

Lysol disinfectant products have been among the top-searched items in the health category on Amazon, as millions of consumers hope to ward off the coronavirus. That spike in volume created a surge in ratings and reviews that Lysol's maker, Reckitt Benckiser, is only now able to manage effectively.



“Volume has been up multiple-fold across all channels,” says Miral Abbas, global business analyst. “We would definitely not have been able to handle the volume efficiently without Reputation Studio.”

Indeed until 2019, Reckitt, a £12.8 billion UK-based giant, relied on phone, email and, yes, snail mail to manage and respond to customer reviews. With dozens of brands including Mucinex, Clearasil, Woolite and

Calgon sold worldwide, that was not sustainable or effective in an era where customer-centricity has become a key differentiator.

As part of a broader company-wide digital transformation, Miral's organization overhauled its customer review and response process with Reputation Studio, which empowers brands to monitor, analyze and respond to reviews across all channels.

The goal was to deepen relationships with consumers as it expanded its online business with Amazon and others, while increasing efficiency in managing and responding to customer reviews.

In the midst of a global pandemic, customer engagement is more important than ever, a point driven home in April by Reckitt's CEO Laxman Narasimhan, who told the Wall Street Journal that "in some industries you'll see a shakeout where the companies that win are ones that understand consumers."

And digital tools are the linchpin that enable brands to do just that. Other "data scraping" tools gave Reckitt visibility into online reviews but no easy, scalable way



Reputation Studio

to respond quickly to customers, who post upwards of 5,000 reviews about its products each month just in North America. By not responding consistently and in a timely manner, Reckitt was missing an opportunity to validate customers' experiences and demonstrate that their feedback, whether positive or negative, matters to the brand.

This evolution in reputation management has taken on greater urgency as the company has expanded its eCommerce business, particularly on Amazon where with one click, consumers can post reviews and ratings for tens of millions to see.

"What we're trying to do, is move away from being complaint managers to engage with customers and help them love our brand."

Miral Abbas, Reckitt Benckiser

How? Reputation Studio enables Reckitt customer care agents in its ten largest markets to easily curate online reviews, pulling them into a platform from which they can respond. This saves them the time and effort (as was the case previously) of creating a case in a separate system, which would live in its own data silo and

not typically be shared more broadly with key stakeholders. The system generates reports on customer sentiment which are shared with eCommerce, marketing and product quality stakeholders across geographies.

"The company looks at these reports at a high level, and not only enables us to speak with one voice to the customer but also to cross-functionally gauge reaction to new products and take action if necessary," says Miral.

Being able to manage and respond to reviews and ratings quickly, effectively, and at scale, is only half the story. For Reckitt, it's also critical to use the system to speak with a single voice across geographies. It does the brand no good if, for example, an agent in Kansas responds to an inquiry about Air Wick one way while an agent in Canada responds about the same product another way. That's where a streamlined approval process comes in. Reputation Studio supports a robust process approval workflow that ensures consistent, on-brand messaging. If an "approval required" box is checked,



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agents cannot respond directly. Instead, they submit the review for approval to appropriate stakeholders; the approvals they submit the review for approval to appropriate stakeholders; the approvals can be segmented by brand, eCommerce channel, language, region and more.

Reviews can also be tagged - for example, a one-star review or words like "adverse reaction" - which would automatically prioritize and escalate the response.

For reviews that do not require approvals - simply thanking a customer for positive feedback - templates can be customized by brand.

"The whole idea is to add more automation and take the load off agents so we can focus on engaging with consumers where it matters and on a more personal level," says Miral.

Reputation Studio has already helped Reckitt make its customer engagement process more efficient. Three examples: a diminished backlog of reviews awaiting response, shortened average response times, and the ability to handle more reviews with no increase in staff.

It's an important first step in the transformation of its customer engagement processes and capabilities. Next up, it will migrate to Salesforce Service Cloud, into which rating and review data from Reputation Studio will automatically flow. This will give agents an even broader view of customers as well as more automated, smarter service capabilities.

It's a natural evolution, as reviews are an extension of customer service, and Reputation Studio has long been a Salesforce partner on AppExchange.

Reckitt is also exploring new ways to automate responses, and apply artificial intelligence to automatically route approvals to sales, marketing or customer service teams.

"We're exploring all the ways that Reputation Studio can help us," says Miral.

"We've already become more efficient, and now it's about how we can apply technology to help consumers. We want them to know that we're listening and we're here."



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