

ala**Test**

**CONTENT**  
REVIEW SOLUTIONS

# ABOUT alaTest

## Leading global provider of social commerce solutions

that help brands and retailers improve customer satisfaction and increase their revenues through the value of reviews.

**Award winning review analysis technology** aggregates, structures and summarizes millions of expert & consumer product reviews from more than 4.000 international review sources and matches them to the clients' product catalogues.

Enables clients to offer their customers a comprehensive **review experience** that includes tools to visualize in real time what the world says about a product's **strengths and weaknesses** and how it compares to similar products.

Operates product reviews sites for consumers in **18 markets across the world**, offering independent and objective product quality information.

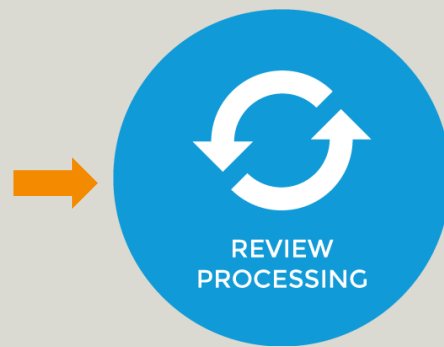
## CLIENTS INCLUDE:



# LEADING SUPPLIER OF REVIEW SOLUTIONS



- ✓ User reviews from online sources
- ✓ Expert reviews from renowned sources
- ✓ User reviews from clients' end-users



- ✓ Quality control
- ✓ Structuring & Mapping
- ✓ Analysis
- ✓ Reporting



- ✓ Reviews displayed on client website



# WHY ADD REVIEWS TO YOUR SITE?



## It's all about increasing your sales revenues....

- Increased conversion rates
- Increased average order value
- Lower product return rates

## ...and increasing customer engagement and loyalty

- Independent and objective product quality information builds trust
- Enable customers to share personal experiences and interact with each other
- Let your customers be your best advocates





# USER REVIEW SOLUTION

## FEATURE RATINGS

Average user ratings for the most talked features

## TEXT SUMMARY

Rich summary text based on opinion mining & other analysis.

## SOCIAL FEATURES

- Social moderation

Enables users to report inappropriate reviews.

- Review helpfulness

Engages users in helping your potential customers to identify useful reviews.

## SOCIAL FEATURES

- Pros and cons - review content is analyzed & presented as pros or cons for easy viewing.
- Conclusion - recommendation extracted from the user review.

**DESCRIPTION** | **REVIEWS**

**Review summary for the Samsung Galaxy S III (S3)**  
Based on the analysis of user reviews collected from around the world

alaTest has collected and analyzed 3186 reviews of Samsung GALAXY S III 4G (19305) from international magazines and websites. Experts rate this product 87/100 and users 85/100. The average review date is 23 Sep 12. Comparing these reviews to 14994 other Cell Phones alaTest gives this product an overall alaScore™ 97/100 = Excellent. Last update: 14 Mar 13.

**Feature Ratings:** Responsiveness, Screen, Battery, Design, Usability, Camera

**User reviews:** 5 stars, Product Age

**Share:** SHARE

**User Review 1:** "This is the best smartphone I've ever used." (5 stars)  
I've worked in wireless for YEARS and have used every kind of smartphone. This is by far the best phone I've ever used. So intuitive, quick, easy to configure- plus I never have to use another Apple product or service again! I can see why Apple is...  
+ Display is great- touch pad works perfectly. Easy to configure. Learn something new every day.  
- So much to do- I can't put it down.  
Was this review helpful? Yes No | Flag as inappropriate

**User Review 2:** "The best phone I have ever owned" (5 stars)  
I have owned almost everyone make of smartpone, this phone is just amazing. The power of this lite, thin phone is amazing. There is almost not pause between clicks and action. The screen is perfect to watch videos on. The phone also feels good in your...  
+ Fast and smooth AI. Auto photo tag is awesome. The speaker is loud and clear. Screen looks amazing. Google+ hangouts are fast with little to no lag. Camera is clear and really makes the colors pop.  
- Screen a little dim, S Voice is good but sometime freezes.  
Was this review helpful? Yes No | Flag as inappropriate

**User Review 3:** "Best Phone Out To Date...." (5 stars)  
I've had a lot of phones just this year across various carriers and I can say that the GS3 is the top phone in the market, by far! It's not too big as you would think being the screen is a hair from 5', the battery lasts longer than I anticipated as it...  
+ -Screen  
- -Screen Dimness  
Was this review helpful? Yes No | Flag as inappropriate

## AVERAGE RATINGS

Average user rating based on reviews collected internationally

## SHARE FEATURES

Users can easily share & discuss product information with services like Facebook, Twitter and Email.

## VERIFIED BUYER

Clearly identifies reviews from customers who have actually purchased the product.

## VERIFIED REVIEWER

Indicates individuals who have verified their identity through mail or Facebook.



# EXPERT REVIEW SOLUTION

DESCRIPTION REVIEWS

**Review summary for the Samsung Galaxy S III (S3)**  
Based on the analysis of expert reviews collected from around the world

alaTest has collected and analyzed 3207 reviews from magazines and websites. Views about the usability and design are overall positive. The camera and value for money are also mentioned favorably, whereas some have doubts about the text input and social networking functionality. There are some mixed views about the responsiveness.

We analyzed user and expert ratings, product age and more factors. Compared to other Cell phones the Samsung GALAXY S III 4G (I9305) is awarded an overall alaScore™ of 97/100 = Excellent quality.

Expert reviews

2 out of 2 people found this review helpful

**Samsung Galaxy S III (MetroPCS)**

★★★★☆

The Samsung Galaxy S III is MetroPCS's best smartphone. Don't buy it. MetroPCS's version of the Galaxy S III brings 4G LTE speed and great tricks like Wi-Fi calling and Google Wallet with NFC. It's good stuff. But it's also \$499, and with MetroPCS...

Most powerful smartphone on MetroPCS. Excellent call quality

Expensive. If the T-Mobile merger goes through, MetroPCS will shift focus away from CDMA phones in six months

The Samsung Galaxy S III is the best phone for a network that's on its way out.

Was this review helpful?

Yes No

**Samsung Galaxy S III (Verizon Wireless)**

★★★★☆

Now that we've tested the Galaxy S III on AT&T, Sprint, T-Mobile, and Verizon, which is the best? All have the same huge display, slim design, and cool features such as S Beam, Share Shot, and Motion controls, not to mention a fast and accurate 8-MP...

Slim and comfortable design; Lots of fun sharing options ; Good battery life; Fast camera; Impressive 4G LTE speeds

Screen difficult to read in sunlight; S Voice not as good as Siri

Verizon's version of the Galaxy S III offers excellent 4G LTE speeds and battery life along with a ton of impressive innovations.

Was this review helpful?

Yes No

**Samsung Galaxy S III (16GB - blue, U.S. Cellular)**

★★★★☆

This review of U.S. Cellular's Samsung Galaxy S3 differs from versions on other carriers primarily in the evaluation of apps, call quality, and network performance.

The Samsung Galaxy S3 comes fully loaded with Android 4.0 Ice Cream Sandwich, 4G LTE capability, a zippy dual-

powered by **alaTest**

Expert reviews

Responsiveness

Screen

Battery

Design

Camera

Usability

Product Age

alaScore™

97 out of 100

Excellent

3207 reviews

Mar, 2013

alaTest.com

SHARE

Nov, 2012

Read full review

PC MAGAZINE

Jul, 2012

Read full review

LAPTOP

Jul, 2012

## FEATURE RATINGS

Average user ratings for the most talked features

## TEXT SUMMARY

Rich summary text based on opinion mining & other analysis.

## SOCIAL FEATURES

Review helpfulness  
Engages users in helping your potential customers to identify useful reviews.

## REVIEW OVERVIEW

- **Pros and cons** - review content is analyzed & presented as pros or cons for easy viewing.
- **Conclusion** - recommendation extracted from the user review.

## ALAScore

An objective product rating at-a-glance helps create trust and validates their purchase decision.

## SHARE FEATURES

Users can easily share & discuss product information with services like Facebook, Twitter and Email.

## EXPERT REVIEW CONTENT

The solution comes pre-loaded with expert reviews from renowned sources to provide rich content from day one. Sources and languages can be selected by preference.



# COMPLETE REVIEW SOLUTION

## FEATURE RATINGS

Average user ratings for the most talked features

## TEXT SUMMARY

Rich summary text based on opinion mining & other analysis.

## USER & EXPERT REVIEWS

The Complete solution provides all the functionality of the USER & EXPERT review solutions in a single, fully integrated and quick to implement solution.

The screenshot displays the 'REVIEWS' tab for the Samsung Galaxy S III (S3). It includes a 'Review summary' section with a text summary and feature ratings for Responsiveness, Screen, Battery, Design, Camera, and Usability. A 'Write a review' form is visible, along with an 'Overall Rating' section showing a 4-star rating and a 'Rate features' section with a grid for rating individual features. A 'SHARE' button is also present.

## ALAScore

An objective product rating at-a-glance helps create trust and validates their purchase decision.

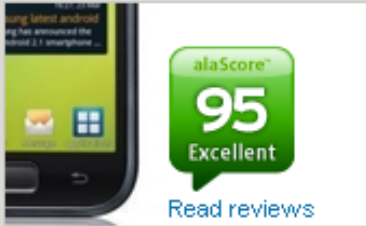
## SHARE FEATURES

Users can easily share & discuss product information with services like Facebook, Twitter and Email.

## REVIEW GENERATOR PROGRAM

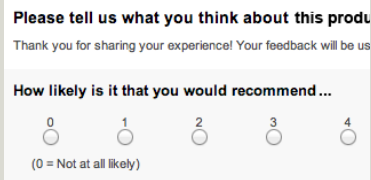
Proactive review collection process with multiple call-to-action possibilities to stimulate a high volume of user reviews.

## ADDITIONAL OPTIONS



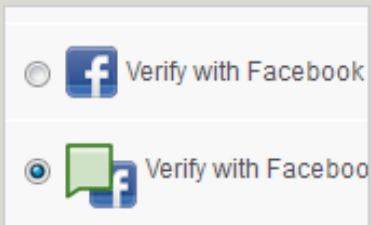
### RATINGS WIDGET

At-a-glance summary of world opinion of the product. Choose from a selection of ratings widgets which can be adapted to your site.



### NPS FUNCTIONALITY

Net Promoter Score provides you with user feedback regarding service level & overall customer satisfaction to help you drive continuous improvements.



### POST REVIEW TO FACEBOOK

Users can post their reviews on their Facebook page.

## ADMINISTRATION TOOLS



### CONTENT MANAGEMENT

Manage, add or hide reviews, awards or sources showing on your websites.



### MODERATION TOOL

Submitted reviews go through a customizable moderation and quality control process which includes both manual and automatic steps.



### GENERATED REVIEWS

Track, visualize & analyze your user-generated reviews with our simple dashboard.



# CONTACT US TODAY:

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