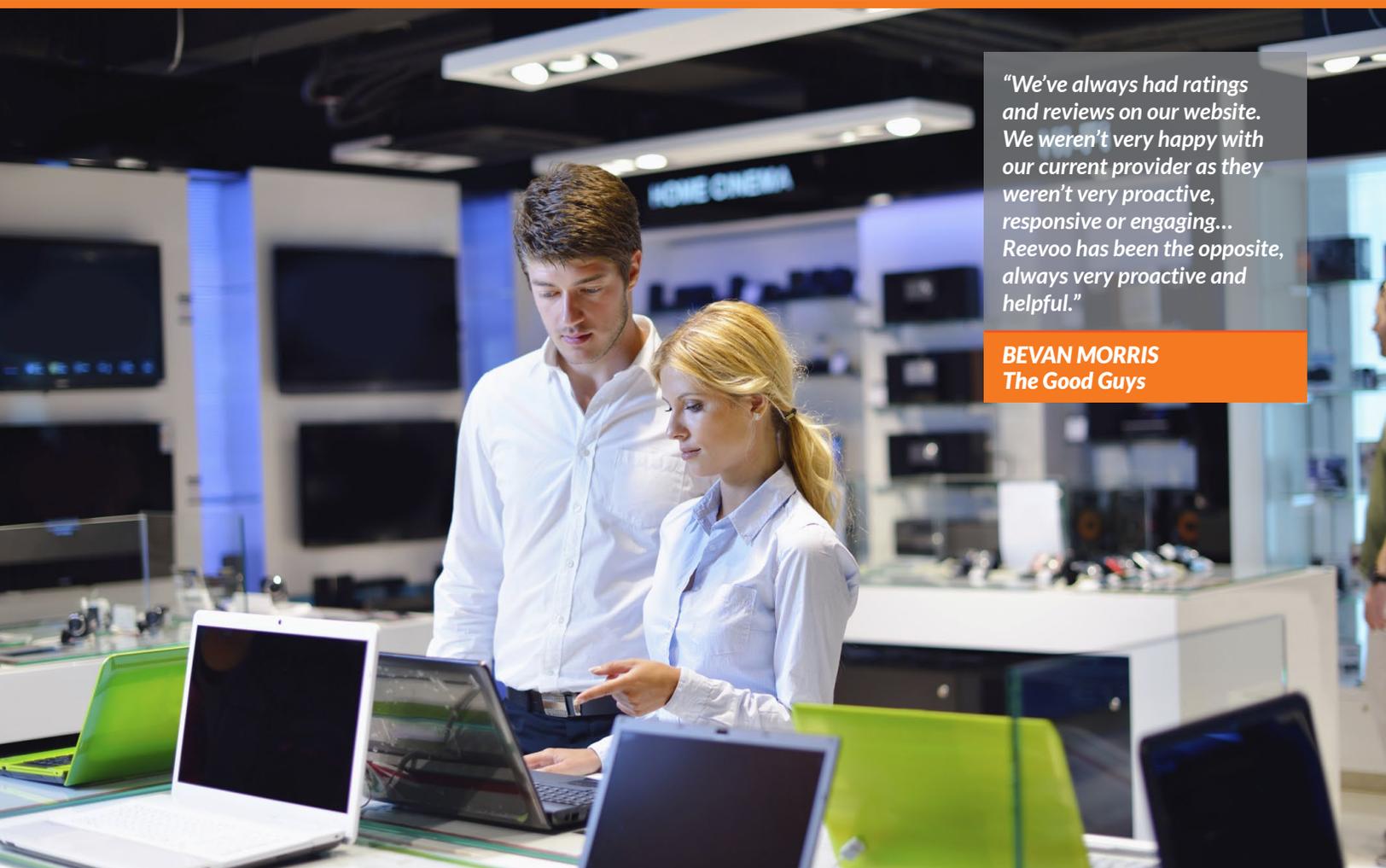


// case study:



THE GOOD GUYS



"We've always had ratings and reviews on our website. We weren't very happy with our current provider as they weren't very proactive, responsive or engaging... Reevo has been the opposite, always very proactive and helpful."

BEVAN MORRIS
The Good Guys

The Good Guys ditch the bad guys for Reevo

Consumer household appliance chain The Good Guys has been one of Australia's leading retailers since its inception in 1952. With a vision to always delight, The Good Guys wanted a ratings and reviews solution to reflect the great experience it offers its customers.

The Good Guys is a brand well and truly engrained in the retail landscape of Australia. With 97 stores across the country, it has cemented its position as the 'place to go' for a massive range of electronics, white goods and more. Its online store is one of the biggest in the country, and offers a sleek, immersive shopping experience.

Thegoodguys.com.au has featured ratings and reviews

since it began. The Good Guys recognises the role ratings and reviews play in the customer journey, and has been using them to build trust and consumer engagement, and ultimately, drive conversion. However, it became apparent that its original solution was not working to an acceptable standard.

Growing more displeased with the existing solution, The Good Guys decided it needed a ratings and reviews provider who would deliver a more extensive, proactive service. Impartiality was important as well – it knew customers trusted an independent third party more than an in-house review solution.

RESULTS

// 96% Customer service score

// Over 90,000 reviews from the Reevo network displayed from day one

"Having the Reevo brand definitely adds impartiality. I don't think that it's less powerful if the customer over here doesn't necessarily know the Reevo brand - just the fact that it's a third party provider helps."

BEVAN MORRIS
The Good Guys

// The solution

The Good Guys contacted Reevo to investigate the possibility of a switch. After investigating Reevo's offering, The Good Guys made a decision to change providers and engage Reevo to collect, moderate and display its ratings and reviews.

As well as collecting product reviews, Reevo asked customers of The Good Guys to rate the customer service they experienced. Ask-an-owner functionality was also implemented - allowing potential customers to ask real owners questions about the products they are interested in, all moderated by Reevo on The Good Guys' website.

Why Reevo?

Despite being mid-contract with its current provider, The Good Guys felt a change of review solutions was essential to continue to provide the best online experience possible for its customers. Reevo provided an ideal alternative; a full service solution with a proactive approach to collecting reviews.

The high volumes of collection that Reevo provides were an important factor in the choice, and global database

// The results

The Good Guys strives to be known for outstanding delivery and customer service on its online store, and this image was reinforced with an outstanding Customer Service Experience score of 96%.

The Good Guys benefited greatly from Reevo's aggregation. Over 90,000 reviews and a wealth of Ask-an-owner Q&A from Reevo's global database were shared with The Good Guys for relevant products. Reevo's high response rates also began to work for The Good Guys, creating high volumes of new user generated content.

aggregation meant that The Good Guys had immediate access to a large volume of reviews and Ask-an-owner Q&A from day one of implementation.

All implementations of this scale have their own set of challenges; but The Good Guys were impressed with the level of service provided by Reevo to ensure a smooth transition and swift deployment.

Want to know more about how Reevo can engage your customers, increase sales and raise average order values? Visit www.reevo.com/industries/retail/



Real reviews, from customers like you.

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