

The multi-platform approach



Collecting reviews with more than one provider

At Feefo, we recommend that businesses opt for the simplicity of a single reviews provider.

But if you prefer to collect feedback using multiple platforms, this guide will help you maximise the benefits of each.

What are the main differences between open and verified platforms?

Open platforms can generate lots of reviews for your business. That's because anyone can leave feedback, whether or not they've used your company. This can leave you vulnerable to fake reviews, which could damage your reputation.

Verified-only platforms like Feefo, on the other hand, only take feedback from customers who have genuinely used your company. You may get fewer reviews on this type of platform. But you'll be able to act on your feedback with confidence, knowing it's fake-free.

Businesses should streamline their approach to reviews by choosing a single provider. However, there can be benefits of using more than one platform.

The benefits of using two review sites

- ✓ **A holistic picture** – Comparing the reviews you get from two providers can give you a more complete view of how you're performing. This is especially true when you take into account that each provider may have different moderation processes.
- ✓ **Reputation management** – It can sometimes be valuable to manage your reputation across a number of platforms.
- ✓ **Additional proof of your excellence** – By displaying feedback with two providers, you'll give people double the incentive to believe in your business.
- ✓ **You'll be seen more** – Using multiple platforms increases your brand awareness and presence online. Your SEO will improve too, so more prospects land on your website.
- ✓ **Transparency for consumers** – Giving people the option of which platform to use makes their lives easier. It also shows you're happy to receive feedback through multiple streams, because either way, you've nothing to hide.

The strengths of adding Feefo to your tech stack

As the global leader in verified reviews, we provide high-quality feedback that consumers and businesses can use to make reliable decisions. Our platform can help you:

- ✓ Understand customer sentiment
- ✓ Group data by common themes
- ✓ Spot trends – for your business and industry-wide
- ✓ Discover new growth opportunities
- ✓ Increase sales
- ✓ Build brand loyalty

We can customise your review invitations and surveys to match your brand. We'll help you ask the right questions at the right touchpoints. And our extensive selection of widget display options can be adapted to your brand, so your reviews appear how and where you like.

Most importantly, we keep people in your ecosystem. Our widgets will never lead browsers to a third-party page where they can come across your competitors. Instead, we keep them on your website – increasing the chance they'll buy from you, and you only.

Contact us

Contact a member of our dedicated team to find out more:

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