



# Why is ORM Vital for a Platform like AmbitionBox?

If anyone questions as to whether AmbitionBox would play a role in building the reputation of your brand/business, or any business for that matter; the answer would be a definite YES. But, every coin has two sides; and talking about a powerful platform like Ambitionbox, your presence on it could either go in your favor or against you. It all depends on what people are talking about you/your brand on this evaluation platform. Especially, when we are living in this digital age.

## Why AmbitionBox?

Ambitionbox serves to be a platform that hosts all the information that a user/client would require to form an opinion and evaluate a particular brand/business/company. In fact, that's what the majority of them out there are referring to, before associating with a particular company.

After all, "We feel no company out there is solving the problem with the same resolve, depth, and breadth as we do. "is what they boast of.

That makes it clear as to what kind of reputation one needs to have and maintain on a platform like [Ambitionbox](#).

### Impact of having a negative reputation on AmbitionBox

Here are some of the things that a brand could lose, for having a negative image on this platform.

#### 1. Extensive audience

When talking about AmbitionBox, you must be aware that "it is about an audience in excess of 25 lac users/month!"

Can you afford to lose out to such a large audience? THINK!

It straightaway means loss of business or losing out on talented resources, or both.

## 2. Trustworthiness

When it is about 20 lac & increasing reviews already on the website, it is nothing but trust. So, having a positive presence and reputation on a trustworthy platform such as this implies that people would automatically start to trust your brand. On the other hand, a negative image would mean a loss of trust.

It's all about your choice.

## 3. Dedicated sections for parameters like salary, interviews, salary calculator and benefits

Positive feedback on these vital parameters from individuals means a ton of good for your brand. Just imagine how good it can do for your reputation. However, even single negative feedback can literally ruin your reputation. Negative reviews on any of these core aspects that too on a platform like Ambitionbox would hit hard exactly where you don't wish to get hurt.

## 4. Aiding individuals in making informed decisions

It won't be wrong to say that reviews are a direct reflection of what's happening behind the curtains. While positive ones would result in various individuals making decisions in your favor, negative/hate-oriented reviews on such platforms are the ones that could lead to people not going for your brand/company/business. Therefore, if you want more and more individuals to opt for your brand, it is necessary that a positive presence on a platform like AmbitionBox is there.

## 5. Credibility

With a name like AmbitionBox, one can say that there is no place for vague things. Everything is facts, data, and information based. One that would aid anybody to come to an informed decision. Now, 2 million thank you notes to their credit means credibility for your brand as well. So, a negative image over here definitely means a loss of credibility.

## 6. Rating

AmbitionBox permits visitors to rate your brand/business/company on a range of parameters such as company culture, work satisfaction, work-life balance, job security, salary, benefits, etc. A good rating would straightaway give a boost to your brand. Just like the popular practice of checking the ratings before purchasing any product, the majority are known to go for the ratings before approaching any business/brand/company.

All of this would end up affecting the profit loss equation and thus the growth of a brand in the end. That's because a hampered reputation would affect any business in multiple ways, and have an effect on financial aspects like revenue generation, the loss incurred, etc.

Thus, it all boils down to the [online reputation management](#) of your brand/business. In the case of AmbitionBox, it needs to be handled with expertise. At IBrandtech, we can help you with it, in the most professional way. Here's what we can do for you.....

- Get rid of the negative reviews/other hateful content
- Boost your ratings to 4.1 and above
- Increase traffic through reputation management etc.

With IBrandtech's dedicated services, now build/restore, manage and enhance your online reputation on AmbitionBox.

