

How Reckitt Unified Customer Reviews and Questions Across 60+ Retail Channels for Better Insights & Compliance

Reckitt manages a global portfolio of health, hygiene, and nutrition brands across multiple markets. Reviews from Amazon, Bazaarvoice, Flipkart, and retailer sites were fragmented, limiting visibility, consistency, and compliance. To improve efficiency, Reckitt centralized review management in Salesforce using Reputation Studio, unifying channels, product mapping, moderation, and reporting in one platform. This created a single source of truth for consumer feedback—enabling faster insights, stronger brand consistency, and achieving its 24-hour SLA goal for review and Q&A responses globally.

17,000+ Products

Monitored globally in real time

60+ Retail Channels

Centralized into one central workflow

250,000+ Reviews

Monitored and analyzed monthly

1.8x rating increase

in average star-rating after agent response

“When our agents respond promptly to a one- or two-star review, many customers update their feedback to four or five stars. That direct impact shows how valuable timely engagement can be.”

Miral Abbas

Global Business Analyst
Reckitt