



case study

How Black & Decker has taken customer advocacy to new heights

Black & Decker is a global manufacturing and marketing powerhouse; the world's largest producer of power tools and accessories. Its products are marketed in more than 100 countries and hold leading market share positions in its industries. Black & Decker's customer-centred marketing orientation has generated a reputation for quality, design, innovation and value.

1500

product owners
answering
questions

Background

As market leaders, Black & Decker understands how vital advocacy is in customer decision-making and consequently it is a central focus for the business. Since 2012, Black & Decker and Reevoov have been working together to take this to a new level. To date, Black & Decker has more than 7,000 product reviews and a pool of over 1,500 dedicated customers who are answering questions from other consumers about its products.

After the impressive early success of the partnership with Reevoov, Black & Decker was eager to do more. Ordinarily, customers have no access to reviews when a product is launched. Research has shown that 89% of consumers wait to read reviews first before buying a new product*. Black & Decker knows how important it is to make maximum impact at product launch and chose to work with Reevoov on the introduction of its new steam-mop range.

Black & Decker was looking for a platform to create an interactive environment of engaged users who have genuine mutual trust in each other. By giving customers the opportunity to become advocates of the product by generating a web-based community of helpful Black & Decker users to champion the steam-mop, it would be able to increase sales in the period immediately after launch. It was also important to establish the product's place in the market and to increase consumer awareness of the entire range.

*GMI Research, March 2012

“The impartiality of Reevo content is extremely important to our marketing strategy. Providing customers a platform to exchange independent views and opinions on our products allows them to share their knowledge and experiences, and help each other with buying decisions.”

Furthermore, it gives us an insight into our customer purchase behaviour, which is central to our marketing planning, and essential for future product research and development.”

Mike Simpson
Marketing Director,
Black & Decker Europe,
Australia & New Zealand

The solution

Black & Decker initiated Reevo Launch, which fast-tracks review collection prior to the launch of a product and displays these reviews from day one. This fully-managed service recruits engaged reviewers by offering a product in return for honest, timely feedback. Black & Decker was then able to enhance its multi-channel strategy for the large-scale marketing campaign for the steam-mop. Here's how:

Rated by People Like You

In the UK, Black & Decker embraced the reviews collected from a panel of advocates and created a 'Rated by people like you' campaign. This included not only user review scores and opinions, but also short video interviews showing the product in use with reviewers talking about their experiences from a variety of different perspectives and situations. This allowed shoppers extra insight and enabled them to engage with the product on a visual level relevant to their own domestic needs and expectations.

Ask an Owner

Black & Decker took advantage of Reevo's Ask an Owner feature which enables website users with specific queries to simply click and pose their questions to verified existing owners of the product. Not only do consumers appreciate a personal peer-to-peer interaction, but previous questions and answers remain visible on the website to give insight to future customers.

Black & Decker found its advocates thoroughly supported the product and were keen to help people make the right choice. 100% of customers' questions about the steam-mop were answered within 48 hours, with an impressive two answers per question, on average.

Traffic

Reevo Launch also has considerable benefits in increasing organic website visits from day one. The instant publication of the steam-mop reviews increased Google search visibility through embedded content on every webpage. Furthermore, all visitors using keywords including the word 'review' have a 0% bounce rate when they land on the Black & Decker website.

Full steam ahead

Black & Decker has taken the success of its partnership with Reevo to new heights. It now uses the solution as the main focus for its European customer advocacy campaign and has rolled out Reevo across all its websites from the UK and Europe to Australia.

Furthermore, Reevo content is an increasing part of Black & Decker PR activities and offline materials. There are plans to expand the use of the Reevo solution into stores and beyond.

Find out more

Contact Reevo for a demonstration of how our Voice of the Customer solutions can help you.

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The results

