



The image shows a top-down view of a person's hands interacting with a laptop. The left hand holds a white cup of dark coffee. The right hand is on the laptop's trackpad. The laptop screen displays a product review page for a smartphone. The page has a white background with orange and grey accents. It shows a star rating of 2.8 out of 5 stars based on 1,169 reviews. A bar chart on the left shows the distribution of star ratings: 5 stars (30%), 4 stars (11%), 3 stars (10%), 2 stars (11%), and 1 star (38%). Below this, there are sections for 'By feature' and 'By customer groups & interests'. The 'By feature' section lists 'Picture quality' (3.2), 'Easy to use' (5.0), and 'Battery life' (2.7). The 'By customer groups & interests' section lists 'Cricket' (3.0), 'Amazon Devices' (2.9), and 'Motorola' (2.8). On the right side of the screen, there are several individual reviews. The first review is from 'Unknown' with a 2-star rating, dated February 10, 2019, and a 'Verified Purchase' badge. The second review is from 'valerie walker' with a 4-star rating, dated February 8, 2019, and a 'Verified Purchase' badge. The third review is from 'leonard d.' with a 5-star rating, dated February 9, 2019, and a 'Verified Purchase' badge. The fourth review is from 'Disappointed customer' with a 1-star rating, dated February 5, 2019, and a 'Verified Purchase' badge. The fifth review is from 'Marian v.' with a 5-star rating, dated February 6, 2019, and a 'Verified Purchase' badge. The text 'MANAGE YOUR PRODUCT REVIEWS AND QUESTIONS!' is overlaid in large, bold, black capital letters across the center of the image.

# MANAGE YOUR PRODUCT REVIEWS AND QUESTIONS!



**gominga**  
THE REVIEW COMPANY

Monitoring, alerting, analysis and interaction – we help you to manage your product reviews and product questions across all ebusiness platforms such as Amazon, AO, Google Play, Walmart or Zalando with the cominga Review Manager!

## YOUR BENEFITS

- › **Product Improvement:** make use of the feedback from your end consumer! Product reviews as market research!
- › **Sales Up:** Increase your conversion and sales – directly and indirectly across all channels!
- › **Benchmarking:** Know your competitors' strengths and weaknesses!

## OUR SERVICES

- › **Be up-to-date:** do not miss any review or question and be on top of things
- › **E-Mail alerts:** receive instant email alerts whenever a negative review or question pops up
- › **One-stop-shop:** coverage and integration of all reviews from any platform, e.g. Amazon, GooglePlayStore, Otto, Trustpilot, Walmart, Zalando etc.
- › **Ticket system:** our fully integrated ticket management system allows for easy and scalable interaction with end consumers across your organizational departments
- › **One tool, one login:** easy and simple to use SaaS tool for all your products and all your platforms
- › **Immediate use, anytime, anywhere, with multiple languages**
- › **Sentiment analysis:** aspect-based sentiment analysis as market research and to analyze big data
- › **Tagging:** classify all reviews, questions and issues and evaluate content for deeper insights
- › **Customer interaction:** communicate directly with your end consumer using templates and text blocks to speed up your manual work

# THE GOMINGA REVIEW MANAGER

## One tool – tailored to your needs!

Based on our starter package you can book several additional modules. This way you can pick and choose to get a solution which addresses your specific needs!

### STARTER PACKAGE

Generate insights that help you take action.

**Ratings:** Evaluate product reviews and questions on the most important e-business platforms, local and international

**Dashboard:** See all reviews and questions at a glance, with various analysis and drill-down options

**Improvement:** Identify market opportunities and problems at an early stage with our continuous analysis of product reviews and questions

**Feedback:** integrate customer feedback into your product development & strategy work

**KPIs:** Check the strengths and weaknesses of your products



## ADDITIONAL MODULES

### ★ Content+

Use additional information on your reviews and questions incl. the entire history on the respective platform

### ★ Response+

Empower your customer service and interact directly with your consumer; respond to product reviews & questions with a fully integrated ticket management system

### ★ Analytics+

Further analyze all reviews, questions and processed tickets by tagging/classifying them and gain valuable insights on the reasons behind customer complaints

### ★ Sentiment+

Use sentiment analysis on product feedback to identify the strengths and weaknesses of your products. Market research enabled by online customer feedback.

### ★ Competitor+

Monitor not only customer feedback on your own products but also on your competitors! Compare the strengths and weaknesses of your competitors!

# MANAGE YOUR PRODUCT REVIEWS FROM OVER 25 EBUSINESS PLATFORMS – WITH ONLY ONE TOOL!

We cover all relevant platforms (some examples)

Amazon

Costco

Otto

AO

GooglePlay

Walmart

Bazaarvoice

LaRedoute

Zalando

**92%** Nearly 92% of shoppers read online reviews before making a purchase

(Spiegel Research Center)

**81%** of buyers are influenced in their buying decision by reviews (Zendesk)

**78%** of consumers say that brands replying to reviews makes them believe the company really cares about their customers (Bazaarvoice)

# OUR CUSTOMERS ARE OUR BEST REFERENCE



You want to learn more about our products and see our tool live?

Give us call at +49 (0) 89 1222 34 777

or visit us at [www.gominga.com](http://www.gominga.com)

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