

DIN ISO 20488:2019-03 (E)

Online consumer reviews - Principles and requirements for their collection, moderation and publication (ISO 20488:2018)

Contents		Page
National foreword		4
National Annex NA (informative) Bibliography		4
Foreword		5
Introduction		6
1	Scope	7
2	Normative references	7
3	Terms and definitions	7
4	Guiding principles and organizational commitment	9
4.1	Guiding principles	9
4.2	Organizational commitment	10
4.2.1	Culture	10
4.2.2	Code of practice	10
4.2.3	Terms and conditions	10
4.3	Continual improvement	11
4.4	Communication channels	11
4.4.1	General	11
4.4.2	Dedicated contact channel for suppliers	11
4.4.3	Providing feedback to suppliers	11
4.5	Resource capability	11
5	The collection process	12
5.1	General	12
5.2	Responsibilities of participants	12
5.2.1	The review author	12
5.2.2	The review administrator	12
5.3	Consumer review features	13
5.4	Solicited consumer reviews	13
5.4.1	General	13
5.4.2	Invitation	14
5.4.3	Invitation date	14
5.4.4	Multiple consumers	14
5.4.5	Use of the consumer database	14
5.4.6	End of invitations	14
5.5	Unsolicited consumer reviews	14
5.5.1	Control of the identity of review authors	15
5.5.2	Verification of consumer experience	15
5.6	Minimizing biased and fraudulent reviews	15
5.6.1	Purchase of reviews	15
5.6.2	Reviews collected with reward	16
5.6.3	Reliability of collection process	16
5.7	Review questionnaire/collection form	16
5.7.1	General	16
5.7.2	Questionnaire/collection form structure	16
5.7.3	Total rating of the product or service	16

6	The moderation process	17
6.1	General	17
6.2	Conditions	17
6.3	Staff moderating consumer reviews	18
6.3.1	Staff's role	18
6.3.2	Staff competencies and resources	18
6.4	Moderation characteristics	18
6.5	Analysing review content	18
6.5.1	Performing the analysis	18
6.5.2	Outcomes of the analysis	19
6.5.3	Automated moderation	19
6.5.4	Manual moderation	19
6.5.5	Consumer review moderation time limit	19
6.6	Rejection of a consumer review	20
6.7	Removal of reviews	20
6.7.1	By the review author	20
6.7.2	By the review administrator	20
6.7.3	Informing the review author	20
6.8	Editing the review content	20
6.9	Assessing the moderation process	21
6.9.1	Continual improvement of the moderation process	21
6.9.2	Sampling	21
6.9.3	Test reviews	21
6.9.4	Survey of review authors	21
6.9.5	Removal of non-compliant reviews	21
7	The publication process	22
7.1	General	22
7.1.1	Considerations for the review administrator	22
7.1.2	Accuracy of the review	22
7.1.3	The default display	22
7.1.4	The review submission and consumer experience date	22
7.1.5	The profile information	23
7.2	Overall ratings	23
7.3	Time limits for ratings	23
7.4	Ensuring transparency of the review publication process	23
7.5	Conditions and procedures	24
7.6	Publication time	24
7.7	Flagging a review containing illicit or inappropriate content	24
7.7.1	Access to flagging	24
7.7.2	Manual moderation of a flagged review	24
7.8	Right of response by the suppliers reviewed	24
7.8.1	General	24
7.8.2	Moderating the supplier's response	25
7.8.3	Publishing the supplier's response	25
7.9	Criteria for removal of reviews after publication	25
7.9.1	General	25
7.9.2	Request by a review author	25
7.9.3	Time limits related to removal	25
7.9.4	Retention of records	26
7.10	Loss of the right to submit reviews	26
7.11	Fraudulent reviews	26
7.12	Publication of reviews from another review site	26
	Bibliography	27