



ARTICLE PRESENTATION

ARTICLES

When and How Managers' Responses to Online Reviews Affects Subsequent Reviews

Wang, Y. (2018). When and how Managers' Responses to Online Reviews Affect Subsequent Reviews. *Journal of Marketing Research*, 55(2), pp. 163-177.

Detecting, Preventing, and Mitigating Online Firestorms in Brand Communities

Herhausen, D., Ludwig, S., Grewal, D., Wulf, J., & Schoegel, M. (2019). Detecting, Preventing, and Mitigating Online Firestorms in Brand Communities. *Journal of Marketing*, 0022242918822300.

When and How Managers'
Responses to Online Reviews
Affects Subsequent Reviews

FINDINGS

Managers' responses to

Negative reviews

Positively influence on subsequent opinion

More tailored high-quality complaint management

Positive reviews

Negatively influence on subsequent opinion

Shallow-acting nature affects observers in the same ways as receivers

IMPLICATIONS

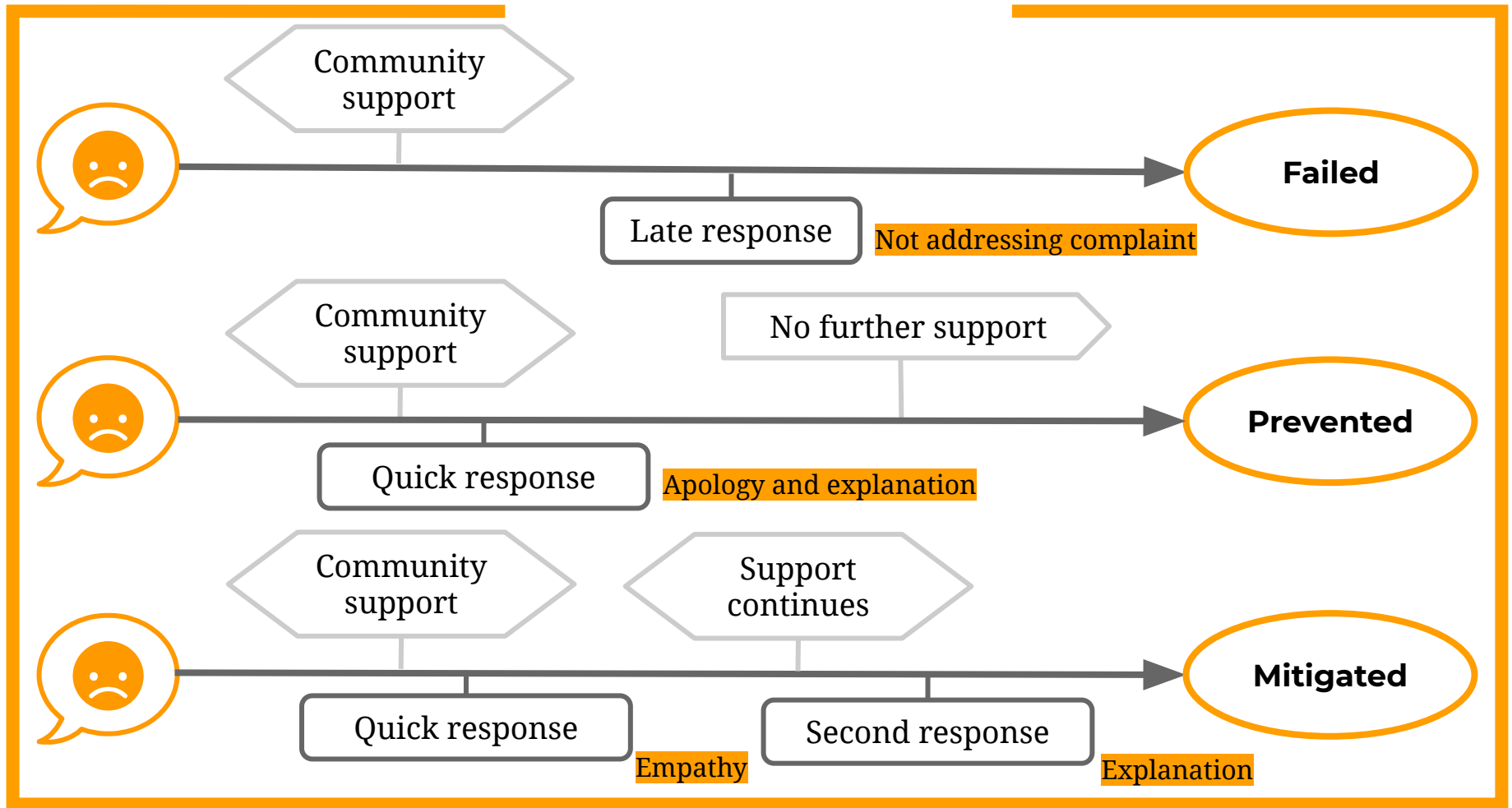
- ❑ Managers' responses as complaint management
- ❑ Wait for positive reviews to be buried behind newer reviews before responding
- ❑ Chain businesses are affected more

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Detecting, Preventing, and Mitigating Online Firestorms in Brand Communities

Negative eWOM

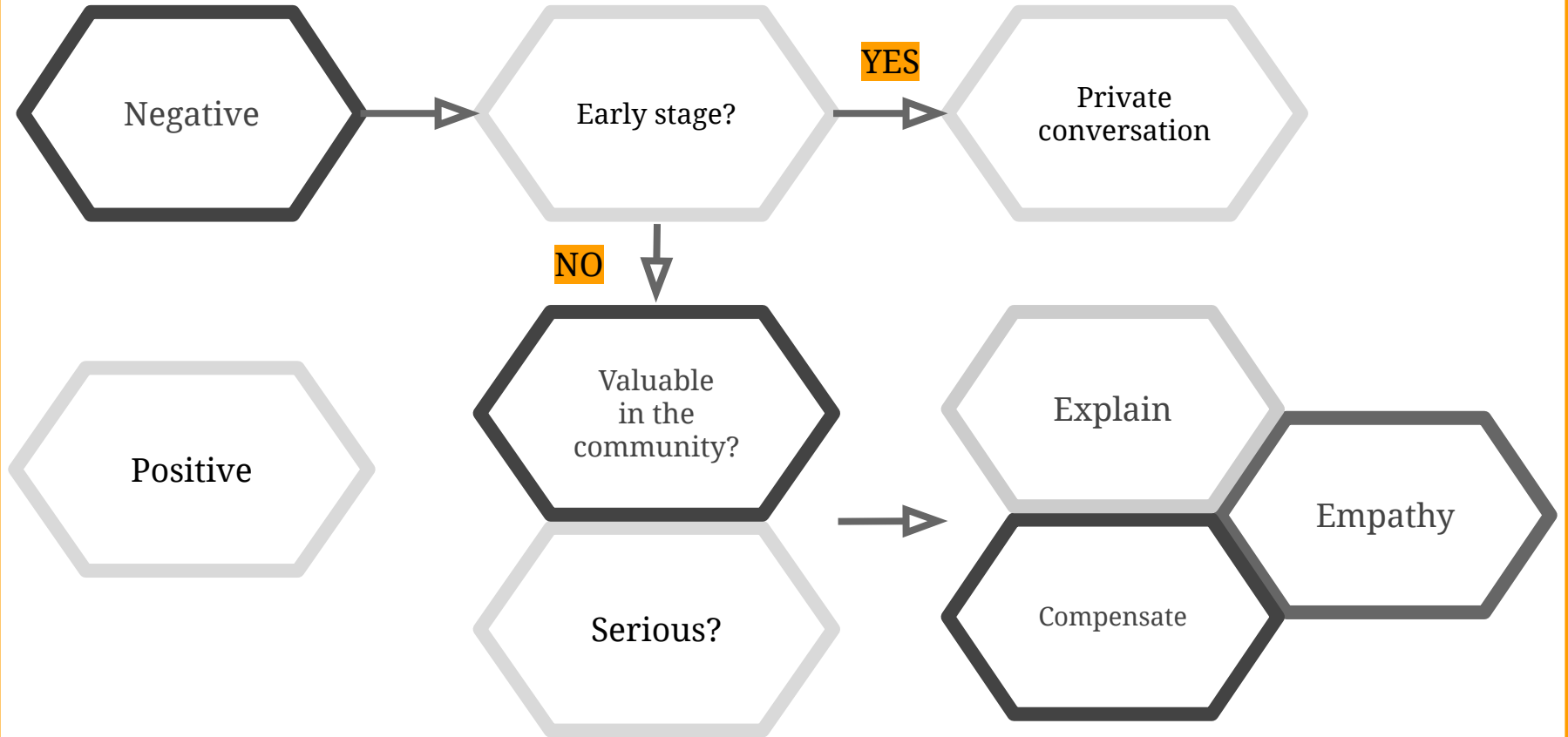
- United Airlines' passenger removal incidents
- Detecting, preventing, and mitigating this virality of negative eWOM in online brand communities therefore constitutes a critical managerial priority



HOW TO

- Detect
 - Strength of ties between complaining customer and community members
 - Use of high-arousal-emotion words increases virality + LSM (linguistic style match)
- Prevent
 - Not responding is the worst
 - Empathy; except when there are lots of high-arousal emotion words (angry, hate...) – then more explanation
 - Disengage
- Mitigate
 - Respond multiple times (viewed collectively)
 - Varying response approaches; e.g. first with explanation, then empathy
 - Apologizing is a no-no at later stages – instead the last resort is compensation

EXAMPLE



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What if compensation doesn't work?
What to do next?