WEB BASED ONLINE REVIEW MANAGEMENT SYSTEM

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ABSTRACT

A review management system is a digital platform designed to help businesses monitor, manage, and respond to customer feedback and reviews. An online web-based review management system is a software platform that helps businesses manage their online reputation by monitoring and responding to customer reviews and feedback. The system aggregates reviews from various online sources, including social media, review sites, and business directories, and provides tools to analyze and respond to feedback in real time. This type of review management system is accessible through a web browser, making it easy to use from anywhere with an internet connection. The benefits of an online web-based review management system include improved customer satisfaction, increased revenue, and a stronger online reputation. This abstract provides an overview of the key features and benefits of an online web-based review management system for businesses of all sizes and industries.

1. INTRODUCTION

Customer feedback and reviews are one of the most powerful tools you can deploy on your site to drive conversion and build trust with your visitors. When visitors see glowing feedback from real customers, they are more likely to act. In fact, a good review can make the difference between a customer picking you or picking your competitor.

Customer feedback systems needn't be complicated or expensive to build into your site. The customer feedback system we offer can easily slot into your existing website for you to start reaping the rewards. Easy management combined with a powerful feature set ensures that our system will deliver a positive return on investment. Most consumers actively look for product reviews when browsing products and services online. As an online business owner, an online review system can help you build trust with your target audience, increase transparency, and create value for consumers. Simple, effective web-based customer feedback management system, forums, help desk software and support ticket system, empowering customer support. Feedback Management System is affordable and

an effective feedback application for organizations to spread the brand value, increase operational Insurance Management System

2. PROSPECTIVE APPLICATION

A review management system can help businesses monitor online reviews on various review sites and social media platforms. The system can notify businesses about new reviews and provide a centralized platform to view and respond to reviews. A review management system can aggregate reviews from multiple sources and display them in a single location. This allows businesses to get a comprehensive view of their online reputation A review management system can help businesses respond to reviews quickly and efficiently. The system can provide templates for responding to common issues and enable businesses to customize responses based on the review's content. A review management system can analyze reviews to identify trends and patterns in customer feedback. This can help businesses make data-driven decisions to improve their products or services. A review management system can help businesses manage their online reputation by highlighting positive reviews and addressing negative ones. This can help businesses build trust and credibility with their customers.

3. RELATED WORK

The study aims to provide insight into a complete online review management (ORM) strategy. In order to find out the guidelines for managing reviews, both secondary and primary data were collected. Based on secondary data Framework I was developed explaining the role of online reviews whereas Framework II presents the ORM guidelines. The primary data collection consisted of five interviews with managers of hotels which are diverse in types, sizes and locations. Those hotels are chosen as they are indicated to be practicing ORM. The results show that ORM guidelines include five efforts i.e., a) creating a remarkable guest experience, b) encouraging online reviews, c) monitoring online reviews, d) responding to online reviews and e) acting upon attained information.Develop a conceptual model for measuring the impact of review components on the beliefs and behaviour of online customers. In developing the theorise majestical model (called the influence of review components model, or IRCM), we synthesize the theory of reasoned

action with theories in social psychology, consumer behaviour, and trust to categorize review components and conceptualize the salient beliefs of consumers toward online reviews. We expect that IRCM and its empirical results provide an initial guideline for a rigorous approach to designing online review systems and testing their effectiveness before full deployment.

- **The role of online reviews on hotel industry and consumption**

They found that online reviews are used mostly to inform accommodation decisions. 77.9% of the respondents think that reviews are very important to decide where to stay. A majority of review readers think that reviews increase confidence and decrease risks in decision-making. Ye, Law, Gu and Chen (2011) also found that online consumer reviews are one of the most essential variables in lodging choice. sales. World Travel Market (2010) revealed that "35% of travelers change their choice of hotel after browsing social media". In terms of economic figures, online reviews influence $10 billion a year in online travel purchases (Ye et al., 2011).

- **Online review management**

Understanding the importance and benefits of online reviews on hotel industry is the first step to business's online review management efforts. When the "why do it" and "what to gain" have been approached, then "how to do it" should be the following issue to be addressed. This section is dedicated to how hotel managers can manage online guest reviews.

"A boost is in your online reputation. A stream of new customers. What's holding your business back from fully realizing the benefits of online reviews?" Couzin and Grappone (2014) pose this question to make hoteliers understand their opportunities in the age of consumer-generated content, since what is being said about the business has shifted from the hands of marketers to consumers, and the Internet makes those messages available for just anyone. This is commonly perceived as threats and troublesome for business owners. Whether hotels see this transformation as positive or negative, online reviews are not going anywhere; thus, making online reviews produce positive effects is the way to go for businesses. There are several studies that have been done about the impact of online reviews on the hotel industry and businesses in general. Some articles cover certain activities that

need to be done to manage online reviews. Only Couzin and Grappone (2014) take the first step of defining what online review management is. According to the authors, ORM is a function of online reputation management in which

4. PROPOSED SYSTEM

The proposed Review system contain three modules

Super Admin:

▶ Super Admin is the owner of the proposed review system.

▶ Super admin have all the rights, perform all the operations like add, update, delete.

▶ Maintain all the database information regarding product reviews.

companies practice certain guidelines to understand guest public opinions about their brands and take an active role to attain favourable sentiments.

▶ Maintain user records

Admin:

▶ Admin is the Business owner to registered itself.

▶ Add product details

User:

▶ User is the person to visit the web portal. Read the product reviews or give the product reviews.
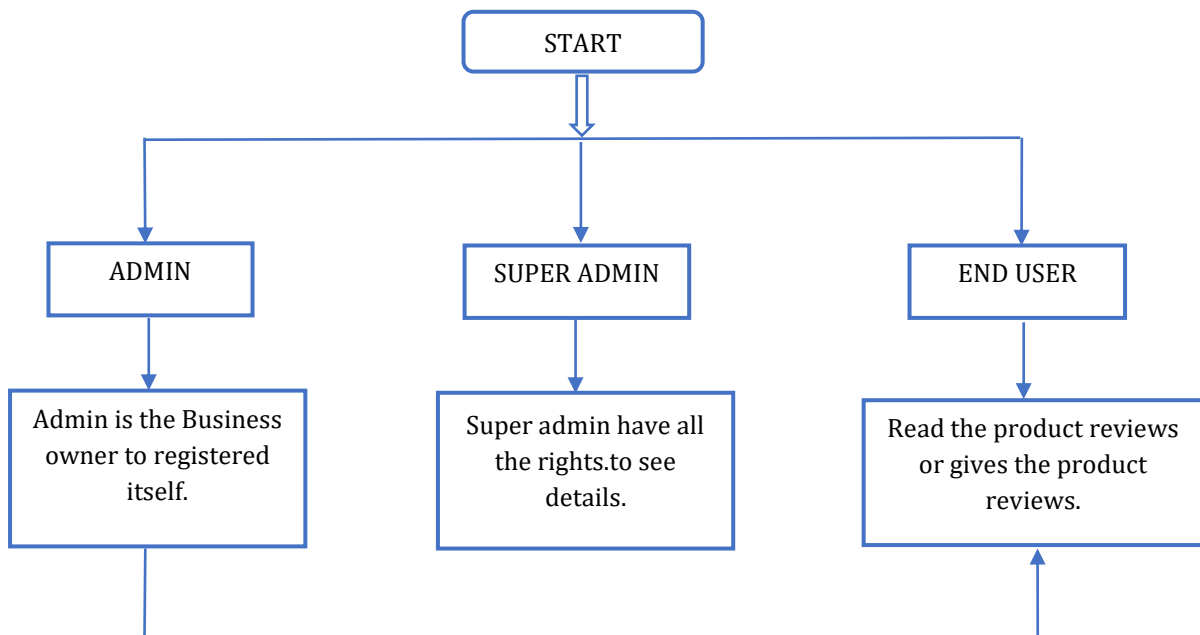

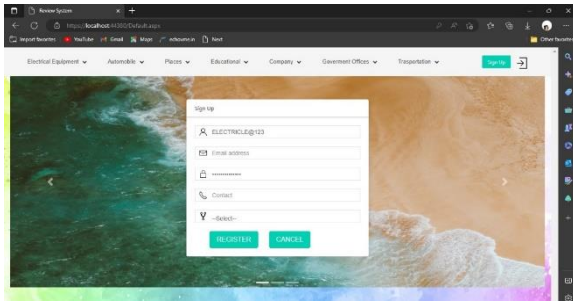**Figure1: Flow Chart**

4.1 Home Page

This is the home page of our website. The user can write reviews here.

4.1 Home Page

4.2 Registration Page

The admin will have to sign up on this page to put any information on the website

4.2 Registration Page

4.3 Login Page

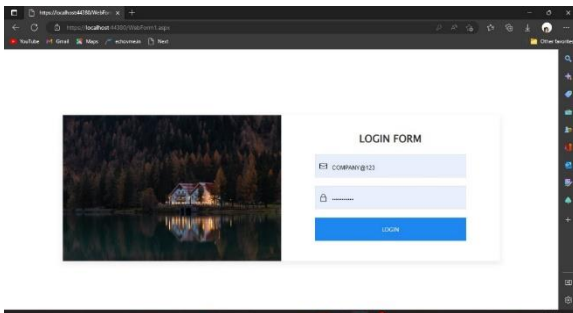After the admin registers themselves, they will have to login on this page.
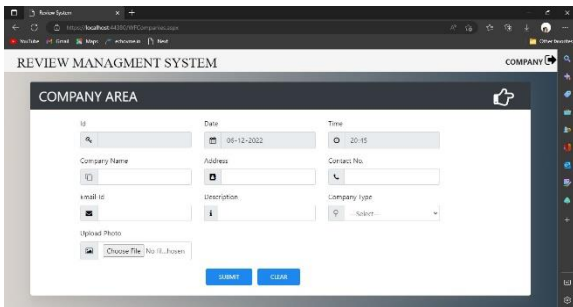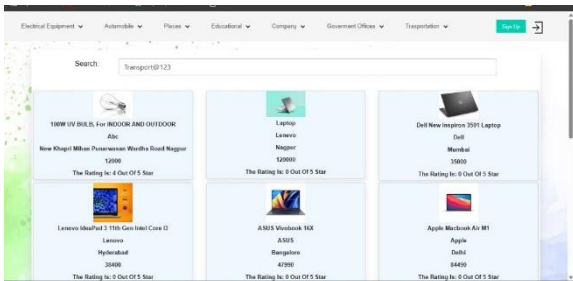

Fig.4.3 Login Page

4.4 Company's detail

Fig.4.4 Company's detail

4.5 View Page Electrical Equipment

4.5 View Page Electrical Equipment
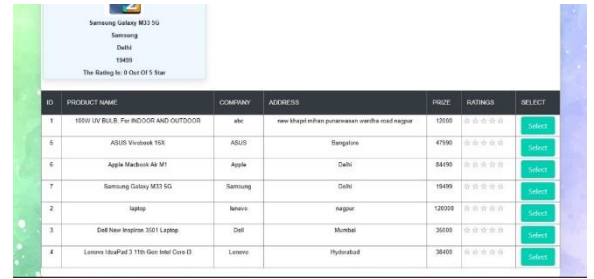
4.6 Rating Page

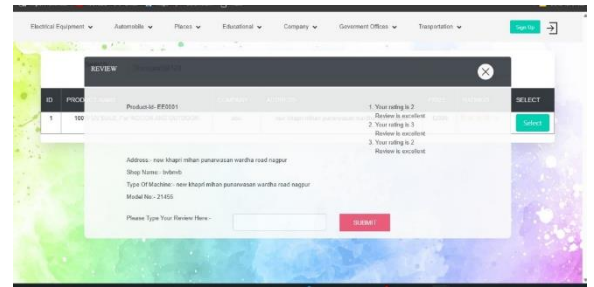**Fig.4.6 Rating Page**

4.6 Review Page

Fig.4.7 Review Page

CONCLUSION

It can be concluded from this paper that creating a The study is trying to recognize the web-based review system development and evaluation. The business owner will upload the product details on the website. In this project we will try to cover all the sectors such as automobile, electronics, educational, medical, governmental offices, tourist places, manufacturing industries, etc. The user can give the reviews and ratings of products and feedback to the reviews. Based on reviews and user ratings, you will know how the product is.

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