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Deloitte Audit Innovation Campus Challenge: Enhancing Assurance of Reviews Service

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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.