When brands sue people for posting bad reviews

Fake reviews instigated by a competitor and turbocharged by review farms are a growing challenge. But winning a legal suit does not equate to winning the war of public opinion.

Samer Elhajjar

First line: "When companies resort to legal action to combat negative reviews, they often face a fine line between protecting their brand and risk of losing customers and the negative impact on their reputation. A study found that negative reviews can lower a restaurant’s or hotel’s occupancy rate by 18%. Brands that don’t respond to negative reviews may be seen as unresponsive to customer concerns, which could turn into a negative PR hit."

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Data: The Straits Times, pB3

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