

Review guidelines of eKomi Ltd.

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eKomi
The Feedback Company



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In the following the review guidelines of

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are published.

§ 1. Description of the service

eKomi is a leading provider of trustworthy and smart feedback-solutions. With real customer reviews eKomi is an independent third-party service, built to facilitate authentic trust for consumers shopping online. The eKomi service offers the entire process of professional review management. This includes requesting the feedback of those having completed a purchase, providing a verification method to ensure they were in fact a customer, and the release and publication of the reviews on websites and in search engines.

The following guidelines demonstrate the transparency of the eKomi feedback system and the operational methods used by the professionally trained review managers and mediation team members.

Preamble:

Michael Ambros founded eKomi at the beginning of 2008 with the goal of bringing more integrity and transparency to the e-commerce industry. From the beginning it was clear to him that the use of technical safety mechanisms (like SSL certificates), and third-party seals of approval already existed. However, using the reviews of thousands of satisfied customers through a third party platform, and then serving as their own self-standing seal of approval demonstrating the quality and trust of a website was until then new.

With eKomi's sophisticated software, feedback requests are sent out exclusively to real customers who have completed a verified transaction. Since their start, eKomi has carried out over 10 million successful customer surveys, and supervised thousands of arbitration processes, while helping millions of end customers choose where to shop online.

The success of eKomi is largely based on their unique software that allows for independent customer evaluation, leaving out the ability for feedback to be manipulated. Another major factor for their success is the skills of their independent eKomi review management - and mediation

team. They check the reviews and in the case of a dispute, support both parties to find an agreeable solution.

These processes are described in more detail below.

§ 2. Receiving Reviews

The first key element of eKomi is that companies using their service receive reviews. It is also very important that the company being reviewed is unable to manipulate the reviews, and that third parties are unable to misuse the feedback system.

For this purpose eKomi developed an intelligent software which is certified by several hundred international providers of online-shop software. The software exclusively allows real customers to submit a review after having verified that they completed a transaction with the company they are reviewing.

The eKomi webservice interacts with the database of the company directly. x^1 days after a completed transaction an e-mail is automatically sent over the server of the company using eKomi, asking for feedback to be left through the eKomi service. Transactions are only taken into account after the technical integration of eKomi. If an e-mail ends up in the spam filter or does not reach the customer, eKomi advises the concerned customer to write an e-mail to the following address: info@ekomi.co.uk. In this case, eKomi enables the customer to make up the review.

¹ Whilst the installation of the eKomi software the company can configure the period of time x after which the end customers should receive the review mail.

Bitte bewerten Sie:

1 **Wieviele Sterne geben Colorway?**
Um die zutreffende Sternanzahl auszuwählen, klicken Sie mit der Maus auf den Stern!

2 **Ihre persönliche Bewertung**
Hilfestellungen für Ihre Bewertung:
» War der Einkaufsprozess einfach?
» Sind Sie mit dem Service zufrieden?
» Was können wir für Sie verbessern?

Sie haben gewählt: **Durchschnitt**

Geben Sie hier Ihre persönliche Mei

Figure 1: Giving of the review of a customer

§ 3. Submitted customer reviews

After the review has been submitted it must be approved by the experienced staff at the eKomi customer review centre. The company itself has no possibility to change or delete reviews provided that it contains no offensive content.

3.1 Examination of the customer reviews

Reviews that contain obvious insults, xenophobic, criminal or offensive content, or data that is protected by law or other regulations; give eKomi the right, and need to delete the customer review.

3.2 Publication of testimonials

After being approved the customer reviews are released and published immediately on the eKomi certificate page for the company receiving the review. The reviews are separated in to positive, neutral and negative feedback and are displayed in chronological order. The company being reviewed also has the chance to provide a response to any customer opinions which is then showed on the same certificate page.

Satisfaction barometer

Determined out of 2008 reviews

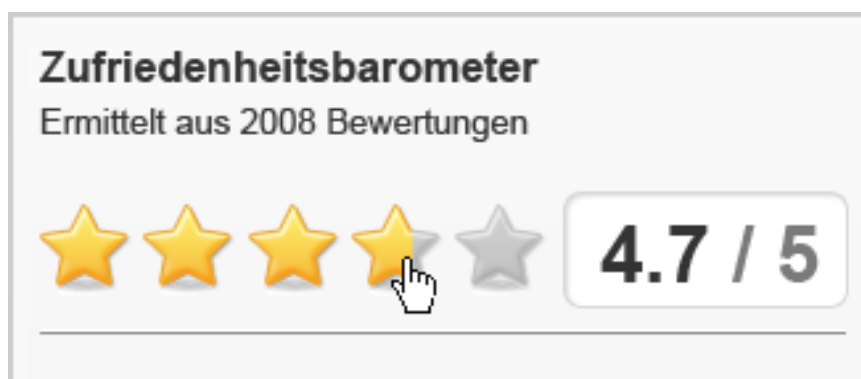


Figure 2: Overview of ratings.

3.3 Positive customer reviews

Positive reviews are reviews with four or five stars, these are released and published immediately after being checked over by eKomi. The reviews are published on the eKomi widget and the certificate page.



Figure 3: certificate page (overview of all the customer reviews)

3.4 Neutral and negative customer reviews

Neutral and negative customer reviews are those with three stars or less, these reviews are closely inspected by eKomi upon being submitted (see 3.1). The company being reviewed then receives a notification that they have been negatively reviewed and that they have the option to open an arbitration process (customer dialogue) within 5 business days. If the arbitration process is not opened by the company the neutral/negative feedback is published.

§ 4. Arbitration Process

4.1 General

The arbitration process was developed and introduced by eKomi to clarify unclear situations, better protect the company against unwarranted negative feedback, and to promote the communication between consumers and companies (based on experiences, 60 % of negative reviews are based on a lack of communication). During the arbitration process customers always have the option to change or withdraw their review. Companies and consumers can always choose to request a decision by eKomi. During an arbitration process all facts must be presented by both parties within four weeks. After this period, an eKomi review manager will decide whether to publish the review or not, based on the facts.

§ 4.2. No reaction to a negative review

When a customer leaves a negative feedback, the online shop has 5 days to open an arbitration process in order to resolve the issue. With no response from the online shop within this period, the review is automatically published.

The arbitration process can still be opened after this 5-day period, however, the feedback is published until a solution has been reached.

§ 4.3. How to open an arbitration process

The online shop can open an arbitration process after a neutral or negative review has been released. During the arbitration process, and until both sides agree on a settlement, the review won't be published. It will only be seen by the online shop and customer.

§ 4.4. How to close an arbitration process

The customer can close the arbitration at any time. Reasons can be: he realizes that his review was unfair for the online shop – the mistake was actually his' – the online shop and customer reached an agreement.

Figure 4: Arbitration process, the customer can withdraw his review

The company cannot close the arbitration process, however, they can ask eKomi to make a decision and close the procedure. In this case, the online shop requires a arbitration via eKomi, our expert team takes the facts into account and then makes a fair decision.

If the customer doesn't reply to the last comment released, within 14 days, the arbitration process is closed and the review is not published. If the online shop doesn't reply promptly to the customer, the review is published.

Online shops and customers have a period of 4 weeks to close the arbitration process. If no decision has been taken by then, our expert team will find a solution according to the facts, and close the procedure.

§ 4.5. Closed arbitration process

When an arbitration process has been resolved, but the facts suggest that the decision is not appropriate, then eKomi has the right to change the decision.



This includes a subsequent release or cancellation of the feedback. Procedures closed successfully won't be published, however, the number of „successful arbitration processes“ will be displayed on the certificate page.

SHOP-STATUS	gültig
PRÜFUNGEN:	2008 Kundenmeinungen
ERFOLGREICHE SCHLICHTUNGSVERFAHREN:	19
LETZTE AKTUALISIERUNG:	07.02.2010 um 09:38 Uhr

Figure 5: Procedures closed successfully