

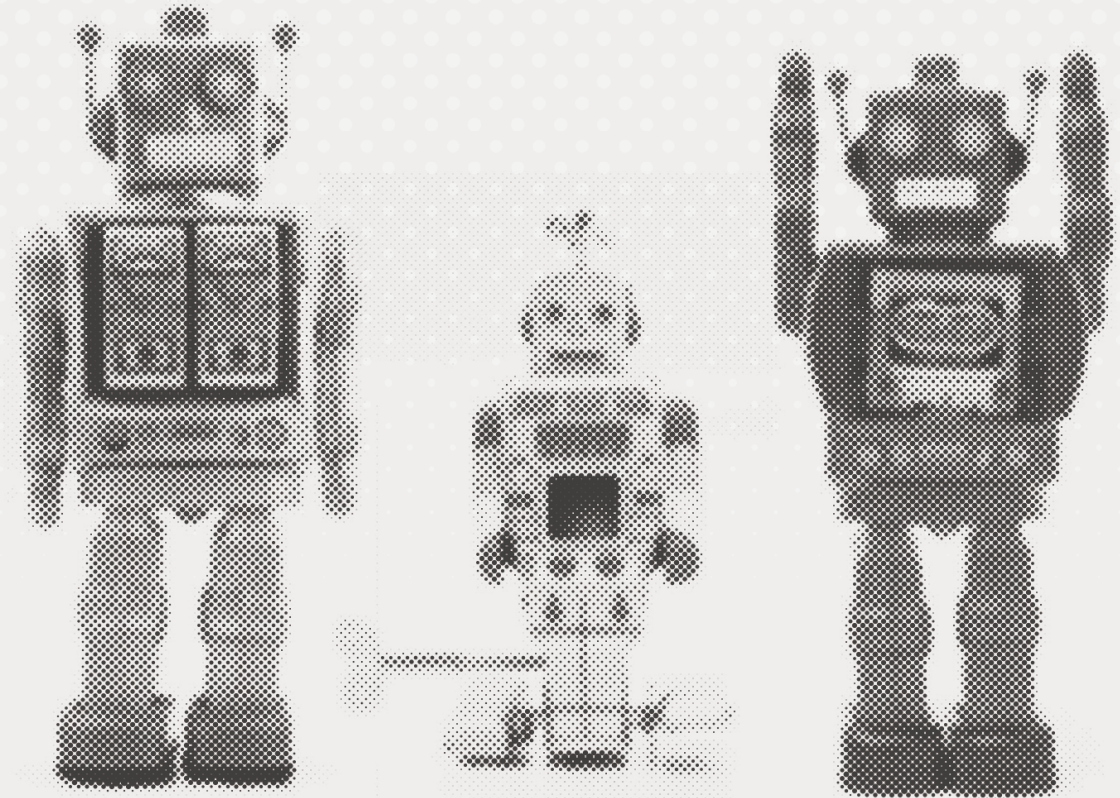


Smart Themes

Smarter decisions, made simple. Help your customers find the feedback that matters to them by automatically organising your reviews into easy-to-navigate, fully customisable, topics and snippets - anywhere on your website

Key benefits

- ✓ Make life easier for your customers by letting them read the reviews that matter most to them
- ✓ Increase online conversions by giving customers the confidence they need to buy
- ✓ Improve customer engagement online with a tailored shopping experience



Smart Themes

How does it work?

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→ The smarter way to shop

Shoppers don't have time to trawl through endless feedback. Smart Themes lets you cut through the noise and give customers access to the reviews that matter most to them. Our comprehensive suite of customisable, AI-powered review widgets transforms the way shoppers engage with customer feedback and helps drive conversions across your site.

→ Enhance every customer journey

Automatically track customer opinion across your reviews, pick out the most popular themes and organise feedback into convenient topics your customers can use to make better buying decisions. Showcase your best content across your website using the Snippet Widget. Build trust and reduce cart abandonment by placing your best reviews at any point in the buyer journey, from when they 'Add to basket' to when they click 'Pay now'.

→ Give your customers more reason to buy

Increase your online sales by up to 13.5% by integrating Smart Themes with your product pages. Reducing the time it takes for customers to find the information they need creates a fluid user experience that keeps shoppers on-site longer and removes the need for a second opinion. Enhance your product and service pages even further with the all-new Topic Widget; letting you easily display your customer's most loved features to new shoppers visiting your site.

→ Fully customisable widgets

Turn your reviews into branded content with easy-to-navigate widget customisation and configuration menus. Change the colour scheme, text font and formatting of your widgets to fit your brand's style. The Feefo Widget Gallery lets you see exactly what each of the widgets will look like on your web page before committing.

→ Don't just take our word for it...

"We have been so impressed by the success of Smart Themes. The Perfume Shop invest a lot of resources into creating the best customer experience possible and are constantly looking for ways to make the purchasing experience more personal. By giving our customers the opportunity to read only the reviews that are relevant to them, we make it easy for them to access other customers' feedback and make their buying decision, letting us increase our conversions by 13.5%."

Laura Croucher, Digital Manager, The Perfume Shop

To find out more, contact a consultant

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