

first intuition

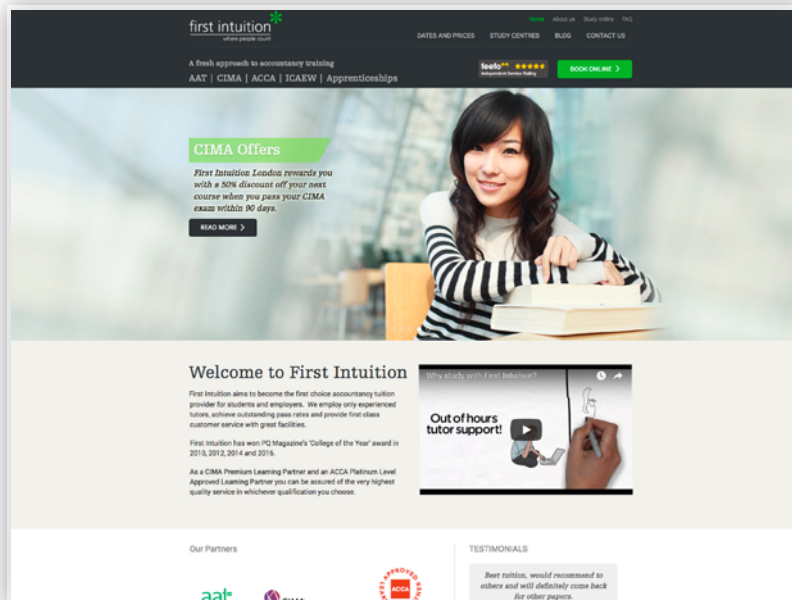
where people count

THE CHALLENGE

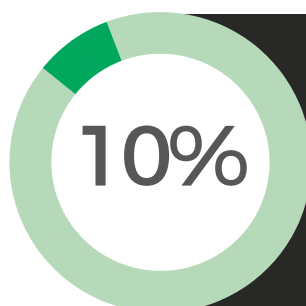
Customer service is at the heart of everything for First Intuition. Providing a bespoke and flexible personal service is one of their key differentiators, something that stands them apart from their competitors. First Intuition sought a way to showcase this differentiator, whilst simultaneously improving their user experience, as well as boost traffic and sales.

Introduction

Founded in 2007, First Intuition is a classroom and online training supplier specialising in accounting certifications. They aim to be the first choice for students and employers seeking an accountancy tuition provider. Over the past ten years, First Intuition has helped thousands of students to pass their ICAEW, AAT, CIMA and ACCA exams.



First Intuition wanted Feefo to help them improve their online user experience and increase sign-ups.



Feefo reviews increased users time spent on site by 10%

HOW FEEFO HELPED

In 2015, First Intuition chose Feefo to collect and display trusted customer reviews and achieve their business goal of maintaining and displaying high customer service levels.

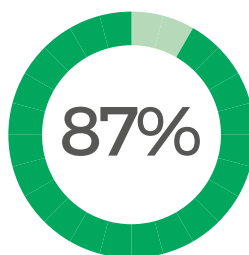
First Intuition customers were invited to rate and review their service. This content was then displayed using JavaScript within the header of First Intuition's website so that it could be seen and accessed from every page. Their service rating was also placed prominently next to key pages to encourage conversions.



BOOK ONLINE >

"Not only do we have more visitors on our website, our **online conversion rate has increased by 87%** because Feefo reviews provide our customers with reliable information about our accountancy courses, and can trust in our service. "

Rosie Jackson
First Intuition, Marketing and Operations Manager



Increase in website conversions

A better user experience

To improve the experience of First Intuition's website visitors, trusted reviews from Feefo were displayed prominently on every single page of the site. This gave new and existing customers a trusted source of information about their service, and encouraged them to spend longer on-site, visiting more pages, before converting.

Improved traffic

As a Google Licensed Content Partner, Feefo helped First Intuition to achieve Google Seller Ratings, to drive more qualified traffic to the site; the addition of star ratings within AdWords ads can increase Click-through Rate (CTR)

Increased conversions

To make the most of its excellent service rating and drive more conversions, First Intuition displayed their service rating close to its call-to-action (CTA). This technique was carried out on other key areas of their site, such as the 'How to book' page.

Your basket



CIMA E2 PRM



London

FI Go

start date: Immediate

price: £385.00

Discount code

ADD

Total: £385.00

By confirming your booking and entering your payment details you agree to our [booking terms and conditions](#).

Should you wish to cancel your booking please refer to our [returns and cancellations policy](#).

☐ I agree to the Terms and Conditions

CHECKOUT >

Secured by

sage Pay

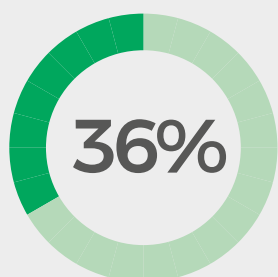
VISA



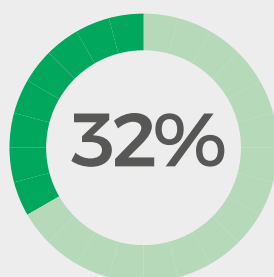
THE RESULTS

"Not only do we have more visitors on our website, but our **online conversion rate has increased by 87%**. Feefo reviews provide our customers with reliable information about our accountancy courses, and help them to trust in our service."

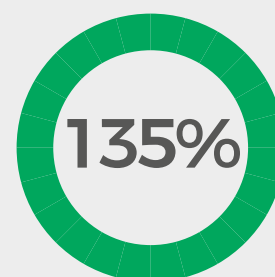
Rosie Jackson, First Intuition,
Marketing and Operations Manager



Increase in CTRs
on Adwords



Uplift on page views
per session



Increase in
first-time visitors

A better user experience

By displaying their genuine customer reviews on site, First Intuition saw an uplift of **32% more page views** per session and a **10% increase in time spent on site**, year-on-year. First Intuition also found this trusted information helped to retain users and in the first month of integration, **site bounce rates decreased by 18%**.

Improved traffic

After achieving Google Seller Ratings, the **Click-through Rate (CTR) on First Intuition's AdWords ads grew by 36%** (January 2015 vs. January 2017). The company also saw an **increase in paid traffic of 8%** in the first month of implementation and a **135% rise in first-time visitors** since Feefo's implementation in May 2015.

Increased online conversions

By displaying their Feefo service rating close to the 'book online' call-to-action with the header of their website, First Intuition experienced an **87% increase in website conversions**, year-on-year. This technique benefited other areas of the site too, such as the 'How to book page', which saw an **increase of 111% visits**, year-on-year.



Join Feefo today!

Want to improve customer experience, increase traffic and boost sales?

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