



## Amazon.in Improves Customer Reviews Experience with Generative AI

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- *New AI-Generated Customer Review Highlights is the Latest in a String of Reviews Innovations*
- *Generative AI Review Highlights feature helps customers to make informed purchase decisions*

**Bengaluru, December 12, 2023:** Amazon.in today announced the launch of AI-Generated Review Highlights, a new feature that provides a short paragraph right on the product detail page highlighting the products features and customer sentiment frequently mentioned across written reviews. This innovation empowers customers with enhanced product insights, enabling them to make informed purchase decisions with greater ease and confidence.

The AI-Generated Review Highlights serve as a valuable tool for customers seeking a quick understanding of a product's overall sentiment and key attributes. By providing a snapshot of the common themes from reviews, the highlights enable buyers to determine whether a product aligns with their needs and expectations before delving into detailed reviews. Furthermore, the feature facilitates easy navigation to specific reviews that address particular product attributes. For instance, a customer interested in understanding the ease of use of a product can tap to see the number of positive and negative mentions for "ease of use" and representative reviews.

*"We are constantly seeking innovative ways to enhance the customer experience on Amazon.in," said Kishore Thota, Director, Shopping Experience, India & Emerging Markets, Amazon. "The introduction of AI-Generated Review Highlights marks a step forward in our efforts to empower customers with the information they need to make informed decisions."*

Emphasizing Amazon's commitment to continuous innovation, **Thota stated,** *" We will continue exploring opportunities to provide review highlights in more places throughout the shopping experience to make it easier for customers to discover and evaluate products. Our ultimate goal is to simplify the review submission process, combat fake reviews, introduce new content types, and utilize AI to highlight key insights, ensuring that customers can confidently navigate their purchase decisions."*

### **Leveraging AI for Trusted Insights**

Amazon.in is committed to providing customers with a trusted and reliable e-commerce experience. The AI-generated review highlights utilize only Amazon's trusted reviews from verified purchases, ensuring that the insights presented reflect the genuine experiences of actual customers.

### **Amazon's Commitment to Safe and Authentic Reviews**

As Amazon enhances the reviews experience, it remains dedicated to maintaining the authenticity and relevance of content. Its Community Guidelines, help both machine learning models and human moderation keep the community safe and the reviews relevant, while providing a trustworthy environment for customers to express their genuine opinions. Amazon strictly prohibits fake reviews and content that misleads customers by providing information that is not impartial, authentic, or intended for that product or service. It continues to invest significant resources to proactively stop fake reviews. This includes machine learning models that analyze thousands of data points to detect risk, such as relations to other accounts, sign-in activity, review history, and any other unusual behavior, as well as expert investigators who use advanced fraud-detection tools to analyze and prevent fake reviews from appearing and being published on the marketplace.

### **About Amazon.in**

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit [www.amazon.in/aboutus](http://www.amazon.in/aboutus)

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### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

For more information, visit [amazon.com/about](http://amazon.com/about) and follow [@AmazonNews](https://twitter.com/AmazonNews)

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