**CLAIMS**

1. A server for processing consumer reviews, the server comprising:

a memory for storing instructions; and

a processor for executing the stored instructions and configured to:

access the consumer reviews associated with a service provider;

select at least one of the consumer reviews which is relevant to at least one predetermined category relevant to the service provider;

classify the selected consumer review based on at least one property of the selected consumer review;

select a third party who is relevant to the classification of the selected consumer review based on the classification of the selected consumer review and each third parties' relevance to the classification of the selected consumer review, to distribute a task for an annotation associated with the selected consumer review to a computing device associated with the selected third party;

obtain the annotation associated with the selected consumer review from the computing device associated with the selected third party;

generate a tag content associated with the selected consumer review by summarising the selected consumer review; and

generate a tag associated with the selected consumer review based on the tag content and the annotation associated with the selected consumer review.

2. The server according to claim 1, wherein the processor is further configured to update a rule for selecting the at least one of the consumer reviews which is relevant to the at least one

predetermined category, based on the annotation obtained from the computing device associated with the selected third party.

3. The server according to claim 1 or claim 2, wherein the processor is configured to generate the tag content associated with the selected consumer review based on at least one constraint stored in a tag configuration cache.

4. The server according to claim 3, wherein the processor is further configured to check if the tag content satisfies with the at least one constraint stored in the tag configuration cache, and generate the tag associated with the selected consumer review if the tag content satisfies with the at least one constraint.

5. The server according to claim 3 or claim 4, wherein the processor is configured to generate the tag associated with the selected consumer review further based on search keywords input by a plurality of consumers.

6. The server according to any one of claims 1 to 5, wherein the processor is further configured to determine that the selected consumer review is relevant to two or more categories, and extract two or more phrases each relevant to the two or more categories from the selected consumer review using a natural language processing model.

7. The server according to claim 6, wherein the processor is further configured to generate two or more tag contents each associated with the two or more phrases.

8. The server according to any one of claims 1 to 7, wherein the processor is further configured to display the tag associated with the selected consumer review along with information about the service provider included in a list of service providers.

9. The server according to any one of claims 1 to 8, wherein the processor is further configured to monitor a user's behaviour for tags displayed on a computing device associated with the user and/or at least one consumer review previously made by the user, and determine which tag of a plurality of tags is to be displayed on the computing device associated with the user based on the monitored information.

10. The server according to claim 9, wherein the processor is further configured to determine a weight for each of the plurality of tag, based on the monitored information.

11. A method for processing consumer reviews, the method comprising:

accessing the consumer reviews associated with a service provider;

selecting at least one of the consumer reviews which is relevant to at least one predetermined category relevant to the service provider;

classifying the selected consumer review based on at least one property of the selected consumer review;

selecting a third party who is relevant to the classification of the selected consumer review based on the classification of the selected consumer review and each third parties' relevance to the classification of the selected consumer review;

distributing a task for an annotation associated with the selected consumer review to a computing device associated with the selected third party;

obtaining the annotation associated with the selected consumer review from the computing device associated with the selected third party;

generating a tag content associated with the selected consumer review by summarising the selected consumer review; and

generating a tag associated with the selected consumer review based on the tag content and the annotation associated with the selected consumer review.

12. The method according to claim 11 further comprising: updating a rule for selecting the at least one of the consumer reviews which is relevant to the at least one predetermined category, based on the annotation obtained from the computing device associated with the selected third party.

13. The method according to claim 11 or claim 12, wherein the generating the tag content associated with the selected consumer review is based on at least one constraint stored in a tag configuration cache.

14. The method according to claim 13 further comprising:

checking if the tag content satisfies with the at least one constraint stored in the tag configuration cache; and

generating the tag associated with the selected consumer review if the tag content satisfies with the at least one constraint.

15. The method according to claim 13 or claim 14, wherein the generating the tag associated with the selected consumer review is further based on search keywords input by a plurality of consumers.

16. The method according to any one of claims 11 to 15 further comprising:

determining that the selected consumer review is relevant to two or more categories; and

extracting two or more phrases each relevant to the two or more categories from the selected consumer review using a natural language processing model.

17. The method according to claim 16 further comprising: generating two or more tag contents each associated with the two or more phrases.

18. The method according to any one of claims 11 to 17 further comprising: displaying the tag associated with the selected consumer review along with information about the service provider included in a list of service providers.

19. The method according to any one of claims 11 to 18 further comprising:

monitoring a user's behaviour for tags displayed on a computing device associated with the user and/or at least one consumer review previously made by the user; and

determining which tag of a plurality of tags is to be displayed on the computing device associated with the user based on the monitored information.

20. The method according to claim 19 further comprising: determining a weight for each of the plurality of tag, based on the monitored information.