



« eKomi's review service saved us from hiring a content provider as the system supplied us with unique user generated content. Content that was extremely relevant as it was fellow customers who had previously purchased that product. »

Ben Wigley - Director - [www.biggreensmile.com](http://www.biggreensmile.com)



## Case Study: Big Green Smile

*"We have found the eKomi service provides a valuable addition to our business and we have seen benefits across a wide area of our operations from our customer level, the website itself, through to the after sales service."*

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		4.9 / 5			
	99.77 %		0.09 %		0.14 %
eCommerce Platform		Custom			
eKomi Integration		Custom			
eKomi Solution		<b>eKomi</b> PRO PLUS			
eKomi Partner Since		February 2011			
Amount of Reviews		>5500			
eKomi Feedback Ratio		17 %			
Most Important Features	<input checked="" type="checkbox"/> Customer Reviews <input checked="" type="checkbox"/> Product Reviews <input type="checkbox"/> Market Research <input checked="" type="checkbox"/> Social Connect <input checked="" type="checkbox"/> Certificate Page <input type="checkbox"/> Review Statistics <input checked="" type="checkbox"/> Transaction Based Review Process				
Feedback Usage	<input checked="" type="checkbox"/> OnPage Trust <input checked="" type="checkbox"/> Widget / Seal <input checked="" type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Google™ Search <input checked="" type="checkbox"/> Google™ AdWords <input checked="" type="checkbox"/> Google™ Shopping <input type="checkbox"/> Newsletter <input type="checkbox"/> Display Advertising <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Offline Marketing <input type="checkbox"/> TV Ads <input type="checkbox"/> Flyer <input checked="" type="checkbox"/> Internal				
Benefits	+12%	Conversion Rate			
	500	Widget Click / Month			

### Organic lifestyle, natural beauty and cleaning products: Philosophy of a Green supplier

BigGreenSmile has developed a wide range of organic lifestyle products. BigGreenSmile stocks natural beauty, skin care, bath and hair care products, organic baby products and natural cleaning products. The main

purposes of BigGreenSmile is that products should perform as well as, or better than their environmentally un-friendly alternatives. Whether it be natural beauty products, a green gift, or natural cleaning products, green products should offer great quality, be efficient, offer good design, provide value for money and be as stylish as is humanly possible!

### Helping consumers with Relevant information through Product reviews

BigGreenSmile is committed to providing as wide a range of natural products to customers as they can.

They offer as much information as possible on over 3,000 products so that you, as a consumer who cares about the products you use, can make an informed choice.

As a matter of fact, when starting the collaboration with eKomi to collect their customer's reviews, BigGreenSmile decided to also collect their product reviews and to display those in every product profile. A decision even more relevant as the online shop constantly updates its catalogue in order to propose the best offer to the users.

"eKomi's review service saved us from hiring a content provider as the system supplied us with unique user generated content. Content that was extremely relevant as it was fellow customers who had previously purchased that product", states Ben Wigley, Director of BigGreenSmile.

### Useful content for Google ranking

In order to gain a higher position in Google Search, quality contents are essential to improve SEO. Most importantly, authentic customer's reviews contribute dramatically to the SEO improvement. The more customer reviews on specific products from the online store, the higher position they can achieve in the search engine.

We could see from BigGreenSmile that they have many customer reviews on their natural hair care products. With eKomi's products reviews, their hair care products themselves create and update new content everyday in real time and automatically. At present, BigGreenSmile has the keyword 'natural hair care' as first place in the Google Search.