In the long term, the consequences of customer dissatisfaction can have more far-reaching effects: Damage to Brand Reputation: Prolonged customer dissatisfaction can severely damage the e-commerce platform's brand reputation.Legal and Regulatory Risks: Persistent issues with delayed deliveries and incorrect shipments may expose the e-commerce platform to legal liabilities and regulatory scrutiny.Decline in Market Share: Continued customer dissatisfaction may lead to a decline in market share as competitors capitalize on the e-commerce platform's weaknesses.Negative word-of-mouth and online reviews can persist over time, making it challenging to rebuild trust and credibility among consumers.

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