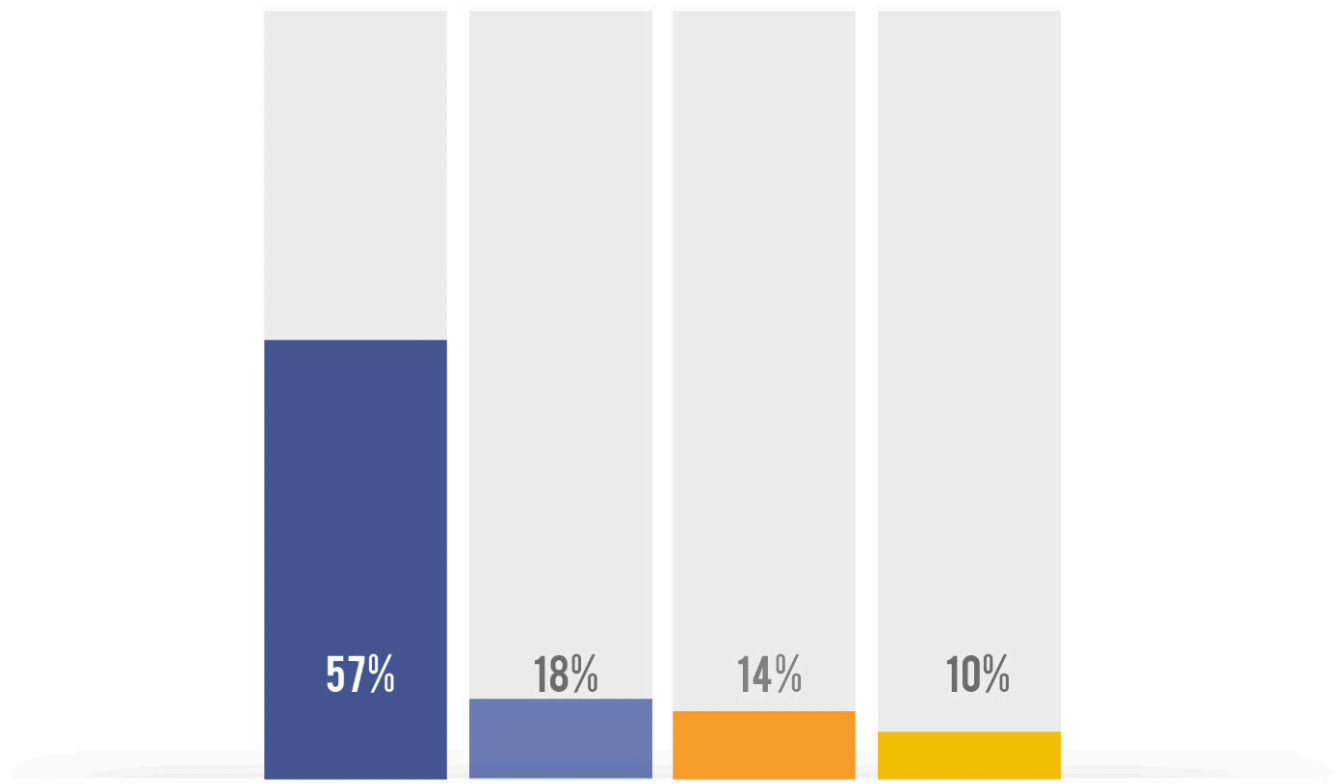
## Q1: Do you currently sell on Amazon?

---



## Q2: What % of your online sales originate via Amazon?

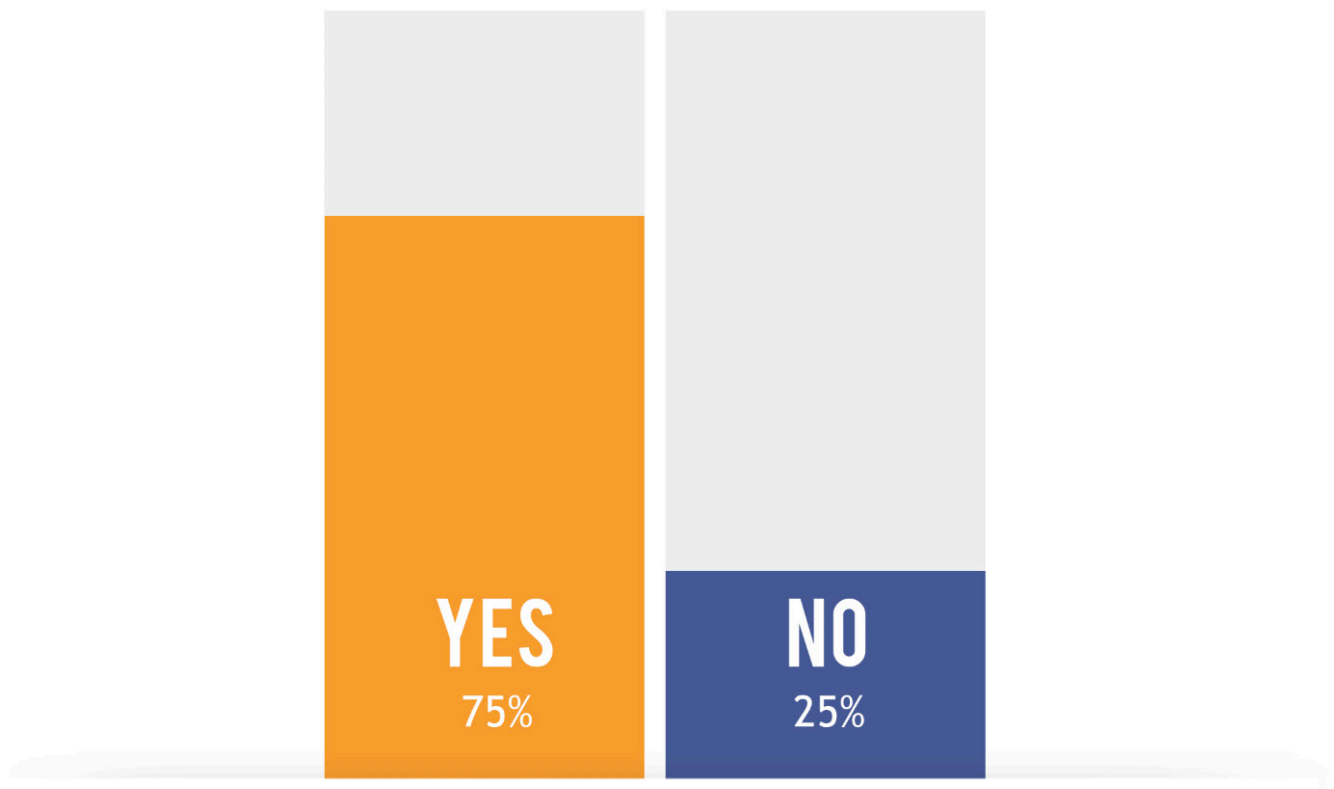
---



- >75%
- 51-75%
- 25-50%
- <25%

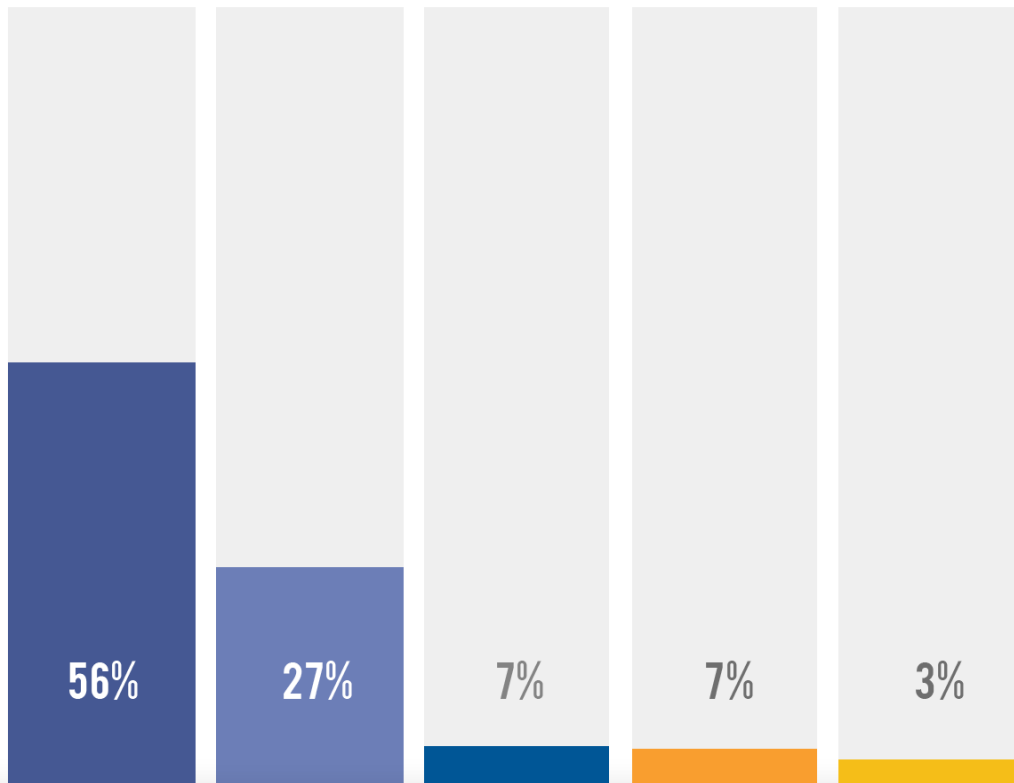
Q3: Do you use “product review” information (also known as “customer reviews”) to make decisions about product sourcing and inventory? (For example, how many “stars” a particular

---



### Q4: In general, when do you typically reference a product's reviews?

---

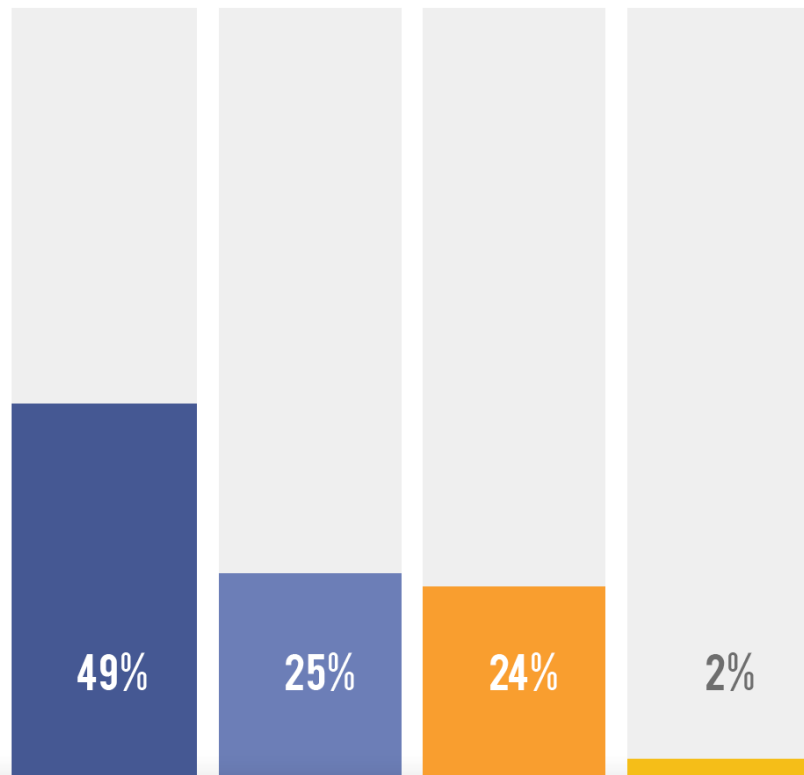


- When considering a new item to source
- All of the above
- When working on SEO for my product(s)
- After adding an item to inventory
- When deciding to drop an item from inventory



**Q5: Which of the following best describes your process for tracking an item's reviews?**

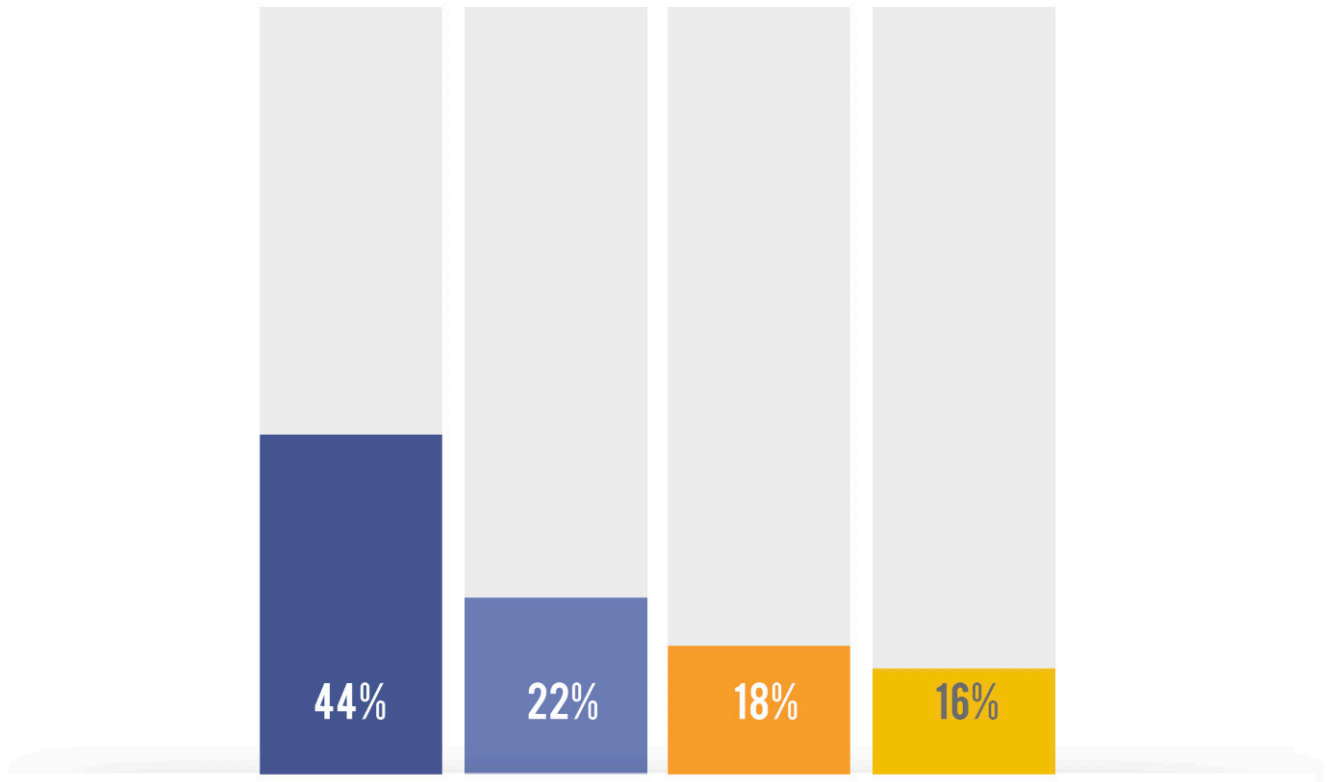
---



- I check it occasionally
- I have a standard schedule to review some or all of my SKUs
- I use a product review monitoring tool like FeedbackFive
- Other (please specify)

### Q6: Approximately how many orders do you average on Amazon each month?

---



- <500
- 501 - 1,000
- 1,000 - 2,500
- >2,500

## What is your process for dealing with negative reviews?

---

- We have our team or manufacturers reply to reviews as an attempt to rectify the customers' experience
- I replied to customer's messages, trying to understand the dis-satisfaction or solve the problem reflected.
- Refund order
- Most of our sales are FBA so we check for service level performance issues to communicate with the customer about to remedy satisfaction. Policy violations we submit to Amazon for removal
- Try to contact customer and reply directly to the review.
- Offer a refund and let them keep the item and ask to remove the review
- Contact client and try to make things right.
- I try to match up the reviewer with my sales and contact them through seller Central. If I can't match them up I comment on their review offering to fix anything that may be needed.
- Contacting reviewers directly when I can find out who the reviewer is.
- I try to link it to a buyer and follow up via email.
- Contacting customer to see if we can fix any issues that might influence them to give a better rating
- Attempt to find the reviewer, contact them first to see if we can resolve the issue, if not create a reply to the negative review and ask the customer to contact us and address their concerns or criticism the best we can.
- Check them daily. Respond to each person individually to address their concerns and keep customers happy.

## What, if any, actions do you take to improve reviews for your items

---

- We use customer reviews as a informational tool, as a way to improve our products or any other issues that customers may experience.
- We use promotion campaigns, then solicit emails and lastly call customers
- Provide better service
- Improve product quality
- Ensure fast high quality service and only sell proven reliable products. If we won't buy it for ourselves then we won't sell it to someone else.
- Change instructions and product messaging.
- Monitor reviews and try improve.
- change items from time to time
- Faster shipping, better customer service, better detailed description of the product, better accurate inventory counts
- If product defect, pass information to manufacture for improvement, better instructions, etc.
- We try to keep an open line of communication with our customers so that they know they can contact us should they have any concerns regarding their order. We do this hoping, if there was a negative experience, we can be notified first and resolve it before the customer writes a bad review. We also reach out to past customers and offer customer review programs on newer items we launch.
- Put more detail in the listing.
- Review carefully all the items and all listings.
- Resolve problems with stock and service at point of issue.



Need a better way to track and monitor Amazon product reviews?

**Upload your list of ASINs to FeedbackFive today**

eComEngine has been providing intuitive enterprise-class software solutions for Internet retailers since 2007. Our innovative and cost-effective tools help Amazon third-party sellers of all sizes streamline operations and increase profits. For more information, please visit our website, [eComEngine.com](http://eComEngine.com).

## Special Offer

Sign up for free FeedbackFive account today. All users are able to track up to two ASINs for free. If you need to track more, you can always upgrade to a paid product review tracking plan. [Click here to learn more.](#)

**Get Started for Free**