



Presentation The Gold Bullion

UK's market leading online bullion dealers
Customer Reviews
Founded 2008
www.thegoldbullion.co.uk

Integration with eKomi Solution

Customer feedback system since June 2011
More than 1,000 reviews in 6 months
No. of orders: +60%

Results The Gold Bullion / eKomi

Better visibility in web search engine (SEO)
Quality of service improved
Loyalty and Trustfulness



theGoldBullion.co.uk
The UK Bullion Company

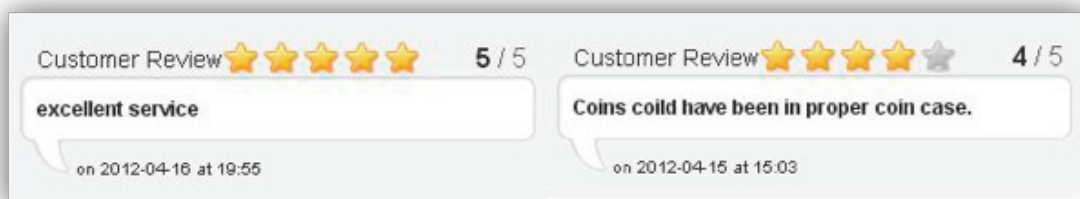
Based in the World Famous Birmingham Jewellery Quarter, The Gold Bullion Company; a part of Sabre Jewellery, founded in 1993, offer customers the opportunity to buy gold and silver bullion bars and coins online at unbeatable prices. Unique in the industry, The Gold Bullion Company provide customers the option to make instant online payment using Visa or MasterCard, together 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!



The Gold Bullion and eKomi

*"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 custom confidence. **Results were immediately obvious, specifically from Google traffic where the feedback rating was shown alongside the advert**".*

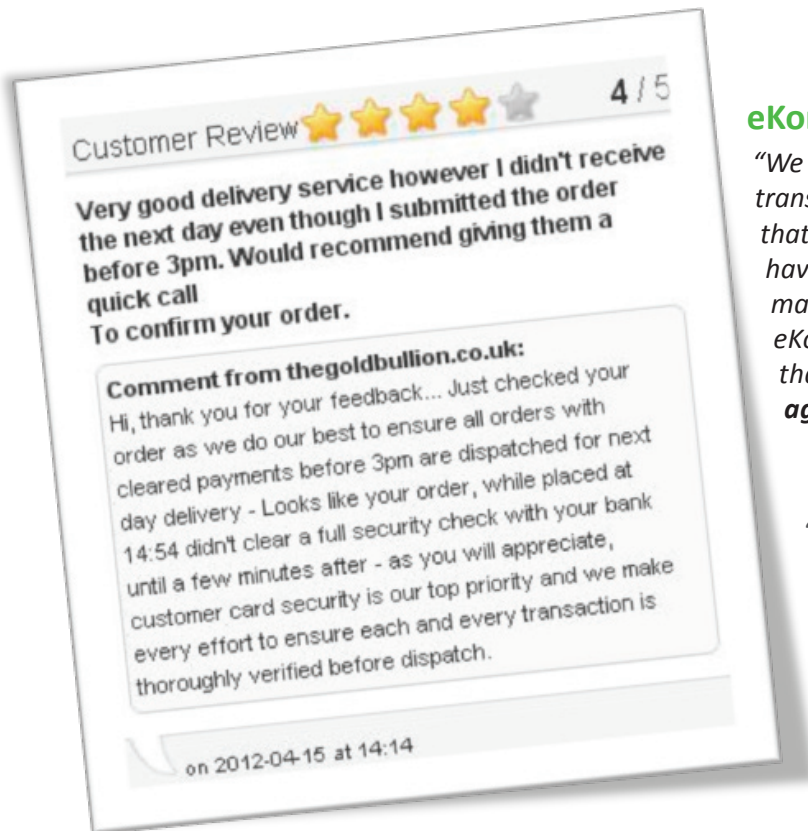
Therefore, they decided to work with eKomi and integrated it as a tool that allows for them to get closer to their clients.





Real Feedback

"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".



eKomi as a Third Party

*"We felt that it was increasingly important to be fully transparent in our relationship 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**".*

"We decided working with an independent feedback company such as eKomi would help grow custom confidence"

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**".*



eKomi Ltd

eKomi, The Feedback Company, provides an independent, transparent, and authentic feedback collection and management service. It offers a service to boost eCommerce companies; it guarantees the most effective business results and transparency and security in the online world. This requires a high quality operation, which is provided by a competent team of online Marketing experts, designers and IT professionals. Every single day they handle the groundbreaking social commerce technology. eKomi brings value added for online websites: the presence of the Widget on the online shop's welcome page allows everybody to check eKomi's certification page and read all the feedback posted by customers. Additionally, eKomi's partnership with Google and the connection with Google Shopping and Adwords allow boosting sales and improving customer experience.