



« We have seen a 59% increase in our organic search referrals since implementing eKomi. »

Nick Hill - E Commerce/Marketing Manager - [www.proporta.com](http://www.proporta.com)



## Case Study: Proporta

*“Unless you were an existing customer, our excellent, friendly, local customer service was not immediately obvious to the wider world, so I selected eKomi to make our levels of customer service far more visible to both new and existing customers. Our focus on our customers has always been excellent, although using eKomi to collect our feedback has helped focus the whole company on our customer service levels and achieve greater buy-in from the rest of the company to resolve any particular issue that may arise.”*

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<span style="font-size: 24px; font-weight: bold;">4.8 / 5</span>	
99.66 %	0.05 %
<b>eCommerce Platform</b>	Magento
<b>eKomi Integration</b>	Plugin
<b>eKomi Solution</b>	
<b>eKomi Partner Since</b>	April 2012
<b>Amount of Reviews</b>	>2000
<b>eKomi Feedback Ratio</b>	22 %
<b>Most Important Features</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Customer Reviews</li> <li><input checked="" type="checkbox"/> Product Reviews</li> <li><input checked="" type="checkbox"/> Market Research</li> <li><input checked="" type="checkbox"/> Social Connect</li> <li><input checked="" type="checkbox"/> Certificate Page</li> <li><input checked="" type="checkbox"/> Review Statistics</li> <li><input checked="" type="checkbox"/> Transaction Based Review Process</li> </ul>
<b>Feedback Usage</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> OnPage Trust               <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Widget / Seal</li> <li><input checked="" type="checkbox"/> Product Reviews</li> </ul> </li> <li><input checked="" type="checkbox"/> Google™ Search</li> <li><input checked="" type="checkbox"/> Google™ AdWords</li> <li><input checked="" type="checkbox"/> Google™ Shopping</li> <li><input type="checkbox"/> Newsletter</li> <li><input checked="" type="checkbox"/> Display Advertising</li> <li><input checked="" type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Offline Marketing               <ul style="list-style-type: none"> <li><input type="checkbox"/> TV Ads</li> <li><input type="checkbox"/> Flyer</li> </ul> </li> <li><input checked="" type="checkbox"/> Internal</li> </ul>
<b>Benefits</b>	<ul style="list-style-type: none"> <li>+59% SEO Ranking</li> <li>8000 Widget Click / Month</li> </ul>

### Customer oriented business strategy services

Proporta is a small British company who prides itself on the outstanding level of customer service we offer their customers who have purchased their protective iPhone cases, iPad and Kindle covers plus a range of other tech accessories. Lifetime warranty comes as standard on all Proporta branded cases. We work closely with top fashion brands like Ted Baker, Quiksilver, Roxy, Joules and Kenzo to create fresh and exclusive designs. We offer an excellent, no quibble customer service experience and with our range of over 6,000 protective phone cases, tablet, e-Reader covers and power accessories, there is sure to be something that fits your needs.

### Why we use eKomi

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### Leveraging our product reviews to improve the SEO

We integrate product reviews onto all of our product pages, and have the eKomi widget embedded in every page of [www.Proporta.com](http://www.Proporta.com). We have recently integrated the customer reviews into our Facebook site and include the summary of reviews onto our Google natural and paid-search results We have seen a 59% increase in our organic search referrals since implementing eKomi. It's not exclusively down to implementing eKomi customer and product reviews, but it has certainly helped both drive traffic and improve the click through rate.

