



case study

Dr. Martens highlights customer engagement as way to step ahead

Dr. Martens has been designing and manufacturing footwear for over 50 years. Its boots have been adopted, customised and used decade after decade, as a tribal emblem by successive subcultures. Championing the individual and their right to self-expression and encouraging every person to say what they stand for is core to Dr. Martens' brand values.

261%

higher conversion rate for review readers

39%

of reviewers willing to answer questions from other consumers

83%

questions answered within 24 hours

BACKGROUND

Dr. Martens is certainly not a company stuck in the past, and is aware that an ever-changing market place requires adaptation to succeed. Dr. Martens was looking to draw more focus onto its online store, and improve the customer experience through a set of digital initiatives of which ratings and reviews, online engagement and exchange with its customers were key elements. A brand's website is naturally the go-to place for customers to find out about products, before either purchasing through its own website or one of its partners. With this in mind, Dr. Martens saw ratings and reviews as an obvious necessity for its own websites.

Dr. Martens' motivations for partnering with Reevo were three-fold:

- to make its website more engaging for its highly diverse customer mix
- to encourage customers to come to the brand website as the place to find out more about its products
- once on the website, to ensure customers had all the information they required to buy

Despite the case for displaying its customers' own opinions on its websites, Dr. Martens initially had some concerns. Apart from the inevitable increase in consumer participation and engagement on its websites, would the measurable benefits be sufficient? Would there be a large number of negative reviews which might damage the brand? Would an independent ratings and reviews platform be easy to implement and operate?

“We’ve got tremendously useful comments from far more customers than we ever expected and the benefit that this is giving us commercially is significantly exceeding our expectations”

Chris Jones
Interim Global Ecommerce Director,
Dr. Martens

“The implementation has been a very straightforward and easy process with great support from the Reevo team. It’s been very smooth and we really can’t fault it”

Chris Jones
Interim Global Ecommerce Director,
Dr. Martens

FIND OUT MORE

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

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THE SOLUTION

Dr. Martens published Reevo product reviews on its UK and US websites, with roll out in other markets planned for later this year. Alongside the new network of product reviews and scores, Reevo Conversations was introduced, with its peer-to-peer ‘Ask an owner’ feature. This was an important element in Dr. Martens’ plans to increase customer engagement.

Dr. Martens’ requirements for a smooth implementation were exceeded thanks to Reevo’s dedicated Professional Services team working adeptly to make the process as easy as possible. Delivery was efficient, collaborative and seamless despite working across different time zones and with multiple teams.

RESULTS

Dr. Martens’ expectations were exceeded in terms of volume of content, as over 5,000 reviews were published within the first month. Reevo also delivered on participation figures with 39% of reviewers choosing to opt into ‘Ask an owner’ in order to answer fellow buyers’ questions. To date, an extremely high 85% of these questions have been answered within the first 24 hours, and on average there are 1.5 replies to each query. Dr. Martens has a loyal fan-base and had therefore expected a certain volume of responses, but was still impressed with not just the quantity but the quality of the insight they were able to collect.

Significantly more reviews than expected did not just provide a score, but also very frank constructive feedback, be it positive or negative. The benefit of this consumer content has on one hand enhanced the on-site customer experience, which had been Dr. Martens’ original goal, but has also helped product development. This meant that Dr. Martens really could see the commercial benefits to the project, as well as the increase in customer engagement. Dr. Martens has embraced what the public have said, and has already started using this to improve its product range.

Dr. Martens’ first concern was therefore quashed, with the second following suit as its shoes received on average a score of 8.8 out of 10. In fact, an astounding 15% of products scored a perfect 10 out of 10.

These large volumes of useful content and great scores have resulted in review readers converting at a much higher rate. An impressive 261% conversion uplift proved that Dr. Martens’ customers were more inclined to purchase after reading the Reevo supplied content.

WHY REEVOO

As Reevo is a recognised brand, Dr. Martens felt it would be a strong solution that customers would trust. The guarantee of independence that comes with the Reevo brand enabled it to provide an honest solution; from experience Dr. Martens also knew that its core target market would appreciate this element of transparency.

Dr. Martens also hoped that it could implement a Voice of Customer solution effectively, simply and without hassle, which would fit into its updated website plans as easily as possible. Dr. Martens needed a straightforward implementation and proactive, on-going support to ensure maximum results, and Reevo has certainly not disappointed.

