



ebuyer.com

case study

Why Ebuyer swapped its in-house system for Reevo branded reviews

With three million registered customers and over 52,000 products, Ebuyer is one of the largest online UK retailers of consumer electronic goods.

Ebuyer have sophisticated ecommerce systems, which before they partnered with Reevo, incorporated their in-house review solution. Ebuyer had collected around 40,000 reviews so why did they choose to partner with Reevo for their next generation of customer reviews?

60,000

reviews provided by Reevo in 72 hours overtaking the 40,000 reviews collected by the company over four years

BACKGROUND

Over a four-year period, Ebuyer had amassed an enviable amount of feedback through its internal review system. Many retailers would be delighted with these results; however as a forward-looking ecommerce company, Ebuyer recognised the limitations within their current ratings & reviews system.

Ebuyer understood that, without being able to verify the authenticity of reviewers, consumers lacked trust in them resulting in minimal impact. The user generated content was unstructured as reviews were collected through a free text form. This limited its usefulness for shoppers to easily evaluate products and for Ebuyer to understand what customers liked and didn't like about the products they purchased.

In addition, Ebuyer's wide range of products and high level of transactions made the user-generated content difficult to manage. Furthermore, the system wasn't scalable and its ambitious growth plans would only intensify the problems.

10-15%

of Ebuyer customers wrote a review after being contacted by Reevo

“We have ambitious plans to increase our product volume and ranges. As we scale, it’s important for us to maintain the high standards of service our customers have come to expect. Working with Reevo, we can provide verified reviews, and interactive information, to help our customers in the buying process.”

David Wood
Commercial Director, Ebuyer

“After switching to Reevo branded reviews from our in-house system, we saw our conversion rate and average order value increase - a clear indication of increased consumer trust.”

David Wood
Commercial Director, Ebuyer

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

Having collected 40,000 reviews Ebuyer were understandably reluctant to lose all this content. However with no way of ensuring these reviews had come from confirmed purchasers they could not be used under the Reevo brand.

Reevo soon overcame their concerns, by delivering more than 60,000 reviews within 72 hours, through collection and syndication, significantly overtaking what they had collected in four years.

Furthermore, Reevo also provided more granularity within reviews through the score dimensions such as ease of use, build quality and value for money. This, together with the separation of product and service reviews, created an optimised user experience and also gave Ebuyer more relevant detail about their products and service.

To further enrich the engagement the customer service team can respond, privately or publicly, to reviews via Reevo’s Fast Response. This enhances Ebuyer’s ability to strengthen the relationship with their customers post purchase, transforming loyal customers into brand advocates. It also allows them to respond to any issues highlighted through reviews.

Finally, with such a huge product range, it is impossible for the customer service team to answer specific questions on every product. By implementing Reevo Conversations, which builds a community of Ebuyer users, existing customers can answer questions from potential customers about the products they have purchased. Because these questions are answered by consumers, shoppers are more likely to trust the answers which results in increased conversion.

THE RESULTS

By choosing to partner with Reevo, Ebuyer now has a scalable review solution that delivers huge volumes of genuine, independently collected reviews, which are ultimately trusted by its consumers. Aside from the inevitable ROI this produced through increased conversion rates, it has also given Ebuyer great insight into customer sentiment regarding both products and services.

In less than eight months, Reevo has served Ebuyer with over 206,000 reviews, 116,000 of which are from Ebuyer customers. A consistent publish rate of between 10% to 15%, together with the syndicated reviews from the Reevo network, has provided a wealth of information and balanced opinions to help shoppers make their decision.

These huge volumes mean that over 82% of Ebuyer’s product pages, viewed by consumers, have review content on them. And of course, they bring invaluable insights that help Ebuyer improve its product range.

In addition, by embedding such large volumes of reviews on site, Ebuyer also further improved its SEO ranking, attracting shoppers to relevant product pages from Google and other search engines. And once on the page, they can find the most useful reviews and access finer detail about the product they’re interested in.

Ebuyer is also using the customer service scores collected through Reevo reviews to compare themselves to their competitors and constantly evaluate how they can improve even further.

WHY REEVO?

Ebuyer chose Reevo for several reasons, not least of all because it believed Reevo would be a true partner, offering a fully managed service. The trust instilled by the independence and impartiality of the Reevo brand and Amplify™ methodology was also a key differentiator between Reevo and its competitors.

Moreover, Ebuyer understood how content volume leads to better user experience, particularly when combined with the granularity Reevo offers. So, Reevo’s ability to deliver much greater content volumes, through syndicated reviews and higher response rates than other providers was key to Ebuyer’s decision.

Another very important factor was Reevo’s ability to support the company’s expansion plans through the scalability of its solutions and fully managed service. This will allow Ebuyer to focus on its core business while Reevo continues to deliver sales uplift and insight through best in class Voice of the Customer content.