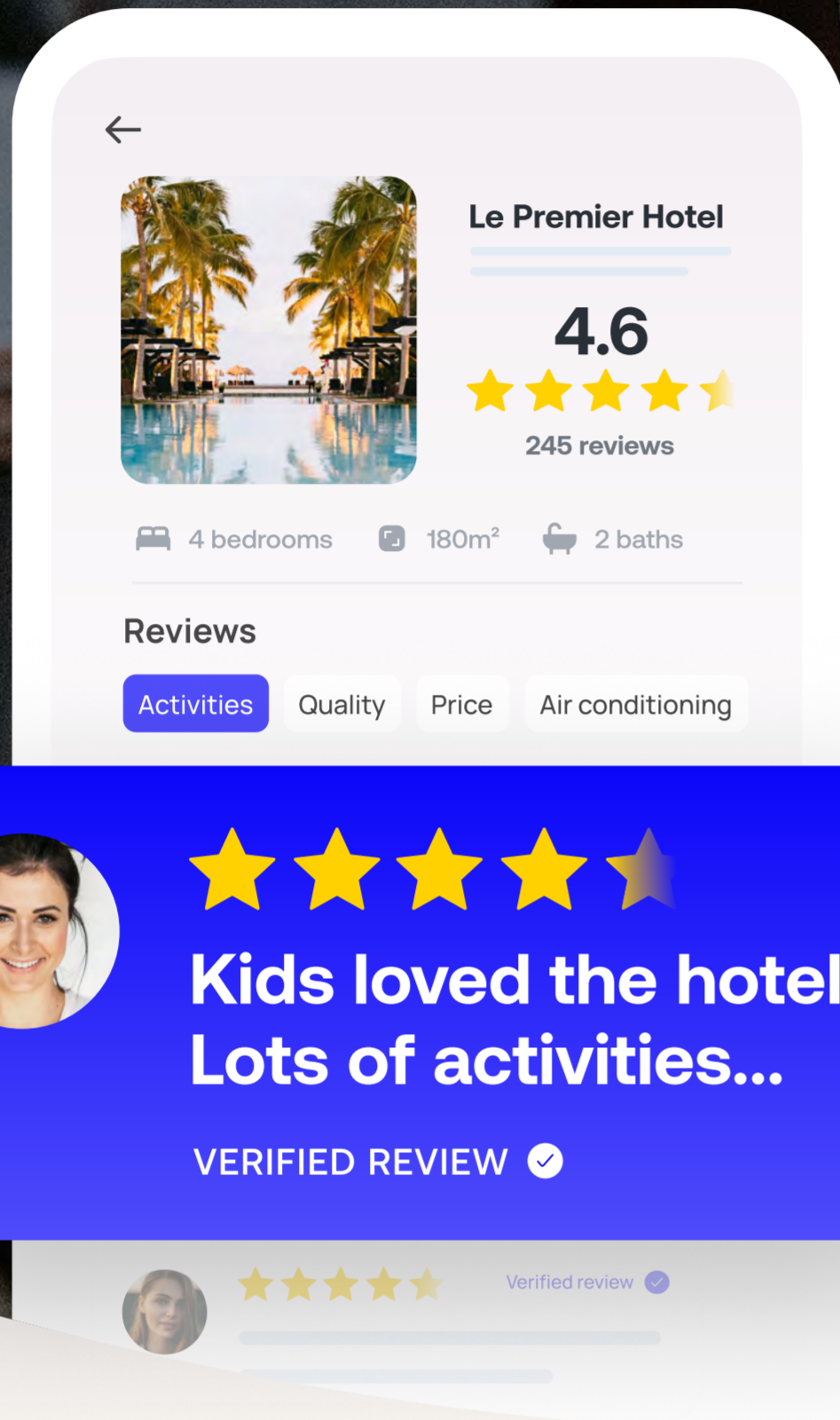


More Than Just Stars



Bring your business to life with the power of customer feedback

96% of UK consumers use reviews as their main source of research for a brand, product or service. That's why we help you use reviews to view your business through a new lens.

Relax in the knowledge that Feefo frees you from the risk of fake reviews – we safeguard your brand with verified feedback and content moderation.



96% of customers read online reviews before buying



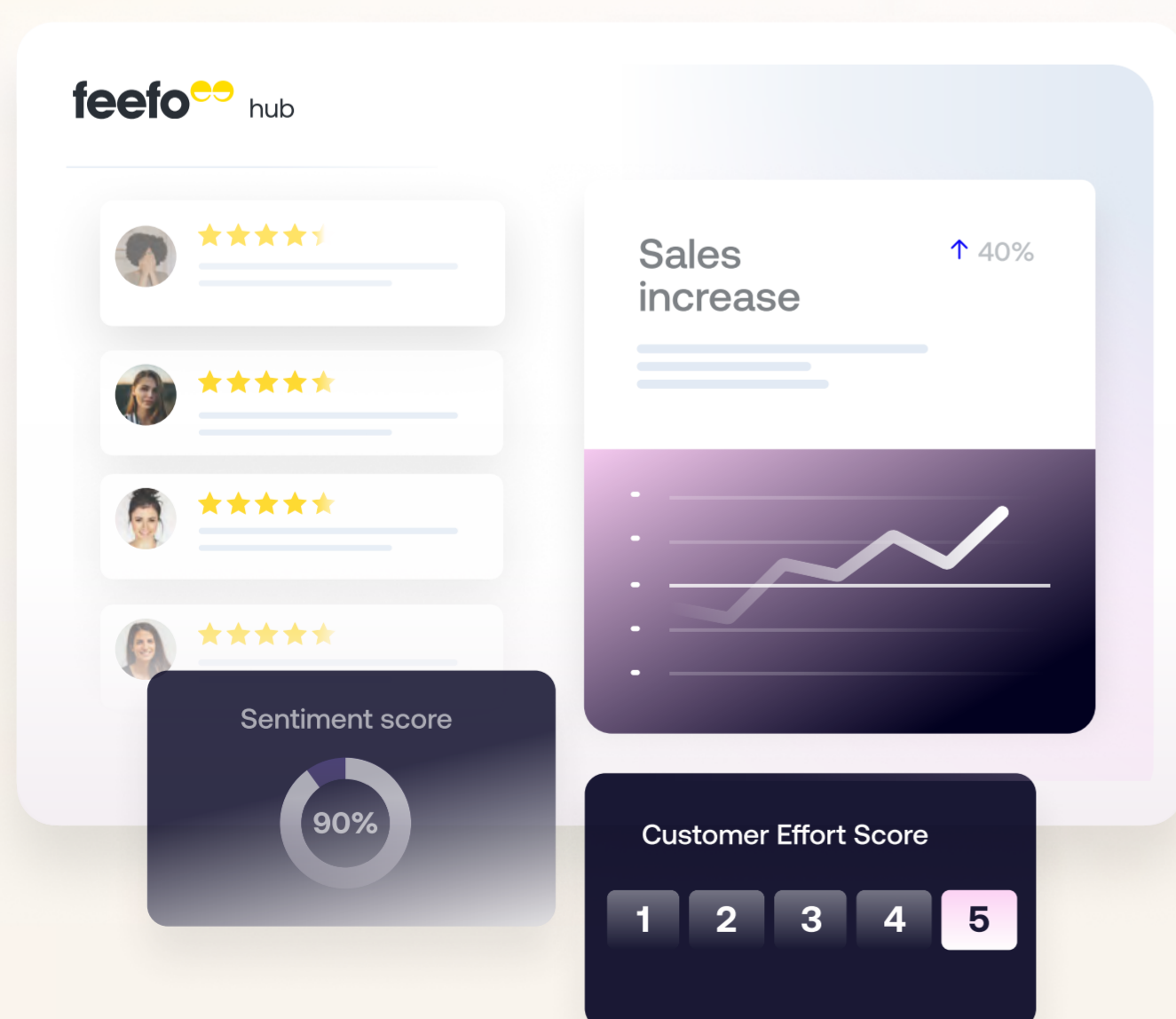
15% increase in likelihood to purchase when customers read verified reviews

Leading verified reviews provider

Feefo works with 6,500+ brands worldwide to collect verified reviews. That's 62+ million reviews we've helped our clients collect and learn from, with 125,000+ clicks a day. We help consumers have confidence in their purchasing decisions, and brands have the insights they need to shine.

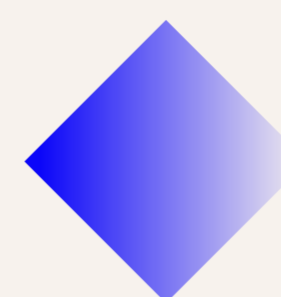
Let your customers take centre stage:

- ✓ An intuitive feedback process making it easy for your customers
- ✓ Tailor your message and design to suit your brand
- ✓ Quick to set up and ultimate turn-key solution to collecting customer feedback
- ✓ Photo and video user generated content enabled
- ✓ Sharable across channels to boost conversion
- ✓ Search engine optimising content with user generated comments
- ✓ Dedicated customer service team to help you get the most from feedback



Why Feefo?

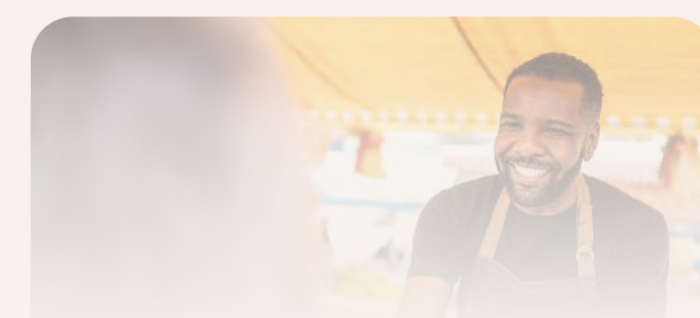
- Increase conversion rates and ultimately, profits
- Access insights to help you make business-enhancing decisions
- Use your customers as your best advocates
- Build a trusting relationship with customers
- Cultivate a culture of learning
- Benefit from customer feedback in any industry



Real customer feedback

With the tech to use it

Reviews give you deep understanding of your products, services and business – and opportunities for enhancement. We have the tools and knowledge to help you get the most out of every one of your customers' voices, at every step of their journey.



Trust

Reviews influence buyers - from finding answers to purchase-dependent questions, to trusting feedback is from real customers. Trust creates loyal customers and advocates.

Feefo features:

- Dynamic Topic Display: Exhibit pertinent reviews at point of sale
- Syndication: Share reviews across trusted partners and display more than you can collect solo
- Moderation: Elevate your brands reputation with pre and post suitability moderation

Growth

Reviews boost sales. That's a fact. Especially when displayed at point of sale and in a way that makes it easy for customers to access the knowledge that want. We have a multitude of tools to help you gain the profit-boosting advantages of customer feedback.

Feefo features:

- Review Booster: Day one honest and verified reviews
- SMS feedback requests: Increase your feedback response rate
- Treefo: Give back to your customer by planting a tree for every review

Knowledge

The more you know about your customers the more you can tailor what you offer to their needs. Use feedback to drive personalisation and enhance your customer journey.

Feefo features:

- Surveys: Collect additional, in-depth open feedback
- Feedback Request Manager: Ask your customers specific questions at every step of their journey
- AI Sentiment Analysis: Discover themes in your customer's feedback

What our customers think

“Feefo helped us give our web pages a more engaging, human feel that makes visitors stay longer. In terms of our strategy Feefo’s out-of-the-box integration has been very impressive.”

Jonny Evans

Digital User Experience & E-Commerce Manager, Vauxhall Motors

“Feefo’s AI-powered analysis tool has enabled us to improve our delivery process and initiated fascinating conversations with our customers. Iceland is better able to respond, listen and act on feedback.”

Rachel Lewis

Customer Response Co-Ordinator, Iceland



How insights can drive change

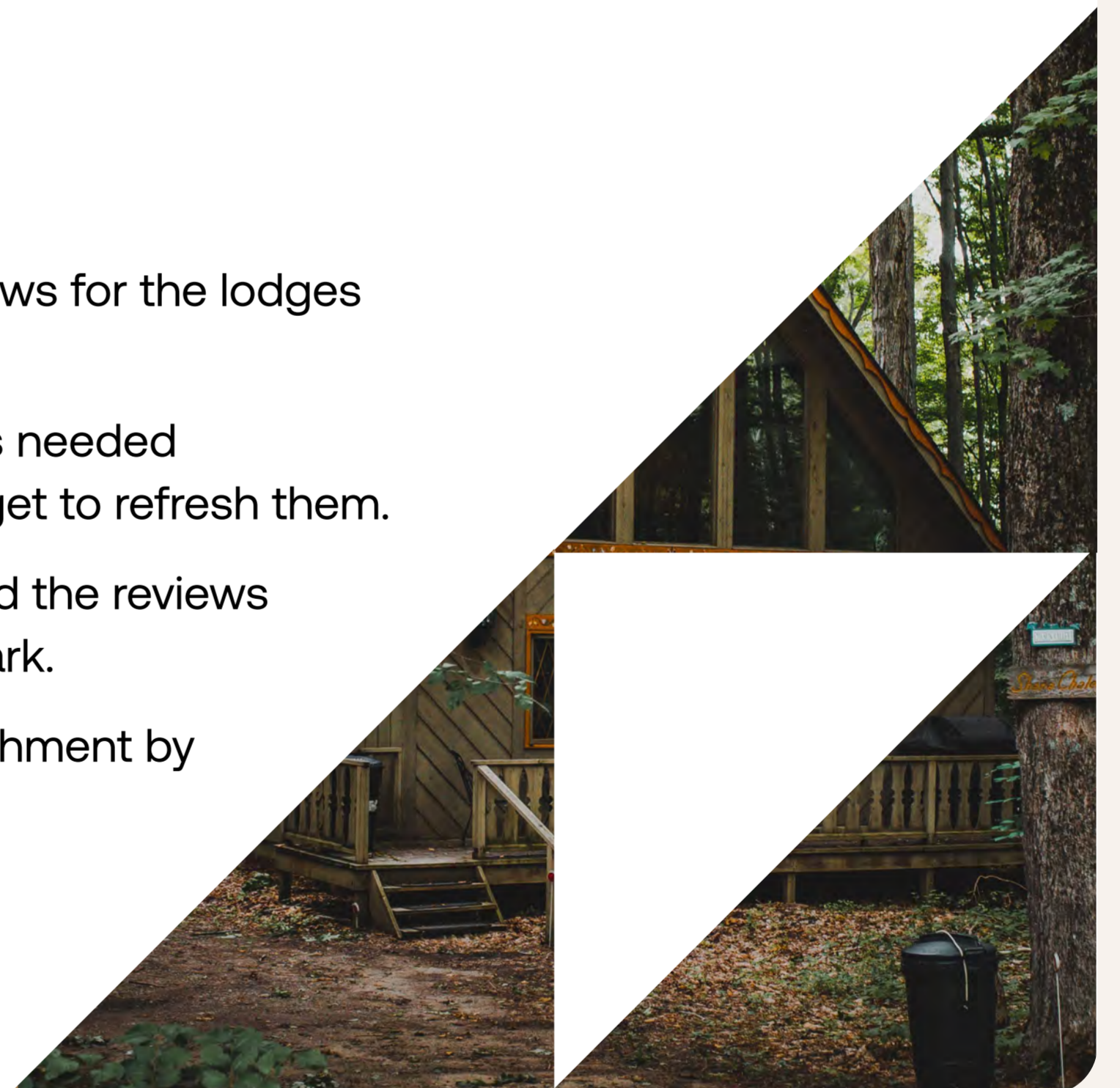


A parcel delivery pivot

- A leading online gift retailer noticed they were experiencing a sudden peak in returns.
- An in-depth analysis of customer feedback revealed that people's gifts were arriving too late.
- The company had recently swapped courier companies, so they took swift action to return to their previous delivery provider.
- Parcel returns plummeted, and customer feedback became largely positive once more.

A rescued holiday lodge

- A holiday company were receiving poor reviews for the lodges at one of their properties.
- At first, they assumed the lodges themselves needed refurbishing and allocated a substantial budget to refresh them.
- But when they analysed feedback, they found the reviews came from lodges in a shaded area of the park.
- They saved thousands of pounds on refurbishment by simply moving the lodges into a sunny spot.





Don't underestimate the value of customer feedback. Let it be the compass that steers your business in the direction of growth.

Tony Wheble

CEO, Feefo



Contact us

To learn more about how Feefo verified feedback can transform your business get in touch with one of our advisors.

Call

Email

feefo.com

feefo