

Online Ratings & Reviews Management

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a ratings and reviews management plan for online FMCG — generating genuine reviews, responding to negatives, spotting product/quality signals in feedback, and compliant review-building — so your star rating (which drives rank and trust) stays high. Use it to manage online reputation. For listings use the E-Com Listing & Content Optimization tool.

Purpose of this tool & output

Protect and grow your star rating

How the output is used

Use it to protect and grow your star rating — an online ratings and reviews management approach across marketplaces.

Important cautions

Never buy or fake reviews; platforms penalise it. Fix the product issues reviews reveal.

Companion documents

- E-Commerce Marketplace Launch
- Quick Commerce Onboarding
- D2C Website & Store Setup
- E-Com Listing & Content Optimization
- Marketplace Ads & Visibility Plan
- Q-Commerce / E-Com Unit Economics

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.