



**« Working with eKomi demonstrates customer service is our No. 1 priority and helps increase the confidence of site visitors.»**

Gold Bullion Company Sales Team - [www.thegoldbullion.co.uk](http://www.thegoldbullion.co.uk)



## Case Study: Gold Bullion

*“Demonstrating real feedback from real customers, delivered through an independent third party customer feedback company really helps build customer confidence. With over 1,000 positive customer reviews to date, it’s clear that customers very much appreciate the opportunity to voice their experience of the company, products, and service.”*

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<span style="font-size: 24px; font-weight: bold;">4.9 / 5</span>	
99.73 %                     0.01 %                     0.17 %	
<b>eCommerce Platform</b>	JShop
<b>eKomi Integration</b>	eKomi API
<b>eKomi Solution</b>	
<b>eKomi Partner Since</b>	June 2011
<b>Amount of Reviews</b>	>4000
<b>eKomi Feedback Ratio</b>	20 %
<b>Most Important Features</b>	<input checked="" type="checkbox"/> Customer Reviews <input 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
<b>Feedback Usage</b>	<input checked="" type="checkbox"/> OnPage Trust <input checked="" type="checkbox"/> Widget / Seal <input type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Google™ Search <input checked="" type="checkbox"/> Google™ AdWords <input type="checkbox"/> Google™ Shopping <input type="checkbox"/> Newsletter <input checked="" 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
<b>Benefits</b>	+60% Revenues 900 Widget Click / Month

## eKomi and The Gold Bullion Company

Based in the world famous Birmingham Jewellery Quarter, The Gold Bullion Company (part of Sabre Jewellery, founded in 1993) offers customers the opportunity to buy gold and silver bullion bars and coins online at unbeatable prices. Unique in the industry, the company provides their customers with the option to make instant online purchases using Visa or MasterCard, with free, fully insured and secure next business day delivery. The Gold Bullion Company believes their unrivalled customer service is the key to their success and considers its customer service team their most valuable asset! “In this industry, customer confidence and security is of the highest priority. It’s vital that customers trust our company. We decided that working with an independent feedback company such as eKomi would help grow customer confidence. Results were immediately obvious, specifically from Google traffic where the feedback rating was shown alongside the advert. Results: The Gold Bullion Company’s choice to work with eKomi and integrate its service allowed for the company to get closer to their clients.

## Bring Reassurance with eKomi

“We’re a customer service focused company, we believe that satisfied customers become loyal customers who will then return time and time again. Working with eKomi has provided us with a platform on which to share our customer’s experience with site visitors. We have achieved a fantastic rating score, currently 4.9/5 and 100% positive reviews, the numbers are clear, and the eKomi feedback system has clearly helped build our business and brand.”

