

Providence College

DigitalCommons@Providence

---

School of Business Student Scholarship

School of Business

---

4-22-2020

## Deloitte Audit Innovation Campus Challenge: Enhancing Assurance of Reviews Service

Claudia Capozzo

Jack Elliott

DeAvionne Ferguson

Elizabeth Glidden

Brendan Riccardi

*See next page for additional authors*

Follow this and additional works at: [https://digitalcommons.providence.edu/bus\\_students](https://digitalcommons.providence.edu/bus_students)



Part of the Business Commons

---

---

**Authors**

Claudia Capozzo, Jack Elliott, DeAvionne Ferguson, Elizabeth Glidden, Brendan Riccardi, and Niall McStay

---

# **Deloitte** Enhancing Assurance of Reviews Service (E.A.R.S)

## Addressing the Issue of Fake Online Reviews:

- More than **30%** of merchandise bought online is returned each year.
- Last year, in the US, **\$260** billion in merchandise was returned to retailers.
- **61%** of electronic reviews on Amazon are fake.

## E.A.R.S.:

- A software designed with Blockchain technology that verifies online reviews on consumer products.
- Deloitte will provide this assurance service to non-audit retail clients.

## Conclusion:

- Verified product reviews will benefit the consumer, then the retailer, then Deloitte.