



## Case Study



**Icreon**

# Consumer Change

An Online Feedback System

**Our client wanted to provide consumers in the US with a platform to voice their opinion and provide feedback on the environmental practices followed by businesses such as Hotels, Car Rentals, Stores etc. Icreon delivered to them – consumerchange.com – a website that enables consumers to submit their feedback and correspond with businesses. Copies of the feedback and their responses are displayed on the website.**

## Customer Profile

Our client is a US based venture.

## Business Requirements

Our client wanted to provide consumers and businesses with a platform to interact with each other. Consumers were to be provided with the means to post their comments and feedback on the environmental practices followed by the businesses whose services that they have availed. The feedback was to be sent to the business via e-mail and the system was required to track the response. Back-end interfaces were required to enable the website administrator to monitor and update the website.

## A web based feedback and rating system

The consumerchange.com website provides consumers with a platform to voice their opinions and help bring about a change in the environmental practices followed by businesses.

The website includes a directory listing of companies in the US. Consumers can browse through the listing and submit their feedback on any business. The feedback is verified against a list of banned words (created and managed by the administrator). A copy of the feedback is e-mailed to the business in question.

Businesses can respond, via e-mail, to the feedback received. Before the response is sent to the consumer, the system saves a copy of the response in the database. A tracking mechanism has been built wherein the system automatically associates the response with the relevant feedback. In case the system is unable to identify the feedback, the response is flagged as un-recognized. The administrator has to manually associate the response to the feedback before it is sent to the consumer.

The solution includes a web based control panel that enables the administrator to manage the website. The administrator can view a list of consumers registered with the website, browse through the feedback submitted by them and can ban any consumer from posting a feedback. He/she can

create and manage the business directory and process requests to add a business to the listing. The administrator can also update the content appearing on the website.

**Technologies used in developing this application are:**

