

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/216/MM/2023/15

March 2023

**Breath-in homestay: Managing Customer Complaints
Online**

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Breath-in homestay: Managing Customer Complaints Online

Abstract:

The last quarter's result for Shopnow, an e-commerce platform, has just been announced. Uday Maheshwari, CEO of Shopnow, has called for a meeting with the heads of all departments.

Shopnow is losing its sales from all the products, with a decrease of 12% from last year. While the sale of popular products is not a serious issue, sales of new products are declining. Moreover, customers visit the website but leave without buying anything. One main reason that came out of the research is that customers are not writing customer reviews on the website, which are helpful for the review readers to know more about the product. Due to a lack of product knowledge provided by customer reviews, customers are not able to make any purchase decisions and shift to other competitors. Now, Deepak Tiwari, Marketing Manager at Shopnow, is thinking about whether a decrease in consumer reviews could be a cause for declining sales. In the recent past also, Deepak had introduced the strategy of asking for consumer reviews immediately after the product is delivered. While this strategy increased the number of reviews to an extent, many reviews did not have any text attached. Consequently, consumer reviews were not of any help to review readers as evidenced by decrease in helpful votes for reviews. Now, Deepak and his team have to formulate a new strategy to increase customer reviews on the platform.

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