



### Presentation Mainline Menswear

Online retailer of Men Designer Clothes  
Customer Reviews  
Founded 2004

### Integration with eKomi Solution

Customer feedback system since August 2011  
More than 6 000 reviews collected in 6 months

### Results The Gold Bullion / eKomi

Better visibility in web search engine (SEO)  
Quality of service improved  
Reliability and accomplishment

## MAINLINE M E N S W E A R



Mainline Menswear is one of the largest independent online retailer of male Designer Fashion Clothes in the UK. With over 100 of the top designer names in the world, and a range of products that exceeds 8,000, in 2012 Mainline Menswear is growing at such a fast rate and can boast top brands in this range such as Lyle and Scott, G Star, Fred Perry, Lacoste, Armani, Hugo Boss, Ralph Lauren, Diesel, Adidas Originals and many more. Jesse Hutchinson, the Mainline Menswear Head of Development, has talked with us about the company, its customer care service and why they have decided working with eKomi.

### Customer Care: Get 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.

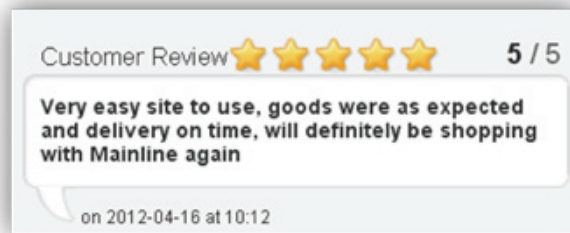
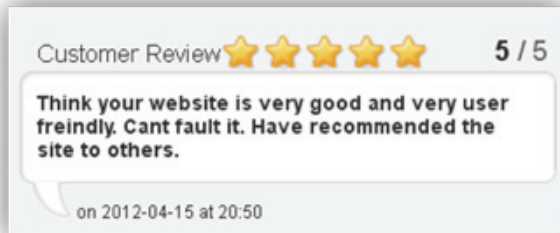
Jesse Hutchinson explained the Mainline Menswear's customer care approach to us:

*"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**".*

Therefore, Mainline Menswear decided to work with us, integrating eKomi as a tool that allows for them to get closer to their clients.



*"People just really appreciate the ability to pick up the phone, send an email and get a quick, decent answer. This is reflected wonderfully in the kind of feedback posted on eKomi's Certification Page. Thanks to this tool, our visitors can take a look at the reviews by themselves. It's hard to read our reviews without feeling a genuine sense of reliability and that means for us a sense of accomplishment too."*



### eKomi as a Third Party provides confidence

*"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**".*

*"We are very happy with the way that eKomi has been implemented and how it continues to work in a really simple, straightforward way. It just works, without fuss – which is kind of how we like to think about our own business!"*



*"We're confident that being open in our relationship with our customers and allowing them to openly rate our service without interference from us is something that will have definitely added positively to the overall performance of our website".*

### About eKomi

eKomi, The Feedback Company, provides an independent, transparent and authentic feedback collection and management service.

With more than 10,000 customers around the world, eKomi was founded in 2008 in Berlin (Germany). German market leader and Google Partner, eKomi manages a dynamic service based on Customer's feedback, allowing security and authenticity using the information collected to be published within Google Adwords and Shopping. Currently eKomi has collected more than 4 million reviews for thousands of online businesses from a total of 8 countries, ranking as one of the leading companies in feedbacks collection market.