

ONLINE REPUTATION MANAGEMENT (ORM)

Internmo – Reputation Strategy & Analysis

Assignment 4

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Objective

To analyse Internmo's current online reputation, understand customer feedback and public perception, and develop practical strategies to improve brand trust, credibility, and overall digital presence.

Introduction

Online Reputation Management (ORM) is the process of monitoring, analysing, and improving how a brand is perceived across online platforms. For an internship and learning platform like Internmo, a strong online reputation is important because students often research a company, read reviews, check social media activity, and look for feedback before joining a program.

This project focuses on analysing Internmo's current online reputation across Google Search, Google Reviews, LinkedIn, Instagram, Reddit, Quora, Trustpilot, AmbitionBox, and Glassdoor. The audit identifies positive mentions, negative feedback, missing information, and the overall public perception of the brand.

The report also analyses customer reviews, provides professional responses to different types of feedback, and suggests practical strategies for improving Internmo's online reputation. A crisis management plan is included to help the brand respond effectively if negative reviews or complaints increase.

The overall aim is to help Internmo build trust among students, improve communication, strengthen its online presence, and develop a more credible and positive digital reputation.

Reputation Audit

Platforms	Positive Mentions	Negative Mentions	Missing Informations	Overall Public Perception
Google Search	Internmo's official website appears prominently. It highlights practical learning, internships, real-world projects, mentorship and placement preparation.	No direct negative result about Internmo was clearly visible in the initial search.	Limited independent student reviews and third-party discussions. Some similarly named results can create confusion.	Generally Positive – Good search visibility, but independent credibility can be strengthened.
Google Reviews	Internmo's website and social profiles appear when searching for reviews. Third-party information such as ScamAdviser is also visible.	Some search results show broader discussions about paid internships and certificates, but these are not necessarily about Internmo and should not be treated as direct complaints.	Limited clearly identifiable independent student reviews specifically for Internmo.	Mixed / Needs Monitoring – More genuine reviews would improve trust.
Linkdin	Internmo has 2.7K+ followers and an active professional presence. Multiple internship listings are visible for Data Analytics, AI, Cybersecurity, UI/UX, Full Stack and Data Science.	No direct negative review or complaint was visible in the search results.	More student testimonials, internship outcomes and success stories could strengthen credibility.	Positive & Growing
Instagram	Official profile @_internmo promotes practical learning, real-world projects, mentorship and career preparation. Recent posts show regular content activity.	No direct negative review or complaint was visible.	The profile has 20+ followers and some visible posts have only 1 like, indicating low engagement and limited social proof.	Positive but Low Engagement
Reddit	Very limited positive discussion specifically about Internmo was found.	Some Reddit discussions specifically mention Internmo and raise concerns about paid internships, certificate value and whether the internship experience provides sufficient value.	Limited visible official clarification or response from Internmo in these discussions.	Mixed / Needs Attention
Quora	No significant Internmo-specific positive discussion was found.	No Internmo-specific negative discussion was found.	Very limited Internmo visibility and discussion on Quora.	Low Visibility
Trustpilot	No Internmo-specific review was found.	No Internmo-specific negative review was found.	No clearly identifiable Internmo Trustpilot profile/review presence was found.	Low Visibility / Insufficient Data
Ambition Box	No clearly identifiable Internmo-specific employee reviews were found.	No clearly identifiable Internmo-specific negative reviews were found.	Search results showed "Intermo", not clearly "Internmo", so its 4.8/5 rating was excluded from the analysis.	Insufficient Data / Low Visibility

Glassdoor	No Internmo-specific positive reviews were found.	No Internmo-specific negative reviews were found.	Search returned no documents/results for Internmo on Glassdoor.	Low Visibility / Insufficient Data
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Overall Public Perception

Overall, Internmo has a growing and generally positive digital presence on its own channels, particularly Google Search, LinkedIn and Instagram. However, its independent reputation is still developing. Limited third-party reviews and low social engagement create a gap in social proof, while some Reddit discussions raise concerns about paid internship models and certificate value.

Internmo can strengthen its reputation through genuine student reviews, transparent program information, success stories and active responses to concerns.

Review Analysis

Category	Findings
Common Positive Feedback	Internmo highlights practical learning, real-world projects, mentorship, internship experience, and career preparation. These features can be useful for students who want to gain practical skills alongside their academic studies.
Common Complaints / Concerns	Public Reddit discussions specifically mentioning Internmo raise concerns about paid internship programs, certificate value, and the practical value of the internship experience. These are user concerns and should not be treated as verified allegations.
Frequently Asked Questions	Students may want to know: What is included in the program? Is it an internship or a training/fellowship program? What projects will students work on? What kind of mentorship is provided? What does the certificate represent? What placement or career assistance is available?
Areas Where Users Expect Improvement	Internmo can improve transparency around program structure, fees, projects, mentorship, certificates, and career outcomes. More genuine student testimonials, project examples, verified outcomes, and independent reviews could also improve trust.

Response Management

Situation	Professional Response
Positive 5-Star Review	Thank you for sharing your positive experience with Internmo! We're glad to know that you found the learning experience valuable. Your feedback motivates our team to continue providing practical learning, guidance, and career-focused opportunities. We wish you continued success in your career journey!
Neutral 3-Star Review	Thank you for taking the time to share your feedback. We appreciate your positive points and also understand that there may be areas where your experience could have been better. We would be happy to understand your concerns in more detail and use your feedback to improve our programs and student experience. Please feel free to reach out to our support team.
Negative 1-Star Review	We're sorry to hear that your experience with Internmo did not meet your expectations. We take student concerns seriously and would like to understand what went wrong. Please contact our support team with your details so that we can review the issue and work towards an appropriate resolution. Your feedback is important in helping us improve.
Customer Asking Before Joining	Thank you for your interest in Internmo! Our programs are designed to provide practical learning, projects, mentorship, and career-focused experience. We recommend reviewing the specific program details, including its duration, fee, curriculum, deliverables, and support provided, before enrolling. If you have any questions about a particular program, please contact our support team and we'll be happy to clarify them.

Reputation Improvement Strategy

Strategy	Action
Encouraging Genuine Student Reviews	Encourage students to share honest feedback after completing their program.
Publishing Student Success Stories	Share verified student experiences, achievements, and project outcomes.
Responding Quickly to Customer Queries	Respond professionally and promptly to questions, comments, and complaints.
Creating Transparent FAQs	Clearly explain fees, duration, curriculum, projects, certificates, and support.
Sharing Internship Outcomes	Share verified project results, student achievements, and career outcomes.
Improving Social Media Engagement	Post consistently and engage with students through comments, Q&As, polls, and useful content.

These strategies can help Internmo build greater trust, improve student engagement, and strengthen its online reputation through transparency and genuine user experiences.

Crisis Management Plan

Step	Action Plan
Immediate Response Process	Respond quickly and calmly to the complaint. Acknowledge the person's concern instead of ignoring it or becoming defensive.
Internal Investigation	Check what actually happened by speaking with the relevant team and reviewing the available details before giving a final response.
Public Communication	Give a polite and honest response publicly. Clarify the situation without sharing private customer information or making unsupported claims.
Follow-up with the Customer	Reach out personally to understand the issue better, provide the appropriate solution, and make sure the customer feels heard.
Preventive Measures for the Future	Look for patterns in complaints, fix the root cause, improve support processes, and regularly monitor feedback to prevent similar issues.

Conclusion

Internmo's online reputation is still developing, which makes trust and transparency especially important. The reputation audit shows that Internmo has a visible presence across its website and social media platforms, but there is room to build stronger independent reviews and student-led social proof. Addressing questions openly, responding to feedback professionally, and sharing genuine student experiences can help reduce uncertainty among prospective students.

A consistent ORM strategy focused on honest communication, quick support, transparent information, and continuous feedback monitoring can help Internmo build a more positive and trustworthy reputation over time.