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Glassdoor is the worldwide leader on insights about jobs and companies.

Built on the foundation of increasing workplace transparency, Glassdoor offers insights into the employee experience powered by millions of company ratings and reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more, combined with the latest jobs.

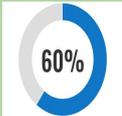## Goal :- Grow the number of reviews on the platform.

Why to increase number of reviews?

76% professional research a company online before considering a job opportunity.

83% of job seekers are likely to base their decision on where to apply on company reviews.

60% of job seekers would not apply to a company with a one-star rating (on a five-point scale).
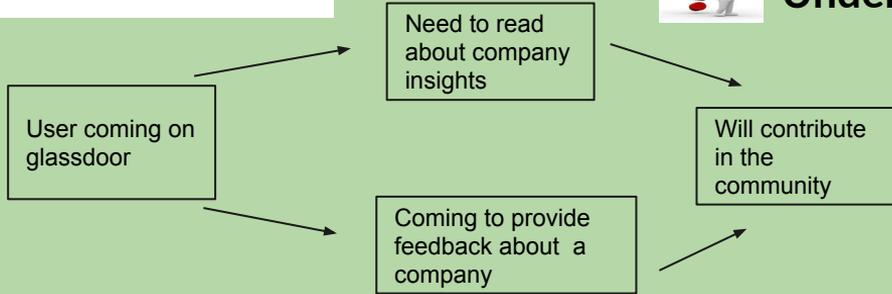
33% would not apply to a company with less than a three- star rating.

In online job review, **five positive** reviews make up for **one negative** one.

Source :-https://websitebuilder.org/blog/online-review-statistics/

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Understanding the problem

Need to read about company insights

User coming on glassdoor

Will contribute in the community

Coming to provide feedback about a company

Problems faced by user
- User finding the contribution process less interactive.
- User felt why to give the review.
- A page long questions need to answered to contribute.
- Not knowing what to write so the contribution is accepted.

Jobs to be done:- **When I** want to read about company culture and insights, I visit to **Glassdoor.** **But** I'm asked to contribute review which is time consuming and a lot of effort is given to complete the process, **help me** in giving review easier and effortlessly, **So I** can read about the company.

User Persona

Rachel , 25 years, Product Manager

Behaviour :-
Wants to write review for the company she is working in.

Wants and Needs :-
- She wants people to know about the **working culture** and her **experience** in the company.

Pain Points :-
- Open the platform and starts writing the review got **annoyed** with the **interface and questions.**
- Gets **demotivated** how it is benefiting her and drops the plan to write the review.

Ross , 26 years, Software Engineer

Behaviour :-
Looking for new company to work in.

Wants and Needs :-
- He wants to know about the **working culture** and **insights** of company.
- He wants to know **salary expectation** and **interview questions** of a company.

Pain Points :-
- Needs to give review before reading the insights.
- Giving Review has too many mandatory questions and procedure is **boring(not user friendly)**

Defining Problem

User Survey

- **65% professional** gave review because it was asked by service to give review to view more detail.
- **50% professional** find the review writing process Time Consuming/Boring/less interactive.
- **35%** thought they are satisfied with their company, So why to write a Review.

Validation

- **7 out of 8** Users felt they are being **forced** to give the review
- **6 out of 8** Users finding the Review writing procedure **time consuming**, **boring** and **less interactive.**
- **5 out of 8** users start the review writing process but didn't finish it.
- User see **long page** with questions and drop off.
- Users are not feeling **motivated** to write the review.
- Don't find it **interesting.**
- **Don't know** what to write.

Problem Statement:-

In what way (action) **user generated content process become more interactive and motivating** (objective) **so that bounce rate of the process decreases** (qualifier) **and number of reviews on the platform will increase** (end result).

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Visits	Pages / Visit
78.6M +1.4%	2.3

Avg. Visit Duration	Bounce Rate
06:49	55.28%

Source:-
https://www.semrush.com/website/glassdoor.com/overview/

No. of Review/rating will increase

⇩

Will increase more traffic

⇩

More Employers will attract for employer branding.

Why to solve this problem

- Only **1.1M** that is **1.05% of total traffic** coming on the platform from India.
- **55.9% Bounce Rate** so most of the user dropping off from the platform.
- Average visit duration on the platform is **6:49 min** which is very less considering the users motive is to acquire insights about the company or applying for jobs.
- **More than 76 percent** of prospects are likely to examine company evaluations and ratings.

Impact on User

- User will get more interactive user experience.
- Users will get more Reviews and Ratings for their research about the company whether the company is a good fit for them or not and what kind of interview questions are asked to them.
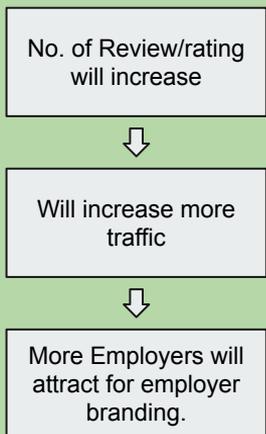
Impact on Business

- Traffic on platform will increase.
- Average Visit Duration will increase.
- More premium packages to employers can be sold.
- Opportunity to collab with upskilling organizations.

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Prioritizing Solutions

Reference Template
- User find it difficult what to write in Review.
- Users can get Reference Template while writing review.

How it solves
- Helps user understand what to write in review.
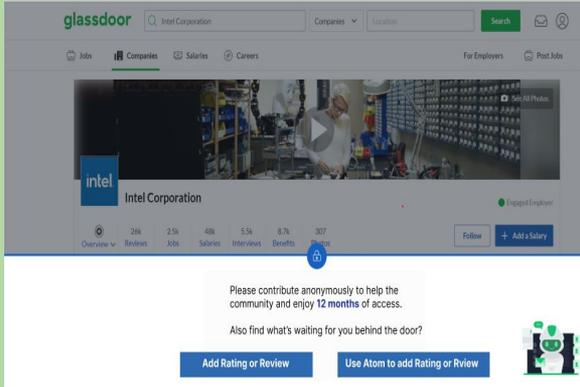
Chat Bot
- User interacts with a chatbot and give the review/rating and salary asked by chatbot.
- User can claim reward on contribution of both review and rating.

How it solves
- Makes user interface more interactive and motivates user to give review.

Door Space
- User can discover,create, community looking for common fields.
- User can ask questions, write post share thoughts.

How it solves
- User will get answers for the question they are looking which make platform more interactive.

| Solutions	Reach	Impact	Confidence	Effort	Final Score (R*I*C/E)
Reference Template	100% While giving the review it will be there.	3 User will get idea what to write in review.	3 Helps user to give the review	2 Just need to give references	45
Chat Bot	100% While giving the review it will be there.	4 More user-interactive process and user will complete the process.	4 Chat bots are social, allowing for a 2 way dialogue with suggestions.	3 Need to integrate chatbot and required setup.	**53**
Door Space	50% Need to go to the new feature and discover it.	3 User can join community of their interest and get insights of the company.	1 Time taking process and there are already community platform available.	5 Need to build a community from starting.	30

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ATOM -Chat Bot

- This is the page where it will asks user to give the Rating or Review
- User will get option to continue with the Atom (chat bot) or proceed with normal method.
- User will have **both the option** depends on there choice what to select.
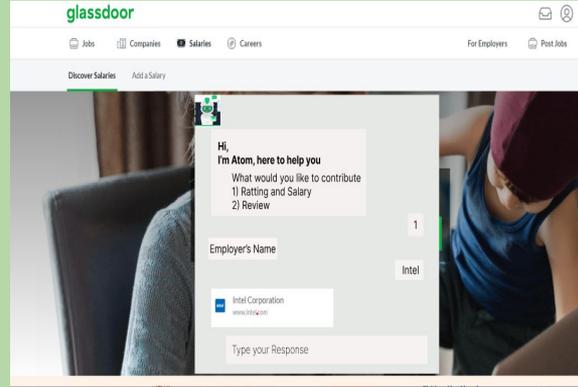
- User will be asked what they want to contribute.
- After that basic details about the Employers like name, current employer or former employer, position.
- Atom will give suggestions about the Employer name based on user's input.
- If the Employer is not present on glassdoor some additional questions will be asked to add a new employer.
- It will **show question by one by one** not like normal method in which a long list of questions come directly.
- Will be more **user- interactive procedure**
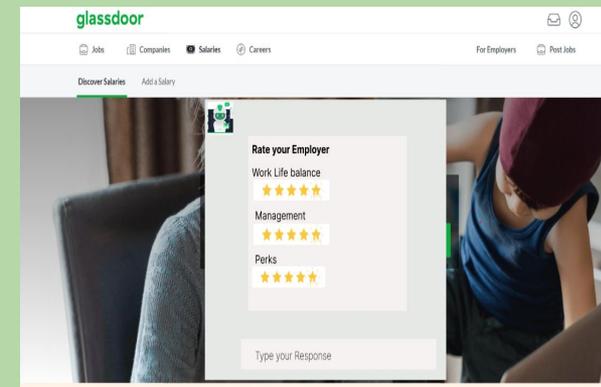
- Upon selection of user choice they will be directed to the Rating and salary or Review area.
- User will contribute their insights about the employee.
- For rating contributions it will be having **star based system** asking rating things like work life balance, management , perks, flexibility, learning opportunity and add salary for the position.
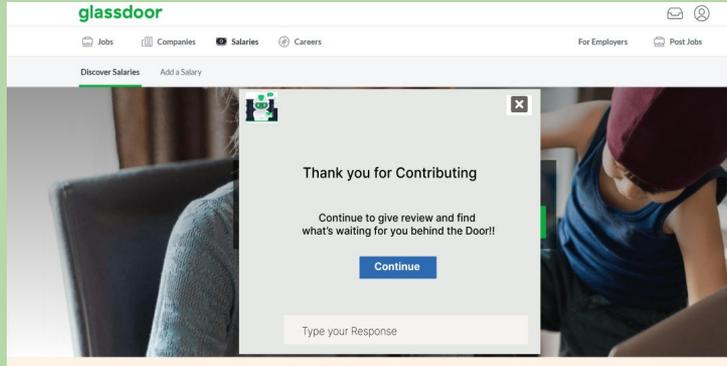
- After giving the contribution it will ask user if they want to continue and find out what's waiting for them.
- It **motivates** user to contribute more and makes them **excited** to find out **what's more for them**.
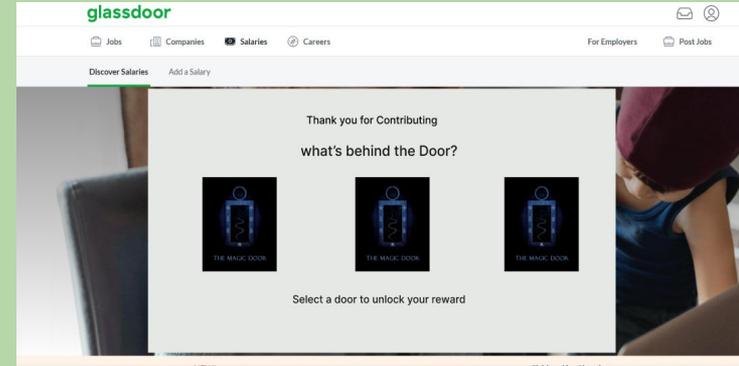
- On **completion of both** the review and rating will direct to "**What's behind the door ?**" pop up where user can select one door and **redeem the reward**.
- In starting we can introduce basic rewards like resume and cover letter templates, interview preparations decks etc.
- It can use the same method which is used for job suggestions for professional to give user- specific reward.
- Moving forward we can introduce bigger rewards.

How it solves

- Chatbots communicate with user in the same way human do.
- It makes it easy to have great user service and a customized experience.
- Adding reward will motivate those user who were satisfied or happy with their company and were not contributing on glassdoor.

Metrics To Measure Success

Metric	Definition	Goal
North Star	No. of Contribution in a month	To determine that there is **growth in user generated content**.
Awareness	CTR of use Atom/Total No. of User contribute	To determine whether user is **using** the Atom or not.
Activation	No. of user interacted with Atom/Total No of user opened the Atom	To determine how many users **started** the process.
Engagement	% of user completed the process % of user contributing both review & rating CTR for continue % of user claimed the reward Avg. time spent in the process	To determine users who **completed** the process. Users completed **both** the processes . **Time spent** by each user to complete the process.

Pitfalls

Pitfalls	Mitigations
No. of Review contribution might decreased as compared to no. of user giving rating	Reminding user to give both the contribution for reward.
Too many questions or more time spent on the chatbot may cause users to drop off.	Need to monitor time spent in the process closely so the process can be optimized.

Future Scope :-

- **Collaboration with upskilling organization** and courses can be done to give the reward to the user which can help generate more revenue and attract more user to contribute the review.

- **Indeed** which is already a partner of glassdoor may show a **pop-up** to "Contribute on Glassdoor" and get a reward to upskill yourself.