

CASE STUDY

# Reevoo helps Volvo achieve a fresh new image



Customer Review



9.0/10

- + Good inside and outside lighting. Seating and positioning fits all sizes tall or small. Solid build and holds the road well.
- High boot lip. Poor rear visibility.

UGC content



“We wish we had more time as there is **so much more** we can do. It’s Reevoo pushing us rather than the other way around!”

**GEORGINA WILLIAMS**

Head of Marketing, Volvo



The Volvo Car Corporation is one of the car industry's strongest brands, with a long and proud history of world-leading innovations. The first Volvo vehicle left its Swedish factory in **1927**, and since then each Volvo has become a symbol of the brand's **ambition for quality.**

# Background

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In the UK, Volvo vehicles have traditionally been renowned for safety – a deserved reputation, but one that the brand was looking to integrate with its new luxury aspirations. This attempt to change public perception resulted in potential Volvo buyers not knowing what the brand stood for. Despite recent vehicle ranges being some of the best ever released, Volvo was finding it difficult gaining traction in a crowded marketplace. Volvo realised it needed to find a different way to engage with potential owners.

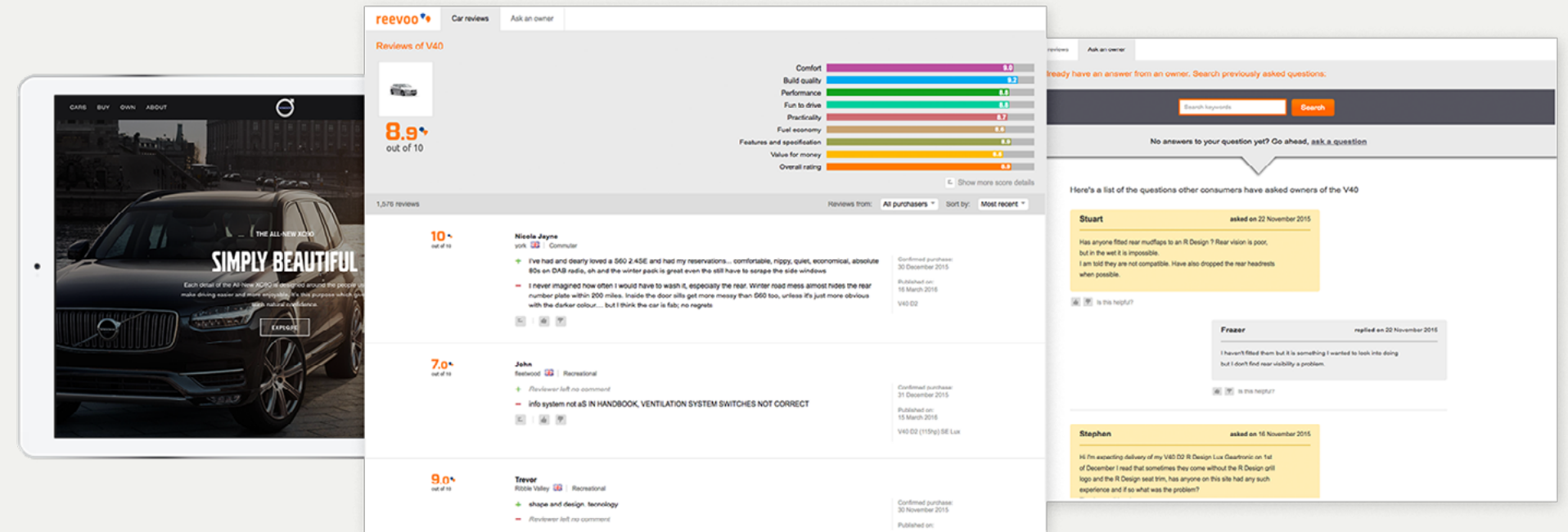
Volvo decided to use the owners of its latest models to help bring alive its latest brand values. By using existing drivers as social proof, Volvo aimed to change the attitudes of potential ones and alter the way its brand was seen. Collecting driver reviews meant the carmaker could also use the content to boost its search engine optimisation and increase website traffic. Volvo knew people would be impressed by the vehicles once they took them on a test drive – so the goal became to convert more website visitors into booking them.

27%

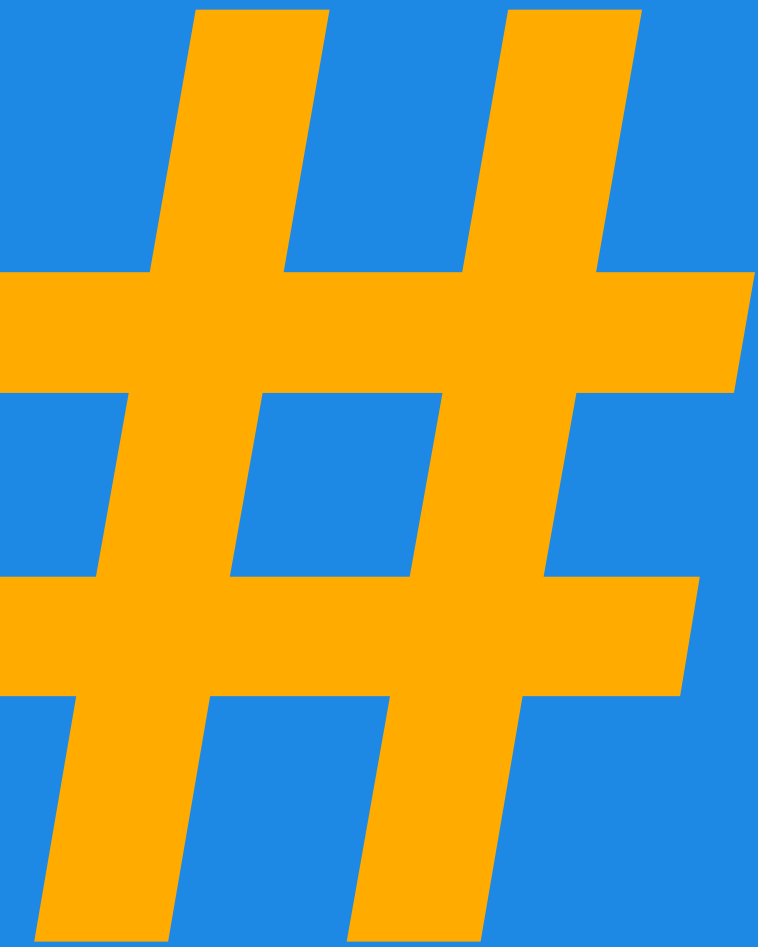
publish rates



# The solution



Volvo looked to Reevoo to collect reviews from verified Volvo owners. Review collection began in September 2013 and went live on Volvo's website the following month. Reevoo also implemented its 'Conversations' product, allowing potential customers to have their questions answered by verified Volvo drivers. 'Owner reviews' sections on the website pages of each vehicle describe Volvo's partnership with Reevoo and explain the independence of the reviews.



featured on page one of  
search results





# The results

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Volvo has created an 'owner reviews' page, and by embedding Reevo reviews was able to use the content its drivers were creating to shoot up the search rankings.

Volvo has been pleasantly surprised at how enthusiastic its retailers are about the Reevo service. Having already collected reviews for Volvo vehicles through some of its dealers, Reevo could assure Volvo that the scores would be strong across its range. Reevo has also collected photo reviews on its behalf.



8.7

average score





See Volvo's reviews on the road at

[www.volvocars.com/uk/cars/new-models/v60/reviews](http://www.volvocars.com/uk/cars/new-models/v60/reviews)

+44 (0)20 7654 0350 | [info@reevoo.com](mailto:info@reevoo.com) | [www.reevoo.com](http://www.reevoo.com)