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## Reviews, referrals and ramblings - how the public can rate your business



In today's environment, the customer certainly reigns supreme. And their opinion matters more than ever before. Not just as feedback for you to improve your products and services, but also in internet reviews, blog posts, and forums, where a good experience - or bad one - is there for the whole world to read.

Annoy someone on [ebay](#) and you get negative feedback next to your name. If you're an author and someone doesn't like your book, they'll write bad review on [Amazon](#).

There are even entire websites dedicated to raving about or dumping on your florist, lawyer, hairdresser, computer seller ... you get the idea. [Rave About It](#) encourages you to rate local businesses and write a short blurb about your experience.

### For all the world to see

Disgruntled customers don't just vent to their friends anymore, they can share their woes and ker-blam your business on the web. And there review is there to stay.

Visit forums for pregnant woman and you'll find people freely discussing the pros and cons of various obstetricians and specialists - slamming the bedside manners of some and praising the professionalism of others.

Even businesses with podcasts on the [iTunes](#) store are at the mercy of any pundit who wants to take a poke. If you visit the iTunes store for [Deloitte](#) Australian Insights, this respectable offering has a scathing comment at the very top of the review from someone who dubs it "sycophantic rubbish", among other not-very-flattering descriptions. Trouble is that Deloitte can't erase the review.

I think reviews and referrals are great. I certainly do a lot of research this way before I make a major purchase. But the problem is that most reviews are anonymous. Sure, the reviewer uses a screen name but there is no simple way to know whether the reviewer is bona fide, a cranky former employee of a competitor playing dirty.

Do you pay much attention to reviews? And are you concerned your business is in danger of an unfair blasting from an anonymous source?

Posted by Valerie Khoo  
May 2, 2007 6:46 AM

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My website is designed to take the initiative - the left is what we offer and the top right has 4 buttons that tell visitors everything about us. That way, whatever anyone says, any listener can see the facts for themselves - if they aren't interested in the facts, I'm not interested in them!

- Posted by: Grant Hyman at May 2, 2007 10:04 PM

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