

ABSTRACT

Aspects concern a server for processing consumer reviews, the server 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; obtain an annotation associated with the selected consumer review from a computing device associated with a 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, wherein the processor is further configured to classify the selected consumer review based on at least one property of the selected consumer review, and distribute a task for the annotation associated with the selected consumer review to the computing device associated with the third party based on the classification of the selected consumer review.

FIG. 2