

---

---

## Online consumer reviews — Principles and requirements for their collection, moderation and publication

*Avis en ligne de consommateurs — Principes et exigences portant sur  
les processus de collecte, modération et publication des avis*

iTeh Standards  
(<https://standards.iteh.ai>)  
Document Preview

ISO 20488:2018

<https://standards.iteh.ai/catalog/standards/iso/102ab3f1-cf46-41bc-a2f8-cf92c91a7754/iso-20488-2018>



**iTeh Standards**  
**(<https://standards.iteh.ai>)**  
**Document Preview**

ISO 20488:2018

<https://standards.iteh.ai/catalog/standards/iso/102ab3f1-cf46-41bc-a2f8-cf92c91a7754/iso-20488-2018>



**COPYRIGHT PROTECTED DOCUMENT**

© ISO 2018

All rights reserved. Unless otherwise specified, or required in the context of its implementation, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office  
CP 401 • Ch. de Blandonnet 8  
CH-1214 Vernier, Geneva  
Phone: +41 22 749 01 11  
Fax: +41 22 749 09 47  
Email: [copyright@iso.org](mailto:copyright@iso.org)  
Website: [www.iso.org](http://www.iso.org)

Published in Switzerland

# Contents

Page

|                                                           |           |
|-----------------------------------------------------------|-----------|
| <b>Foreword</b>                                           | <b>v</b>  |
| <b>Introduction</b>                                       | <b>vi</b> |
| <b>1 Scope</b>                                            | <b>1</b>  |
| <b>2 Normative references</b>                             | <b>1</b>  |
| <b>3 Terms and definitions</b>                            | <b>1</b>  |
| <b>4 Guiding principles and organizational commitment</b> | <b>3</b>  |
| 4.1 Guiding principles                                    | 3         |
| 4.2 Organizational commitment                             | 4         |
| 4.2.1 Culture                                             | 4         |
| 4.2.2 Code of practice                                    | 4         |
| 4.2.3 Terms and conditions                                | 4         |
| 4.3 Continual improvement                                 | 5         |
| 4.4 Communication channels                                | 5         |
| 4.4.1 General                                             | 5         |
| 4.4.2 Dedicated contact channel for suppliers             | 5         |
| 4.4.3 Providing feedback to suppliers                     | 5         |
| 4.5 Resource capability                                   | 5         |
| <b>5 The collection process</b>                           | <b>6</b>  |
| 5.1 General                                               | 6         |
| 5.2 Responsibilities of participants                      | 6         |
| 5.2.1 The review author                                   | 6         |
| 5.2.2 The review administrator                            | 6         |
| 5.3 Consumer review features                              | 7         |
| 5.4 Solicited consumer reviews                            | 7         |
| 5.4.1 General                                             | 7         |
| 5.4.2 Invitation                                          | 8         |
| 5.4.3 Invitation date                                     | 8         |
| 5.4.4 Multiple consumers                                  | 8         |
| 5.4.5 Use of the consumer database                        | 8         |
| 5.4.6 End of invitations                                  | 8         |
| 5.5 Unsolicited consumer reviews                          | 8         |
| 5.5.1 Control of the identity of review authors           | 9         |
| 5.5.2 Verification of consumer experience                 | 9         |
| 5.6 Minimizing biased and fraudulent reviews              | 9         |
| 5.6.1 Purchase of reviews                                 | 9         |
| 5.6.2 Reviews collected with reward                       | 10        |
| 5.6.3 Reliability of collection process                   | 10        |
| 5.7 Review questionnaire/collection form                  | 10        |
| 5.7.1 General                                             | 10        |
| 5.7.2 Questionnaire/collection form structure             | 10        |
| 5.7.3 Total rating of the product or service              | 10        |
| <b>6 The moderation process</b>                           | <b>11</b> |
| 6.1 General                                               | 11        |
| 6.2 Conditions                                            | 11        |
| 6.3 Staff moderating consumer reviews                     | 12        |
| 6.3.1 Staff's role                                        | 12        |
| 6.3.2 Staff competencies and resources                    | 12        |
| 6.4 Moderation characteristics                            | 12        |
| 6.5 Analysing review content                              | 12        |
| 6.5.1 Performing the analysis                             | 12        |
| 6.5.2 Outcomes of the analysis                            | 13        |
| 6.5.3 Automated moderation                                | 13        |

|          |                                                                     |           |
|----------|---------------------------------------------------------------------|-----------|
| 6.5.4    | Manual moderation .....                                             | 13        |
| 6.5.5    | Consumer review moderation time limit .....                         | 13        |
| 6.6      | Rejection of a consumer review .....                                | 14        |
| 6.7      | Removal of reviews .....                                            | 14        |
| 6.7.1    | By the review author .....                                          | 14        |
| 6.7.2    | By the review administrator .....                                   | 14        |
| 6.7.3    | Informing the review author .....                                   | 14        |
| 6.8      | Editing the review content .....                                    | 14        |
| 6.9      | Assessing the moderation process .....                              | 15        |
| 6.9.1    | Continual improvement of the moderation process .....               | 15        |
| 6.9.2    | Sampling .....                                                      | 15        |
| 6.9.3    | Test reviews .....                                                  | 15        |
| 6.9.4    | Survey of review authors .....                                      | 15        |
| 6.9.5    | Removal of non-compliant reviews .....                              | 15        |
| <b>7</b> | <b>The publication process .....</b>                                | <b>16</b> |
| 7.1      | General .....                                                       | 16        |
| 7.1.1    | Considerations for the review administrator .....                   | 16        |
| 7.1.2    | Accuracy of the review .....                                        | 16        |
| 7.1.3    | The default display .....                                           | 16        |
| 7.1.4    | The review submission and consumer experience date .....            | 16        |
| 7.1.5    | The profile information .....                                       | 17        |
| 7.2      | Overall ratings .....                                               | 17        |
| 7.3      | Time limits for ratings .....                                       | 17        |
| 7.4      | Ensuring transparency of the review publication process .....       | 17        |
| 7.5      | Conditions and procedures .....                                     | 18        |
| 7.6      | Publication time .....                                              | 18        |
| 7.7      | Flagging a review containing illicit or inappropriate content ..... | 18        |
| 7.7.1    | Access to flagging .....                                            | 18        |
| 7.7.2    | Manual moderation of a flagged review .....                         | 18        |
| 7.8      | Right of response by the suppliers reviewed .....                   | 18        |
| 7.8.1    | General .....                                                       | 18        |
| 7.8.2    | Moderating the supplier's response .....                            | 19        |
| 7.8.3    | Publishing the supplier's response .....                            | 19        |
| 7.9      | Criteria for removal of reviews after publication .....             | 19        |
| 7.9.1    | General .....                                                       | 19        |
| 7.9.2    | Request by a review author .....                                    | 19        |
| 7.9.3    | Time limits related to removal .....                                | 19        |
| 7.9.4    | Retention of records .....                                          | 20        |
| 7.10     | Loss of the right to submit reviews .....                           | 20        |
| 7.11     | Fraudulent reviews .....                                            | 20        |
| 7.12     | Publication of reviews from another review site .....               | 20        |
|          | <b>Bibliography .....</b>                                           | <b>21</b> |