

**Feefo**  
August 2009

feefo 

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## How Feefo was born —

Bill Cawley enjoys buying and selling on eBay. One day, when buying a part for an old lawnmower, it occurred to him that nobody would buy anything on eBay if it were not for the feedback from previous satisfied buyers. If this is true for eBay, why should it not be true for any other business – online or offline?

It was clear that feedback or edited highlights of customer comments on the suppliers' own sites would not be believed. What was needed was an independent site dedicated solely to independent feedback based on the eBay principles of asking every customer for feedback, and allowing the supplier to respond. That's how Feefo was born.

**Feefo** is the most trusted, independent customer feedback forum

A simple, brilliant service that allows you to instantly see how your customers feel

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# The team behind it — Two years of testing —

The inspiration behind Feefo is Bill Cawley, the inventor. Bill, in a long and varied career, has recently owned a company that sold trampolines online, so is very aware of the lack of contact that online suppliers have with their customers, and the benefits of talking to customers

The programming skills, the technological expertise, and the reason why Feefo performs so consistently well is down to his son Edd, an accomplished Java programmer in his own right.

The business growth impetus, and expertise in customer relations comes from Ed Lennox, the marketing director, who, before he joined Feefo, was responsible for modernizing the working practices at Sky TV's call centres, so as better to serve their customers.

They are backed up by experts in web design, marketing and branding to ensure that Feefo really does consistently deliver what it promises.

When Feefo started, the market was new, untested, and response rates were a matter of speculation, as were the quality of the comments received. It turned out that people responded in large numbers, often with very constructive feedback, and, over a period of two years, Feefo has been honed into a tool perfectly designed to get the maximum amount of interaction between supplier and customer, with the maximum benefit to both.

Major advances have included the ability to handle many products on a single order; the ability to customize your message to your customers and the feedback page; the ability to stream the feedback through your own site; and powerful reporting tools to ensure that you leave no complaint unanswered and take the maximum learning from trends and issues.

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## One —

Every £1 you invest in Feefo will deliver you a huge return on Investment

How?

Feefo is a low cost, high impact solution. Nothing delivers more cost effective customer retention.

Customers trust Feefo businesses. Any organisation that is prepared to show what its customers think, both good and bad, has nothing to hide.

Your best products will sell even more. The power of a positive peer review is worth many times more than a sales message.

Your rate of product returns will decline, as your customers will be more assured they are buying a product they trust and know what to expect when it arrives.

Every piece of feedback you get allows you to improve your service, refine your processes and improve your customers shopping experience. Feefo will help you grow your business.

## Two —

Search Engine Optimisation (SEO) is at its core

How?

Web 2.0 is driven by user generated content being delivered straight to your site. Feefo delivers this all day every day, even when you sleep.

A site that changes every day is one that Google ranks far more highly – the reason? – Because customers rank them more highly too. They want to do business with businesses who do more business.

An independent review is ranked more highly by Google and other search engines as it is more plausible as a 'review' in its raw unedited state and clearly not a thinly disguised advertisement.

The power of an independent review is the amplification of honesty. Because you have nothing to hide by displaying the bad as well as good, it is always more effective in generating additional sales than those that have been edited.

## Three —

Customers spend more every time they visit

How?

Because you have built trust, your customer's average spend will be higher.

But its not just average spend, frequency increases too. Our customers report an average increase in frequency in almost every case.

Brands on the high street have had years to build trust with their customers, where most e-tailers are relatively new. Trust is earned over time, not given easily. Feefo acts like a fast track to trust, building a relationship day after day after day.

If you were thinking of buying a used car, which dealer would you be most likely to trust? One who put up glossy promises all over his site, or the one who let you speak to every single one of his previous customers?

Customers who are heard, feel like they are connected to a brand and, become devoted brand activists (or evangelists). Brand activists buy more products, more frequently.

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## Four —

### Customer retention increases

How?

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Feefo produces a dialogue with customers rather than the usual corporate diatribe. Any organisation that listens to its customers and acts on its feedback will grow in the long term.

—  
Customer loyalty starts with a problem and a voice in the wilderness. If you listen and respond positively you not only save the sale, you win the customer for life and many of their friends forever too.

—  
Research via email produces more honest results than that conducted face to face, because the social dynamic is reduced. A disappointed restaurant customer will rarely complain, they will just eat elsewhere next time – Feefo gives them a voice and gives you another loyal customer.

Five  
simple  
reasons

## Five —

### You build a better business

How?

—  
The opposite of love is never hate, it's apathy. By listening to your customers you are placing real value on their feelings. Businesses that listen and react positively to feedback are consistently more profitable.

—  
Every business that has ever added Feefo to their site has said that they have learnt huge amounts about their business. Not just the great big obvious things, but through having literally thousands of customers telling you how you could make their buying/brand experience just that little bit better.

At **Feefo**, we like to keep things simple, so we've got it down to five simple reasons as to why **Feefo** will work for your business

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## BeWILDerwood —

BeWILDerwood is an award-winning adventure playground in Norfolk and winner of a worldwide THEA award as the best children's adventure park in the world.

BeWILDerwood joined Feefo at the end of its first year of operation. The initial satisfaction rating was below 90% – 11.5% of customers declared themselves dissatisfied. The reasons for this were easy to tell – not enough toilets, the wrong food, and apparently overpriced but gorgeous coffee.

All of these factors were easily rectifiable, with the result that the satisfaction rate in 2009 rose to over 97% – an astonishing score for a visitor attraction – where a rate of 80% would more normally be seen.

Bewilderwood treat Feefo as an integral part of their business, vital to understand their customers' needs, and without doubt, partly responsible for an increase in food & beverage turnover – year-on-year of 23%.

## Charles Tyrwhitt —

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Charles Tyrwhitt is a supplier of high class shirts and other clothes. It is led and owned by Nick Wheeler, who started the business from scratch twenty years ago. Charles Tyrwhitt is one of the oldest Feefo clients, and has now received nearly 60,000 responses (which equals 150,000 product reviews), of which 99% have been positive.

Studies have shown that those who have looked at feedback are three times more likely to buy than those who have not, and buy more often (in a given period 50% of those who had looked at feedback re-ordered, against less than 10% of those who had not looked at feedback). However Charles Tyrwhitt sees the advantages of Feefo for different reasons.

One very powerful reason is the control it gives to the chief executive, and, in this case, the possibility for Nick Wheeler to talk publicly to his customers. Instead of repeating the same message to each customer individually, Feefo allows him to talk to, and perhaps more importantly, listen to many customers at a time.

Two years after installing Feefo on his website, Nick Wheeler monitors Feefo daily, and uses it as a starting point for discussions in management meetings.

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## Jack Wills —

Jack Wills has an enviable reputation among teenagers and young adults as one of the coolest brand of clothes to wear.

But Jack Wills is also very aware that reputation, once lost, cannot be recovered. When Jack Wills joined Feefo, earlier in 2009, they were concerned to discover that their satisfaction rating among their online customers was less than 90%, mainly due to problems of delivery.

Jack Wills responded to this by improvements in procedure that have led to a satisfaction rating of over 95%. That means another 5% of customers prepared to buy again.

Jack Wills have also received possibly the most charming feedback ever posted on Feefo.

Feedback for some wrist warmers:

These are lovely, scrumptily and warm but staggeringly overpriced. I'm a fool for buying them! And I wish I'd had the red ones. Maybe I should buy the red ones too... but then I'm a bigger fool... oh Jack Wills, Jack Wills, you point up human frailties and vanity with your desirable label. But you too will pass into the charity shop of consumer history. Guess that's why you're getting all the money you can before the youth market moves on. I however now have the pattern for a great pair of wristwarmers and I shall knit many more. Consumerism is so complicated... Blimey, I need a cup of tea and a sit-down. x

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Case  
Studies

# Don't take our word for it —

We practice what we preach – we ask our own customers for feedback, and we put that feedback unedited on our own website. You can click through to it from our home page. Here are some of the comments people have made – most of these comments were made by the chief executive of the business concerned.

## **BVG-Airflo**

**(Samuel Windsor / Clifford James / Fishtec)**

Feefo has been a revolution to our business, the whole team are now motivated to achieve nothing less than 100%. I just wish we had joined up earlier!

## **Lands' End UK**

**(Fashion Brand)**

Very helpful, flexible & attentive team; listen to our feedback and improve the offering accordingly. Excellent value for money.

## **Frontdesk.co.uk**

**(A Borders based hotel bookings agent)**

Our Feefo feedback bank becomes more valuable the more we accumulate; continues to be an efficient way to demonstrate our service ethic to new customers and an incentive to keep our standards high. New functionality such as deep product linking proving useful.

## **Koodos**

**(Fashion Brand)**

Feefo provide an excellent service. Very responsive to client requests and it is an outstanding way of getting access to customer service information we previously didn't see. Our service has definitely improved due to feefo.

## **Jazzwise**

**(Music Store)**

Feefo is a great system for getting live feedback from customers. If you genuinely care what your customers think, and want to improve customer service then it is the best tool around. This year we decided to prioritise customer service. Feefo has helped us address specific customer service issues that were missed, but also given us lots of useful general feedback from customers. Service from Ed & Bill is excellent. Set up was quick and they continue to be responsive and friendly and have a 'can do' attitude.

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### **www.feefo.com**

The most trusted,  
independent customer  
feedback forum



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