

Consumer Satisfaction Level changes if you...



Submit a Praise

A praise is a positive review that can be quickly filed by someone who may or may not own the product. A praise rates a product between 5 and 10 and will increase the consumer satisfaction level (CSL) of the product. The actual increase is determined by the score factor of the product that ranges from 0.0000001 to 0.1. If a user gives a rating of 10 to a product that has a score factor of 0.0001 and initially had a CSL of 5.0000, its CSL will become 5.0005.

Vote Up a Review

A registered user can vote up a review filed by another user. Voting up a praise will increase the consumer satisfaction level (CSL) of the product. Voting up a criticism will decrease the CSL of the product. If a praise that increased the CSL of the product from 5.0000 to 5.0005, is voted up, its new CSL will be 5.0010. If a criticism that decreased the CSL of the product from 5.0000 to 4.9995, is voted up, its new CSL will be 4.9990.

Vote Down a Review

A registered user can vote down a review filed by another user. Voting down a praise will decrease the consumer satisfaction level (CSL) of the product. Voting down a criticism will increase the CSL of the product. If a praise that increased the CSL of the product from 5.0000 to 5.0005, is voted down, its CSL will go back to 5.0000. If a criticism that decreased the CSL of the product from 5.0000 to 4.9995, is voted down, its CSL will go back to 5.0000.

Submit a Criticism

A criticism is a negative review that can be quickly filed by someone who may or may not own the product. A criticism rates a product between 0 and 5 and will decrease the consumer satisfaction level (CSL) of the product. The actual decrease is determined by the score factor of the product that ranges from 0.0000001 to 0.1. If a user gives a rating of 0 to a product that has a score factor of 0.0001 and initially had a CSL of 5.0000, its CSL will become 4.9995.

Submit a Complaint

A complaint is a detailed grievance filed by a consumer who has paid for the product and is unsatisfied with it. Each time the company fails to address a complaint within 30 days, it becomes an unresolved complaint and the consumer satisfaction level (CSL) of the product reduces 10%. If a product with an initial CSL of 5 has 1 complaint unresolved, its CSL becomes 4.5000, 10 complaints unresolved - a CSL of 1.7434, and 100 complaints unresolved - a CSL of 0.0001.