AI-generated reviews on the Sgcarmart marketplace (Lambency Detailing)

IMPLEMENTED 2023–2025 · RETAIL AND HOSPITALITY · SINGAPORE · BAND F · PROVED
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A car detailing company admitted to the Competition and Consumer Commission of Singapore that it posted fake five-star reviews on its Sgcarmart page for about two years, using customers' details without consent and ChatGPT to write the text. The regulator called it an unfair trade practice. The marketplace did not deploy the AI; its review QR code allowed reviews without an account.

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

What went wrong: Unlawful or non-compliant use.

AI used: Generative AI chat assistant (ChatGPT) used by a seller to write customer reviews posted on a third-party marketplace.

Implemented: 2023–2025. Grade: band F, Failure, Proved.

Headline result, as reported: Singapore's CCCS recorded an admission that a seller posted ChatGPT-written five-star reviews in customers' names on the Sgcarmart marketplace for two years; the company gave undertakings, no fine reported

1 · The case

The facts, as reported by the 4 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Quantum Globe Pte. Ltd. (Lambency Detailing), on the Sgcarmart marketplace. A Singapore car detailing company, Quantum Globe Pte. Ltd., which owns and operates the Lambency Detailing brand, and Sgcarmart, a Singapore marketplace for buying and selling vehicles run by SGCM

Business challenge

The challenge. Not reported. CCCS says fake reviews mislead consumers into thinking a product is better received than it is.

How it was addressed. The company submitted five-star reviews on its Sgcarmart page using customers' information without their knowledge, and used ChatGPT to write review text based on the service each customer received. The reviews went through a Sgcarmart QR code that allowed feedback without an account. [1] [2] [3] [4]

Who implemented it

In-house (In-house): Used ChatGPT to generate the review text and posted it on Sgcarmart..
No outside implementer is named in the sources opened. Sgcarmart (SGCM Pte. Ltd.) operates the marketplace and is not reported to have deployed AI.

Technology (SEAM pillar E)

SEAM types: T1 Chat assistants. Deployment: Vendor SaaS. Vendors and products: ChatGPT.

Where it was built in: ChatGPT was used outside the marketplace to write review text per service provided; the text was submitted through a Sgcarmart QR code that allowed reviews without a prior account with Sgcarmart, Facebook or Google.

What changed

Before: reviews on the company's page appeared to come from customers. After the investigation: the company admitted the reviews were fake, gave undertakings, and posted notices; Sgcarmart told CCCS it is exploring extra verification. [1] [2] [3] [4]

Cost of failure

No fine or damages reported. Undertakings given by the company and its director: stop posting fake reviews; six-month feedback channel and notices; remove verified fakes within eight working days; notify affected customers. Business cost: Not reported.

What it saved

Not reported [1] [2] [3] [4]

Governance and control

CCCS opened an investigation after a customer complaint and used digital tools to find suspicious posting patterns. The company admitted the practice and gave undertakings, as did its director. Sgcarmart told CCCS it is exploring SMS or email confirmation for reviews. No internal review of the AI text is reported.

S2 · Accountable owner · Outside scrutiny (a regulator, court, auditor or similar body acted)
CCCS took an undertaking from the company's director that he will not engage in any unfair trade practice or let a business under his control do so. [1]

A1 · Safe use · Missing (independent source shows it was absent)
CCCS found reviews were posted with customers' names, vehicle details and photographs without their consent. [1]

A2 · Human in the loop · Not reported
The company's notice on Sgcarmart, as seen by Mothership, says a staff member posted the reviews on behalf of customers; any review step is not reported. [3]

A3 · Monitoring and assurance · Outside scrutiny (a regulator, court, auditor or similar body acted)
CCCS says it used digital technology and algorithms that revealed mass postings of suspicious five-star reviews on certain dates, and Sgcarmart told CCCS it is exploring additional verification measures. [1] [3]

A4 · Vendor AI · Not reported
The marketplace's review QR code allowed reviews without an account; the AI vendor is not discussed in the sources. [1]

A5 · Agent controls · Not reported
No agents described.

A6 · Standards and regulation · Outside scrutiny (a regulator, court, auditor or similar body acted)
CCCS investigated under Singapore's fair trading laws and treated the posting of fake customer reviews as an unfair trade practice, which the company admitted. [1] [2]

What worked, what did not, what is unproven

WORKED

– Not reported

DID NOT

– The company posted fake five-star reviews for about two years, using customers' details without consent.

– ChatGPT was used to produce customised review text for each service, which made the reviews read as genuine.

– The Sgcarmart QR code allowed reviews without an account, which the company used to submit them.

UNPROVEN

– How many reviews were posted in total: Not reported. CCCS names seven reviews identified in its investigation.

– Whether Sgcarmart has introduced SMS or email verification: Not reported.

– Any fine or civil claim: none reported in the sources opened.

Timeline

Oct 2024 Reviews posted between October 2024 and January 2025 use customer details; CCCS later requires customers to be notified [1]

Jan 2025 CCCS opens an investigation after a customer finds a review under her name that she did not write [1]

Jul 2025 CCCS announces the company's admission and undertakings; the case register lists the investigation as closed [2]

Jul 2025 Lambency Detailing posts a notice on its Sgcarmart page saying fake reviews were posted by a staff member on behalf of customers, per Mothership [3]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: F, Failure. Proof: Proved. Level of change: Not graded.

No level assessed: band F, a regulator-recorded unfair trade practice. The AI was a seller's tool and the marketplace is not alleged to have deployed it.

This is a seller's misuse of an AI chatbot on a third-party marketplace, recorded by a regulator through the company's own admission and undertakings. It is band F because a regulator found an unfair trade practice. The sources opened report no finding against the marketplace or the AI vendor.

The SEAM view and lessons learnt

The failure sat with a seller using a chatbot to produce convincing fake reviews. The regulator's first case involving both a third-party platform and AI also points to a platform gap: a QR code that lets anyone post a review without an account. For a marketplace, the transferable point is that AI makes fake reviews cheaper to write in a convincing form, so review checks need to rely on proof of purchase or verified contact, not on how genuine the text reads.

1. Verify that a reviewer is a real customer before a review is posted.
2. Look for bursts of five-star reviews on a single date.
3. Never post reviews in a customer's name without their consent.

Evidence

Score 3 of 4. Independent: a regulator's media release and case register entry, recording the company's admission and undertakings.

Evaluation method. Regulator finding by admission and undertaking: CCCS investigation, announced 3 July 2025, with no fine reported.

Sources disagree. The CCCS release records that the company admitted submitting the reviews using customers' information without their knowledge or consent. The notice the company posted on Sgcarmart, as reported by Mothership, says the fake reviews were posted by a staff member on behalf of customers.

Status. Closed: CCCS lists the investigation as closed; the company's six-month undertakings ran from July 2025.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/sgcarmart-chatgpt-fake-reviews

[1] Competition and Consumer Commission of Singapore: Action Taken Against Lambency Detailing for AI-Generated Fake Reviews on Sgcarmart.com (media release, 3 July 2025)
https://www.ccs.gov.sg/media-and-events/newsroom/announcements-and-media-releases/action-taken-against-lambency-detailing-for-ai-generated-fake-reviews-on-sgcarmart-com/

[2] Competition and Consumer Commission of Singapore: Case register entry, Lambency Detailing
https://www.ccs.gov.sg/case-register/public-register/consumer-protection--fair-trading-/action-taken-against-lambency-detailing-for-ai-generated-fake-reviews-on-sgcarmart-com/

[3] Mothership: Lambency Detailing posting fake ChatGPT-generated 5-star reviews on Sgcarmart
https://mothership.sg/2025/07/lambency-detailing-unauthorised-customer-review-chatgpt/

[4] Stomp (The Straits Times): Car services company admits to posting fake reviews on sgCarMart
https://www.stomp.sg/news/car-services-company-admits-posting-fake-reviews-sgcarmart

Quantum Globe Pte. Ltd. (Lambency Detailing), on the Sgcarmart marketplace website: https://www.ccs.gov.sg

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