



Case Study (August 2011)

Overview:

Branch: online retail / consumer goods

Targets:

- Increase in sales
- Greater basket size
- Improve customer loyalty
- Easy market research

Solutions:

- Make our service transparent, though an independent shop review system in order to increase customer loyalty
- Using eKomi's market research tool
- Using new marketing channels (Google shopping)

Results:

- More customer loyalty
- Bigger basket size
- More sales

PicStop.co.uk is the answer for people who need to find the best digital accessories for their private or vocational use. Established in 2000 this shop takes pride in its reliability, trustworthiness, rapid service and consumer-friendly prices. These qualities led them to thousands of satisfied customers and a great standing in this branch. With one of the best average ratings in eKomi, PicStop shows that its business is really appreciated by their customers.

“Completely satisfied, I can't think of anything you don't do well.....would recommend you 100%” original eKomi customer review for PicStop.co.uk

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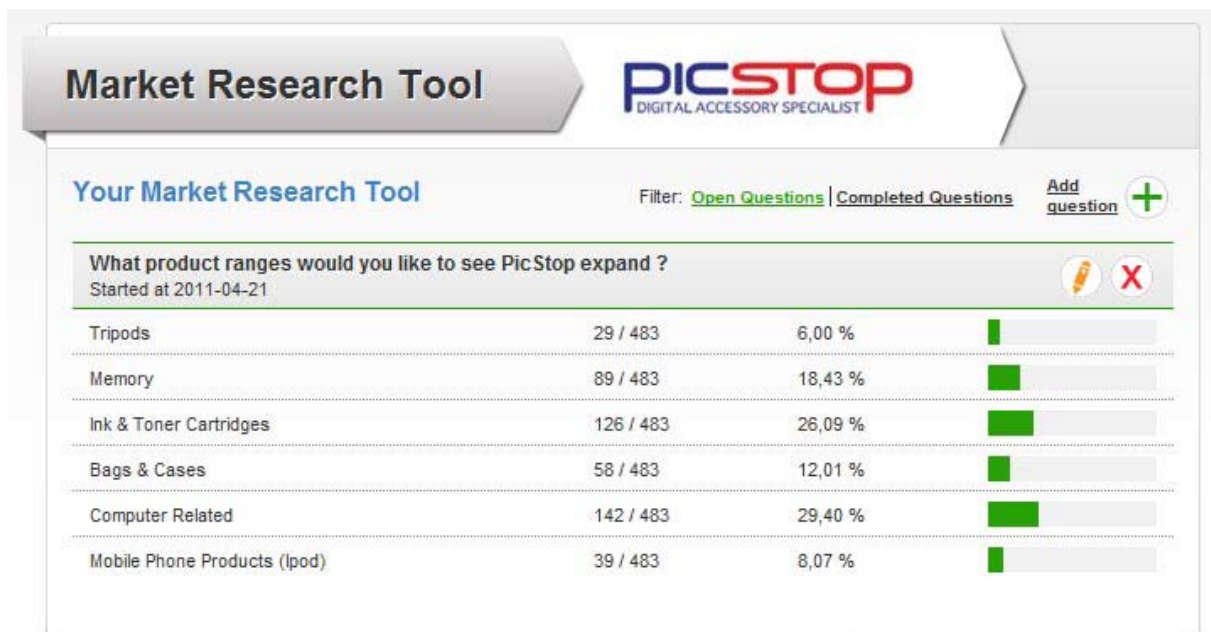


Why eKomi?

eKomi provides a system for gathering independent high quality reviews, and has become one of the leading systems for this type of business. eKomi offers an easy way to collect customers' reviews. More reviews increase the transparency of a shop and the more reviews a shop gets, the better their reputation. One of eKomi's core competences is an easy way for customers to communicate with online shops, which directly results in more customer satisfaction and loyalty.

eKomi helps to improve your business significantly

Through eKomi's market research tool, PicStop is able to do their own surveys without spending thousands. For example, by asking a few short questions they can get important information which helps to improve their business.



With just a few questions, PicStop has gained essential information which influences fundamental business decisions. Besides the improvement of their range of products, they discovered how customers find out about them.



PicStop also **increased their basket size by 5%** through eKomi's Widget and connection to Google. Besides the integration of shop reviews in Google search there has also been a massive effect from the Google Shopping channel. Both services display the yellow stars which distinguish the shop from other competitors. Through these yellow stars PicStop generates customer trust right at the first contact.

"In the first 6 months of using eKomi reviews on our website, visitor loyalty has increased & therefore caused repeat purchasing. Shoppers are spending longer on the site and viewing more pages which is great news. Also having our reviews on the Google shopping website has pushed our listings towards the top, increasing revenue and our conversion rate at the same time. Our goal at PicStop was to offer complete transparency of our service with independent customer reviews. Choosing eKomi has been a great decision, I can't recommend them enough and we look forward to working with them for years to come."

P. Nuttall
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