

## ESE DIRECT

### PRESENTATION ESE DIRECT

Online supplier of industrial equipment  
Founded in 1975  
Silver eKomi Seal

### INTEGRATION WITH EKOMI SOLUTION

Customer and product feedback system since October 2012  
+ 60 customer reviews in just 2 months  
+ 70 product reviews the first month

### RESULTS ESE DIRECT / EKOMI

Feedback return rate: +13%  
CTR increase from 1.82% to 2%  
Improved content and ranking  
97% positive reviews!

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.

**eKomi allows us to collect product and store reviews at once**



We wanted an all-encompassing solution for providing both product reviews and company reviews. eKomi are one of two companies that offer a solution to meet these needs. eKomi's focus on independence and being a widely recognised feedback system was a deciding factor on choosing eKomi as our preferred solution. Getting store reviews from Google is important to us to drive **more qualified traffic**; eKomi's reviews are recognised by Google which we are now seeing Google using our eKomi collected feedback.

We previously collected product reviews only through our website through our ecommerce platform. Due to the **ease of use** of the eKomi system we get **more customers leaving feedback** since switching to eKomi. With eKomi collecting both product and store reviews we now get two separate reviews so product reviews focus solely on the product.

### Improving internal processes to better serve our customers

By analysing our customers experiences and reviews, we gained some valuable constructive criticism finding out that **customers wanted more detailed delivery information** on their order confirmation. We've react to this feedback by **making changes to our order confirmation** to better serve our customers.

★★★★★ Average customer rating of 5 from 1 customer review **People Also Bought**

Buy	Description	Ratings ★★★★★	Delivery & Returns
Product Rating: ★★★★★ (5.00) # of Ratings: 1 <a href="#">Rate It!</a> <a href="#">Click Here</a> to rate this product			

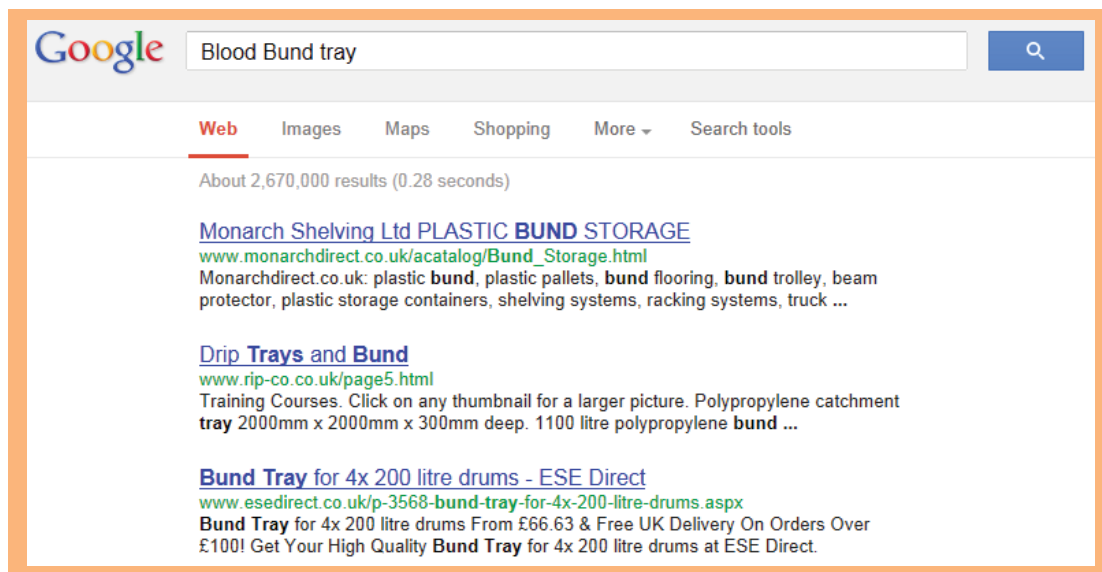
## Leveraging our products reviews within Google to gain more traffic and trust

With our eKomi customer reviews being published in Google Shopping this helps to **improve our click through rate** from Google gaining us more traffic. Searchers on Google will also see our high store rating before visiting our website, providing positive social proof.



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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. As an 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 to make the right choice depending on their needs.



## eKomi, The Feedback Company

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. 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.

### To know more about ESE Direct

[www.esedirect.co.uk](http://www.esedirect.co.uk)  
+44 160 362 99 56  
[customerservices@esedirect.co.uk](mailto:customerservices@esedirect.co.uk)

### To know more about eKomi

[www.ekomi.co.uk](http://www.ekomi.co.uk)  
+20 345 504 56  
[talk2us@ekomi.co.uk](mailto:talk2us@ekomi.co.uk)