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Jesse Hutchinson - Head of Development - www.mainlinemenswear.co.uk



Case Study: MainlineMenswear

"We are very proud of our customer services here at Mainline Menswear and feel very confident that it is this excellence of our service that sets us apart from our competition. Anything that we do to better communicate with our customers has always been received well."

Jesse Hutchinson - Head of Development - www.mainlinemenswear.co.uk

		4.9 / 5
99.90 %		0.02 %
0.08 %		
eCommerce Platform	JShop	
eKomi Integration	Custom	
eKomi Solution		
eKomi Partner Since	August 2011	
Amount of Reviews	>15000	
eKomi Feedback Ratio	5 %	
Most Important Features	<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	<input checked="" type="checkbox"/> OnPage Trust <input checked="" 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 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	
Benefits	2000	Widget Click / Month

MainlineMenswear - One of the largest independent online retailers for male designer fashion in the UK

Housing over 100 of the top designer names in the world, and a range of products that exceeds 8,000, in 2012 Mainline Menswear grew at such a fast rate that it now boasts top brands such as Lyle and Scott, G Star, Fred Perry, Lacoste, Armani, Hugo Boss, Ralph Lauren, Diesel, Adidas Originals and many more. Result: Mainline Menswear decided to work with us, integrating eKomi as a tool that allows for them to get closer to their clients. Jesse Hutchinson, Mainline Menswear Head of Development, explains the company's reputation, its customer care service, and why they have decided on working with eKomi.

Customer Care: Growing closer to the clients

With next day delivery, a one-hour delivery window as standard, and the ability to ship orders worldwide, Mainline Menswear is fast becoming the one stop destination for designer clothing for the fashion conscious male. Jesse Hutchinson explained the Mainline Menswear's customer care approach to us: Case Study Mainline Menswear is one of the largest independent online retailers of male designer fashion clothes in the UK.

"We felt that it was increasingly important to be fully transparent with our customers and that including customer reviews and feedback would have a positive affect on visitor confidence and ultimately conversion rate. We liked the simplicity of eKomi's approach and obviously it was important that we worked with a 3rd party Google reviews aggregate partner".