

How The Fragrance Shop used reviews to boost sales and improve customer service

Overview

The Fragrance Shop is the UK's largest independent fragrance retailer. As part of their growth strategy, they tasked Feefo with providing a solution to improve the customer experience, and their online conversions.

Established in 1994, and now showcasing over 130 brands, The Fragrance Shop operates 177 stores nationally, with a mission to make mainstream and luxury fragrance available to all.

To achieve their objective, they implemented Feefo to hear from their customers, in order to provide better service, and use feedback to improve online conversions.

Improving Customer Service

As a core value, maintaining exceptional service was crucial as The Fragrance Shop expanded. To achieve this, every customer that had completed a transaction was invited to leave their valuable feedback.

Using the powerful Feefo feedback suite, The Fragrance Shop were able to track, analyse and respond to reviews, using feedback as a platform to demonstrate outstanding after-sales service. By attributing feedback to each customer, The Fragrance Shop were able to improve their offering, both online and in-store.


Sales Built on Trust

The Fragrance Shop needed to ensure that potential customers were confident in their buying decisions. Feefo identified key areas of The Fragrance Shop's website to implement trust signals, such as their Feefo Service Rating, and reviews on product pages. By displaying their commitment to collecting only genuine reviews, The Fragrance Shop saw an improvement in sales.



Results

Total sales increased by **9.4%**
Like-for-like sales increased by **5.5%**
Website traffic increased by **38%**



"Feefo has exceeded our expectations. Not only has Feefo made noticeable uplifts in our conversion, click-through rate and sales, but it also has made a difference to our staffs' motivation. Staff listen and take on board the feedback that Feefo collates and our customer service has improved as a result."

Barry Spence
Customer Operations Manager

Improved AdWords Campaigns

In such a competitive industry, standing out from the crowd was critical. Feefo identified an opportunity to improve The Fragrance Shop's position in AdWords campaigns. As a Google Licensed Content Partner, reviews from Feefo were displayed as Seller Ratings (stars), helping to drive additional traffic and sales.



Results

Conversion Rate increased by **0.53%**
Click Through Rate (CTR) on ads with Seller Ratings increased by **1.55%**
Overall CTR of **5.98%** (Industry Average is **2%**)