



case study

Orange UK connects with the Voice of the Customer

Reevoo Ratings and Reviews and Reevoo Conversations supply high volumes of authentic, relevant consumer reviews and Q&As for Orange UK's website, increasing conversions by 80%.

THE PROBLEM

It's a fact that customer reviews increase sales on almost every online product. Buyers trust other buyers, so reviews drive sales – and the more reviews a product has, the more sales will increase. To maximise sales, brands must make sure all products have plenty of reviews, and that new reviews are continually added.

Ratings and reviews aren't the only way to boost online sales: social question and answer services (Q&As) work brilliantly too. Buyers trust real customers to answer their product questions honestly, so a critical mass of consumer-to-consumer Q&As will increase sales.

Orange UK realised that the only way to achieve high volumes of reviews and Q&As was to proactively reach out to all their customers, supported by Reevoo's international network of more than 5 million reviews. It wanted all Orange customers to submit a review (good or bad), and to use those customers' experiences to create a Voice of the Customer knowledge base that would give buyers quick, relevant answers to their questions.

HIGHLIGHTS

MORE conversions

consumer reviews and conversations boost online conversions by 80%.

increased **TRUST**

real customers answering real questions from genuine shoppers make consumer trust soar.

LOWER abandonment

well-placed reviews and conversations help overcome any lingering doubts that stand in the way of sales.

MORE return visits

authentic content and excellent service encourage customers to return.

Having customers answer other consumers' product questions saves money, increases sales and improves customer service.

“Reevoo Ratings and Reviews and Reevoo Conversations have delivered a continuous stream of social commerce content, thanks to Reevoo’s extensive network and ability to reach out directly to individual Orange customers. Our customers benefit from trustworthy, independent information, and we benefit from a large uplift in conversions.”

Matt Podmore
Head of Orange Online Sales,
Everything Everywhere LTD

THE SOLUTION

Orange UK turned to Reevoo Ratings and Reviews, a proactive review solution with a market-leading response rate, and Reevoo Conversations, a service that collects and manages online product Q&As. Here’s what the two services did:

Reevoo Ratings and Reviews

Populated 97% of web pages with relevant, genuine consumer reviews proactively collected from confirmed customers and shared from Reevoo’s network of more than 5 million reviews.

Delivered more than 36,000 reviews across its product portfolio through proactive collection and the power of the Reevoo network. More than 50 reviews per product were available for 60% of company’s current range.

Reevoo Conversations

Provided 2,700 Q&As in three months by generating answers from a pool of 80,000 confirmed product owners to overcome shoppers’ last minute doubts and boost conversions.

Ensured that over 90% of questions received at least one answer and that over half of questions were answered within 24 hours, supporting customer support services and bringing potential customers back to the site.

RESULTS

80%

Conversion rates increased by 80% for visitors who read review content supplied by Reevoo Ratings and Reviews.

5x

Time on the Orange UK site increased five times for visitors asking questions and reading answers via Reevoo Conversations.

60%

Return visits were up 60% for visitors who interacted with Reevoo Conversations.

FIND OUT MORE

Contact Reevoo for a demonstration of how our Voice of the Customer solutions can help you.

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WHY REEVOO

Reevoo is a pioneer of ratings and reviews services for multichannel brands and retailers. We help brands connect with customers, listen to their opinions and share their ratings and reviews with the world.

Many of the world’s fastest-growing brands choose Reevoo to attract consumers, boost conversions and accelerate purchase journeys across all channels. Unlike passive, software-only solutions, we work closely with our clients to generate returns and continuously improve results.

We’re growing fast because our independent trustmark approach and rigorous Amplify™ methodology deliver better results for our clients.

Talk to us.