

Online Reputation Management Assignment

Role: ORM Intern - Stealth Fintech

Task 1 - Myntra | Platform: Instagram

Tone: Warm, conversational, and community-focused — consistent with Myntra's observed customer-service voice on Instagram.

Response 1 - Sizing & Fit Concern

Hi Naina, we completely understand how frustrating inconsistent sizing can be — it shouldn't feel like a guessing game. We're already looking into this specific concern. Could you DM us the product details? We'd like to have it checked on priority.

Response 2 - Customer Support Experience

Hey Naina, we're sorry the support experience didn't match what it should have. That's on us, and we're flagging this for a priority follow-up. Please share your order number via DM so our team can reach out to you directly.

Response 3 - Community Sentiment

Hi Naina, thank you for flagging this — we've noticed others in the comments sharing similar experiences, and we're not treating this as a one-off. We're reviewing our sizing guides and support process to fix this at the root, not just patch individual cases. Appreciate you and the community calling it out.

Why this approach: Each response is anchored to a different part of the complaint (sizing, support, community sentiment) rather than repeating the same acknowledgement three times. Language stays short and casual, mirroring Myntra's actual Instagram tone - acknowledge, empathise, act, and move specifics to DM - without inventing timelines or outcomes Myntra hasn't committed to.

Task 2 - SBI Cards | Platform: LinkedIn

Tone: Formal, restrained, and process-oriented — matching SBI Cards' observed LinkedIn voice, where cardholders are addressed formally and the conversation is consistently moved off-thread for anything account-specific.

Response 1 - Acknowledging Policy Confusion

Dear Sharan, thank you for raising this. We regret any confusion caused by the policy gaps you've highlighted and are reviewing the concern on priority. We are committed to ensuring our communication is clearer going forward. For any case-specific queries, we'd request cardholders to connect with us through our official support channels.

Response 2 - Addressing Communication Gaps

Dear Sharan, we take this feedback seriously — clarity in how we communicate with our cardholders is central to how we operate. This has been flagged internally for review, and we will work towards resolving the specific gaps you've pointed out. As a general note, we would encourage cardholders to share account-specific details only through verified, official channels.

Response 3 - Acknowledging the Broader Cardholder Community

Dear Sharan, we appreciate you raising this on behalf of the wider cardholder community that has engaged with this post. We are reviewing our policy communication framework internally and will share an update as this progresses. Thank you for your patience in the meantime.

Why this approach: None of the responses ask for or reference confidential account information publicly, consistent with SBI Cards' own guidance to cardholders. The tone stays neutral and non-defensive even though the original post is critical - there's no argument, no over-promising a resolution timeline, and no fabricated internal process. What's said is limited to what a real corporate handle could credibly commit to.

Task 3 - Lenskart | Platform: Facebook

Tone: Sincere and solution-oriented, but realistic about what a public response should and shouldn't disclose. Lenskart's own public replies tend to be brief and move quickly to DM rather than detailing root cause publicly.

Public Acknowledgement Post

We're sorry to hear about the incorrect prescription deliveries some of you have experienced. This isn't the standard we hold ourselves to. We're looking into each case individually and reviewing our internal process to prevent this from happening again. If you've been affected, please DM us your order number so we can prioritise your case.

Individual Complaint Handling Approach

- Respond promptly and without sounding defensive, regardless of how the complaint is worded.
- Move the conversation to DM immediately and request the order ID and prescription copy for verification.
- Offer a free recheck or replacement, with a clear resolution timeline communicated upfront.
- Follow up after resolution to confirm the customer is satisfied closing the loop, not just the ticket.

Corrective & Preventive Measures

Measure	What it addresses
Root-cause audit	Identify exactly where verification is failing in the current dispatch flow.
Mandatory double-verification	A second check on prescription accuracy before an order is dispatched.
Staff retraining	Refresh the validation team on updated protocols and common error points.
System-level mismatch alerts	Auto-flag any mismatch between prescription data and order details before shipment.

Steps to Rebuild Trust

1. Publish a transparent update once corrective steps are implemented : plain language, no jargon, no overselling.
2. Introduce a limited-time free prescription recheck for affected or concerned customers, as a visible gesture of accountability beyond words.

Why this approach: The strategy separates the public post (acknowledgement only) from the private resolution flow (verification and fix), because Lenskart's real complaint threads rarely disclose case detail publicly. The corrective measures are process-level, not just apologetic language, which is what the assignment is actually testing for.

Task 4 - Scapia | Platform: Twitter (X)

Tone: Direct, concise, and transparent about the limits of Scapia's control since two of the three concerns (application decisions, delays) sit partly with the partner bank, not Scapia alone.

Response 1 - Coordination Gap with Partner Bank

We hear you, and we're sorry for the confusion this has caused. We're reviewing the coordination gap with our partner bank internally. Please DM your registered number so we can follow up on this directly.

Response 2 - Application Rejection / Delay

This isn't the experience we want for you. Final application decisions sit with our partner bank, but we're following up on the delay from our end as well. Please share your application ID via DM so we can look into the specifics.

Response 3 - Inconsistent Communication

Fair point. you should be getting clearer updates than this. We're addressing the communication gap internally and with our partner bank. DM your details and we'll make sure you get a direct update on where things stand.

Why this approach: Response 2 explicitly names that the decision isn't solely Scapia's to make this is more transparent and more defensible than implying full control, which fintech ORM responses generally avoid over-promising. All three stay under X's natural brevity and don't request sensitive financial details publicly.

ORM Approach : Strategic Note

Every response in this assignment was built around one principle: match the platform, not just the brand. Instagram calls for warmth and immediacy because the audience is community-driven; LinkedIn calls for restraint and formality because the audience is professional and reputation-sensitive; Facebook needed a structured strategy rather than one-line replies because the issue was recurring and public trust was already eroding; X demanded brevity and directness because attention spans and thread visibility are short.

Across all four brands, the responses follow a consistent underlying sequence: acknowledge without being defensive, state what will realistically be reviewed or done, and move anything case-specific to a private channel without inventing timelines, outcomes, or internal processes that the brand hasn't actually committed to.

For a fintech brand specifically, this discipline matters even more. Public replies were deliberately written to avoid requesting or referencing confidential account, card, or application details a norm SBI Cards and Scapia's own customer communication follows since anything posted publicly on a financial platform carries compliance and reputational weight beyond a typical D2C brand.

Ultimately, ORM isn't about writing a good apology. It's about trust management at scale being consistent enough that the brand's voice feels the same across platforms, while being flexible enough in tone and pacing that each platform's audience feels genuinely heard.

Appendix : Research Summary

Brand voice patterns observed across each platform, used as the basis for the responses above.

Brand	Platform	Tone	Common Opening	What They Ask Customer	What They Promise
Myntra	Instagram	Warm / casual	Empathy-first	Order / product details	Priority assistance
SBI Cards	LinkedIn	Formal / restrained	Formal acknowledgement	Reference details (via official channel)	Investigation / update
Lenskart	Facebook	Polite / concise	Apology + acknowledgement	Order / prescription details	Priority resolution
Scapia	X (Twitter)	Professional / concise	Direct acknowledgement	Registered number / application ID	Internal review / update