



« eKomi's focus on independence and being a widely recognised feedback system was a deciding factor on choosing eKomi as our preferred solution. »

Simon Francis - Managing Director - www.esedirect.co.uk

Case Study: ESE Direct

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4.7 / 5	
97.36 % 1.17 % 1.47	
eCommerce Platform	Custom
eKomi Integration	Custom
eKomi Solution	
eKomi Partner Since	October 2012
Amount of Reviews	>350
eKomi Feedback Ratio	5 %
Most Important Features	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Customer Reviews <input checked="" type="checkbox"/> Product Reviews <input type="checkbox"/> Market Research <input checked="" type="checkbox"/> Social Connect <input checked="" type="checkbox"/> Certificate Page <input type="checkbox"/> Review Statistics <input checked="" type="checkbox"/> Transaction Based Review Process
Feedback Usage	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> OnPage Trust <input type="checkbox"/> Widget / Seal <input checked="" type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Google™ Search <input checked="" type="checkbox"/> Google™ AdWords <input checked="" type="checkbox"/> Google™ Shopping <input type="checkbox"/> Newsletter <input type="checkbox"/> Display Advertising <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Offline Marketing <input type="checkbox"/> TV Ads <input type="checkbox"/> Flyer <input checked="" type="checkbox"/> Internal
Benefits	+18% CTR (SEA) +50 Widget Click / Month

eKomi allows us to collect product and store reviews at once

Since 1975 ESE DIRECT has been a leading independent UK manufacturer / supplier of an ever increasing range of industrial storage equipment, materials, handling / workshop equipment, facilities / maintenance equipment, health & safety products, changing room

furniture, lockers, cupboards and general business mail order products. We wanted an all-encompassing solution for providing both product reviews and company reviews. eKomi is one of two companies that offer a solution to meet these needs. eKomi's focus on independence and being a widely recognized feedback system was a deciding factor on choosing eKomi as our preferred solution. Getting store reviews from Google is important to us in order to drive more qualified traffic. eKomi's reviews are recognized by Google; we are now seeing Google using our eKomi collected feedback. We previously collected product reviews only through our website e-commerce platform. Due to the ease of use of the eKomi system, we have more customers leaving feedback since switching to eKomi. With eKomi collecting both product and store reviews for us, we now get two separate reviews, so product reviews focus solely on the product and customer reviews on the service.

Improving internal processes to better serve our customers

By analysing our customers experiences with reviews, we gained extremely valuable constructive criticism, for example, learning that our customers wanted more detailed delivery information on their order confirmation. We've reacted to this feedback by making changes to our order confirmation to better serve our customers.

Leveraging our product reviews within Google to gain more traffic & trust

With our eKomi customer reviews being published in Google Shopping, its helped improve our click through rate from Google, giving us increased traffic. People searching on Google will also see our high store rating before visiting our website, providing positive social proof. We are also collecting product reviews and integrating these into our product pages. This is helping our product pages to be richer in content to capture more long tail traffic. For example we are now 3rd in Google.co.uk for "blood bund tray" due to the product review describing how this product is used for catching blood. Moreover, we are displaying those reviews in every product profile which also helps our customers make the right choice depending on their needs.