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Apple removes customer reviews from online stores – 25th November, 2019

Level 0

Apple removed customer reviews from its online stores. Customers cannot feedback about Apple's products. Apple removed the "Ratings and Reviews" section from stores in the US, UK and Australia. People have to visit other websites for reviews on Apple products. Apple has not said why it did this.

The website pcmag.com said: "Apple has decided its online store is better without customer feedback." It also said Apple might be repairing the system. PC Mag said: "We're...heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information."

Level 1

Apple has removed customer reviews from its online stores. Reviews are useful for customers to leave feedback about Apple's products. The reviews began disappearing last week. Apple has removed the "Ratings and Reviews" section from stores in the US, UK and Australia. People will have to visit other websites for reviews on Apple products. Apple has not commented why the reviews section has gone. Nobody knows why it has done this.

The website pcmag.com said the removal could be a mistake. It said: "Apple has decided its online store is better without customer feedback." It also said the system could be under repair. PC Mag said Apple used to allow any reviews in the past, including "extremely negative reviews". It added: "We're...heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information."

Level 2

Apple has removed all customer reviews from some of its online stores. Reviews are a useful way for customers to leave feedback for people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section from stores worldwide, including in the US, UK and Australia. Anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on the removal of the ratings and reviews section, so nobody knows why it has done this.

The website pcmag.com said the removal could be a mistake. It also said the removal could be a new Apple policy. It said: "Apple has decided its online store is better without customer feedback....Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to allow all kinds of comments, including very negative reviews in the past. It added: "We're...heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information when deciding what to buy."

Level 3

The computer giant Apple has removed all customer reviews from several of its online Apple stores. The reviews section was a useful way for customers to leave feedback for other people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have gone from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on its decision to remove the ratings and reviews section, so nobody knows why they have taken this action.

The website pcmag.com speculated that the removal could have been a mistake, but then it said the removal was part of a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to be very open and allow all kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings up on its store in the past". It added: "We're also heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information when deciding what to buy."