

# HOMEFUELSDIRECT

## Case study

### THE CHALLENGE

Consumers face a difficult decision when it comes to choosing a provider for their home heating fuels. HomeFuels Direct wanted to make this decision easier for consumers, and prove that they were the right choice for them.

Aware that up to 74% of online shoppers, use reviews to influence their purchasing decision, HomeFuels Direct wanted a solution to help them collect and showcase the positive experience their happy and loyal customers had with them. This would provide new customers with more confidence to trust in their service.

HomeFuels Direct began collecting reviews on Google but soon became suspicious of 'fake reviews' which couldn't be traced back to a transaction. They needed to gain control and safeguard themselves from 'fake reviews'.

### Introduction

HomeFuels Direct have been providing a convenient way to order heating oil and other home heating products since they were established in 2008. They operate across the UK, helping consumers find instant quotes and delivering an exceptional service.

The screenshot shows the HomeFuels Direct website interface. At the top is a green navigation bar with links: WELCOME, HEATING OIL PRICES, HEATING OIL NEWS, ABOUT US, CONTACT US, and FAQs. Below this is a white section with a green border. On the left, it says 'Instant Quote' with 'Prices From Only 38.86 Pence/Litre'. In the center, under 'Fuel Type', there are four radio button options: Heating Oil (Kerosene), Premium Heating Oil, AGA Heating Oil, and Gas Oil/Red Diesel. On the right, there are input fields for 'Postcode' (with 'Anywhere in UK' below it) and 'Litres' (with 'Min 500' below it), followed by an orange 'QUOTE' button. Below the form, there's a section titled 'Heating Oil Delivery - Nationwide!' with a paragraph of text about their service and a small image of two oil containers labeled 'AdMAX'. At the bottom of this section, it says 'Try our new and improved Heating Oil Additives!'.

HomeFuels Direct's website provided an easy way for customers to receive a quote but lacked proof of service

HomeFuels Direct wanted to provide customers with more confidence in their service.

74%

74% of online shoppers, use reviews to influence their purchasing decision



## HOW FEEFO HELPED

Ready to begin collecting customer reviews that they could showcase on their website whilst at the same time, protecting themselves from 'fake reviews', HomeFuels Direct approached Feefo to help them do this.



## Only genuine feedback

Feefo's invite-only feedback platform meant that HomeFuels Direct could invite all of their customers who had made a purchase with them, ensuring all feedback was 100% genuine.

HomeFuels Direct were keen to showcase the reviews they were receiving from customers. They quickly integrated reviews onto their website, so consumers could scroll through reviews to help them make their purchase decision.

HomeFuels Direct added their Feefo star rating to key areas of their website such as next to the shopping basket and on the website header which is visible on every page.

They also added their Feefo rating and best reviews to their marketing collateral, social media posts and emails to showcase their fantastic 4.5 star rating.



The Feefo widget was added to the HomeFuel Direct's website header, visible on every page



"Thanks to Feefo we have been able to showcase the transparent and premium service HomeFuels Direct provide. Not only do we have an easy way to collect genuine feedback, but we also benefit from a wealth of insights, not to mention an increase in traffic and sales!"

[Christopher Bicknell, Owner, HomeFuels Direct](#)

## Reporting to the whole business

Using Feefo's reporting suite, Homefuels Direct can accurately identify areas of their business that are performing well and those that require improvements. Reports are collated by a member of the operations team who informs the wider team about what customers are saying



## THE RESULTS

Collecting reviews impacted HomeFuels Direct across their whole business. From their social media channels to their website, the increased engagement delivered exceptional results.

Ben Clarke-Smith, Head of Customer Success, Feefo



200%

Increase in traffic

69%

Increase in Y-O-Y sales

Feefo allowed us to listen to our customers and provide them with the real-time updates they wanted.

Christopher Bicknell,  
Owner, HomeFuels Direct

### Increased engagement

HomeFuels Direct's 'Feefo Friday' social media campaign showcased their best customer feedback. The campaign delivered their highest social media engagement rates to date.

### Actionable Insights

Insights collected using Feefo's reporting suite showed that customers wanted more updates regarding their order. HomeFuels Direct took this information on board and now provide more real-time updates so that customers can track their order more accurately.

### Boost in traffic and sales

After incorporating reviews into all touchpoints of their marketing strategy, HomeFuels Direct have seen a **200% increase in traffic** in the past year (June 2016 – June 2017). Sales have also seen an **average increase of 69% Y-O-Y**, demonstrating how displaying Feefo reviews help to transmit trust and confidence to purchase.



**Book your FREE trial now**

Discover how your business can benefit from **Feefo**.

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