



SOLE|TRADER

Whitepaper

Soletrader Sees a 30% Increase in Conversion Rates





About Soletrader

For over 50 years, Soletrader's goal has been to bring the season's trendiest shoes and trainers to the high street. With over 50 shops across the UK, Soletrader has developed a multi-channel online and offline presence while emphasising superb customer service and an enormous range of brands, including British and international designs as well as a discerning in-house collection.

The UK retailer aimed to increase conversions, build up their reputation, and generate more traffic. They were simultaneously getting their new German site ready to launch knowing the potential of mainland Europe's biggest market. The German site has since gone live and is also using the Trusted Shops Trustbadge®.

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About Trusted Shops

Over 25,000 online shops across Europe collect reviews with Trusted Shops and display the trustmark with an integrated money-back guarantee to show their trustworthiness.

The trustmark is awarded to sellers that provide excellent customer service and a safe shopping experience. The increased consumer confidence that comes with the trustmark results in better conversion rates and more sales. If you are recognised as trustworthy by consumers, then they are more likely to buy from you.



SOLE/TRADER

MENS

WOMENS

BOYS/GIRLS

Live Chat

Track your order

Store Locator

Country

FREE RETURNS IN STORE OR VIA COLLECT+

UNIDAYS - STUDENTS GET 10% OFF

BRANDS

ACCESSORIES

SALE

Search Site

FREE DELIVERY

View Basket

FOR SUPERWOMEN™

WOMENS



BOSS
HUGO BOSS



Reebok
CLASSIC

VANS
"OFF THE WALL"

VIEW ALL BRANDS

soletrader.co.uk

 Certified since 26/01/2016	 Buyer protection up to GBP 2,500
 5,471 reviews	★★★★★ Excellent 4.6/5.00
 ★★★★★ Very good customer service.	27/10/2016

TRUSTED
SHOPS

Soletrader chose Trusted Shops for the Trustbadge®

The Trustbadge® is a truly innovative, effective, easily-integrated technology. Once clicked, the Trustbadge® reveals a multitude of information. We can see the Trusted Shops certification, information on the money-back guarantee, the total number of reviews, the average store rating, and even a few actual reviews cycling through the bottom panel. As the number of consumers visiting your website increases, the Trusted Shops Trustbadge® immediately inspires confidence. With the Trustbadge®, you can automatically collect and show customer reviews directly in your shop. The fact that the Trustbadge® is a simple JavaScript code snippet and designed to work with any shop software makes one-time integration very, very easy. The Trustbadge® can also be customised to fit the needs of the shop.

Additionally important to both retailers and their customers is the fact that Trusted Shops doesn't use customer data for anything other than fulfilling the services they are meant to. Data privacy is taken very seriously and is never an issue between Trusted Shops, retailers, and consumers.

Clicking on the trustmark opens the Trustbadge®, which displays information on customer reviews, ratings, and the money-back guarantee.



Excellent
4.75/5.00



The Trusted Shops Effect

Trusted Shops links Soletrader's customer reviews to their Google AdWords account automatically. This means that their seller rating stars will show up in Google's search results. Google's research shows that the average click-through rate for a shop increases by 17% if the shop shows their seller rating stars in their AdWords campaigns and Shopping results.

In most cases, a business must have at least 150 unique reviews and a rating over 3.5/5.0 to have their ratings stars displayed in Google. The British shoe retailer appointed Trusted Shops to provide its verified trustmark in January 2016 along with their review systems, and has since seen a sharp rise in customer numbers and sales. In fact, after 12 months of collecting reviews, Soletrader has found their

store rated as "Excellent" with a 4.7/5.0 score. They have also seen conversion rates increase by a whopping 30% on its main UK and outlet websites since implementing the independent accreditation, money-back guarantees, and customer review technology from Trusted Shops. Seller ratings also improved the click-through rates of Soletrader's ads, which can really help reduce the costs of paid search campaigns.


As more satisfied customers leave positive reviews for a shop, confidence grows for any potential new customers. At the check-out, the money-back guarantee gives customers the complete peace of mind to follow through on their order and come back to the site to shop again. Consumer confidence will simply continue to increase with time.

Using Trusted Shops' customer review collection has enabled us to considerably increase the amount of reviews we collect on the Soletrader and Soletrader Outlet websites.

Luke Goodman, E-commerce Project Manager, Soletrader



Trustmark & Money-Back Guarantee

A close-up, low-angle shot of a person's legs in bright orange running shoes, captured mid-stride on a light-colored paved surface. The image is positioned on the right side of the page, partially overlapping the main title.

The Trusted Shops e-commerce trustmark is available in ten countries, providing expert legal services to retailers across Europe and offering a free money-back guarantee to consumers buying from online shops displaying the seal of approval. In 2016, Trusted Shops protected over 1.5 billion euros of consumers' money. Soletrader applied for the trustmark & certification, and integrated the money-back guarantee in order to increase customer confidence and to increase conversion rates at check-out.

Sources

<https://www.zendesk.com/resources/customer-service-and-lifetime-customer-value/>

<https://www.brightlocal.com/2014/08/14/5-visual-stats-power-of-online-reviews/>

<https://adwords.googleblog.com/2011/04/5-simple-ways-to-improve-your-adwords.html>

Customer Reviews

Customer reviews are today's form of word-of-mouth, arguably the most effective form of advertising there is. Dimensional Research conducted a survey and found out that 88% of people have been influenced by an online customer service review when making a purchase decision. Perhaps even more interesting is that according to a BrightLocal survey, 88% of consumers say they trust online reviews as much as personal recommendations. Apparently, when it comes to online shopping, a stranger is just a friend you haven't met yet. Trusted Shops' own internal research showed that of the 2.4 million reviews collected in their review system over a 12-month period, 93% of them were positive.



Excellent
4.75/5.00

We've been very impressed with the security offered by the Trustmark and money back guarantee. Starting with Trusted Shops has helped increase conversion rates on average by almost a third.



Luke Goodman, E-commerce Project Manager, Soletrader

Trusted Shops is Europe's
trustmark in e-commerce.



Do you have any questions about the Trusted Shops solutions?
The Trusted Shops team would be pleased to help you.

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