



Improving Review Scores

A Client Case Study

Client A is a household name in the health and beauty sector. In 2020, their revenue was over £1 billion, making them a sizable and competitive brand in the market. FM Outsource partnered with Client A in 2019. Since then we have worked alongside the brand to improve their customer care offering and, by extension, their TrustScore.



What are TrustScores?

Trustpilot is a well-known review site used by many companies worldwide.

Customers are asked to rank a brand on a 5-point star system. These rankings give the brand an overall average to the nearest half-star. Stars correlate to a label that indicates the level of service a brand is providing, which can be seen in the chart to the right.

Brands also receive a TrustScore number based on user ratings and other factors Trustpilot monitors. This number works on the same 5-point system as the star ratings.

Prior to 2019, TrustScores worked on a 10-point system. For ease of viewing, we have converted historical TrustScores for Client A into the newer 5-point system throughout this study.

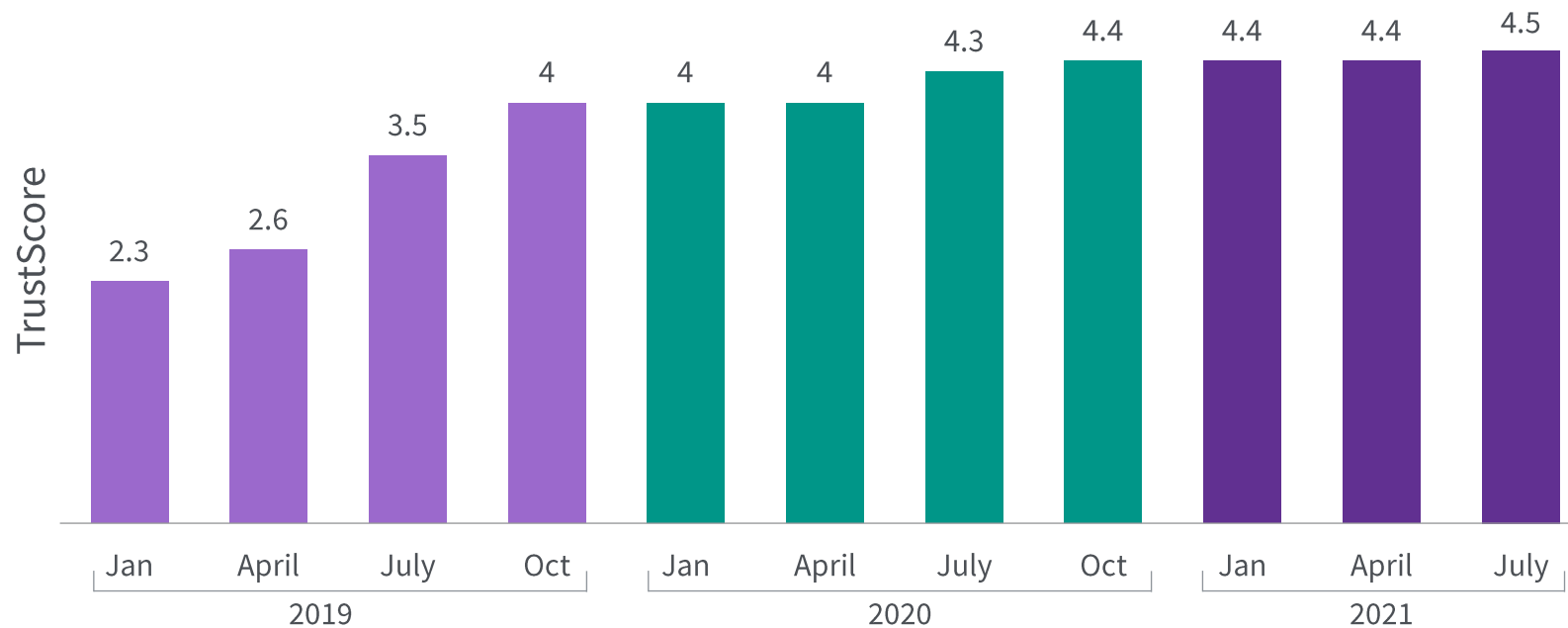


Source: press.trustpilot.com

What Did We Achieve?

91% Review Score Increase

When Client A partnered with FM Outsource in January of 2019, their TrustScore was sitting at 2.3. By October of 2019, their score had already risen to 4 – **an increase of 74% in under a year** – and they’ve been steadily improving ever since. Despite the impact of Covid-19 on delivery times and contact volumes, Client A’s scores continued to improve all the way to 4.4 throughout 2021. That’s **an increase of 91% in just two years**.



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Social Proof Matters

Customers trust brands that they can associate with quality. In fact, **52% of customers won't purchase from a brand with fewer than 4 stars**, putting Client A firmly in that category before they partnered with FM Outsource.

In 2021, **Client A was ranked as the most trusted global brand** in the health and beauty sector by an independent market comparison site. We achieved the same TrustScore for Client A as fashion giant Dior, putting their name in the same echelon as globally recognised and loved brands.

And the payoff comes in the form of **continuously growing digital sales and positive reviews** in one of the hardest periods for retail in over two decades.



Our Client is Thrilled

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The scores are based on Trustpilot reviews which FM have had the biggest influence on for us as a brand. I know that Sally [late CEO at FM Outsource] was really passionate about getting our Trustpilot score up and I think she would be so proud to see to this massive achievement, I know I am, and I know we couldn't have done this without you all!

– Senior Customer Service Manager at Client A

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How We Did It



Being Proactive

We answer all reviews, and we **introduced a new inbox** specifically for negative reviews, so customer **concerns are now handled faster** by dedicated operators.



Simple Automation

We **introduced simple automation** that asked customers for a review after an interaction, giving time back to our advisors to **provide an excellent customer experience**.



Customer Service Experts

We only hire the best advisors, and **we know what your customers want**. We used our knowledge to **deliver fantastic customer service every time**.



Ongoing Changes

This year we extended webchat hours and **streamlined similar customer queries** into a single queue, allowing us to direct customers to self-serve options.



New Channels

We **introduced webchat** to client A's channel mix, a channel that helped them **answer their customers quicker than ever**.



Business Transformation

We helped Client A implement a **new email system that automatically kept customers updated** with delivery estimates to help reduce incoming contacts.



Thank you for reading!

If you'd like to chat with us about how we can achieve similar results for your brand, please get in contact today; we'd love to help.

 08081 697 627

 Enquires@fmoutsource.com

 www.fmoutsource.com

 FM Outsource
Imperial House
79-81 Hornby St
BL9 5BN