★ ★ ★ ★ ★

« **One important reason we chose eKomi was the inclusion of the reviews in Google™ Shopping and AdWords.** »

Ian Cowley - Managing Director - www.cartridgeSave.co.uk

Case Study: CartridgeSave

" The social proof we get from having 1000's of reviews is great. It really sets us apart as a large, trustworthy retailer. "
Ian Cowley - Managing Director - www.cartridgeSave.co.uk

⭐⭐⭐⭐⭐ **4,9 / 5**

👍 99.86 %　　👍 0.04 %　　👎 0,1 %

eCommerce Platform	Custom
eKomi Integration	Custom
eKomi Solution	eKomi PREMIUM
eKomi Partner Since	September 2009
Amount of Reviews	> 70.000
eKomi Feedback Ratio	10 %
Most Important Features	■ Customer Reviews
	■ Product Reviews
	☐ Market Research
	■ Social Connect
	■ Certificate Page
	☐ Review Statistics
	■ Transaction Based Review Process
Feedback Usage	■ OnPage Trust
	■ Widget / Seal
	■ Product Reviews
	■ Google™ Search
	■ Google™ AdWords
	■ Google™ Shopping
	☐ Newsletter
	☐ Diplay Advertising
	■ Social Media
	☐ Offline Marketing
	☐ TV Ads ☐ Flyer
	■ Internal

"71% of all online customers read customer reviews."

"77% of them are influenced by customer reviews. "

(Forrester & Jupiter Research)

CartridgeSave: the UK's biggest online printer cartridge shop

As UK's biggest online printer cartridge shop, CartridgeSave.co.uk has supplied more than 300,000 homes and businesses throughout the UK. It has More than 9 years experience in the printing market which has resulted in the lowest prices, high quality products and outstanding customer service. Since the implementation of the eKomi system Cartridge Save have started to reach a new level of customer service and satisfaction. eKomi has made it easy for Cartridge Save to generate actionable customer feedback and respond swiftly to any reported issues.

What is eKomi and how could it improve our business?

eKomi provides an independent and active review system that helps to generate real customer reviews. Through a widget/seal that is placed on your website, everybody can look at the certification page and to read all given reviews. This leads to a higher transparency and trustworthiness. eKomi also provides several features like the connection of the reviews with Google Shopping and AdWords. The average review is displayed as stars next to your product or website in Google.

Generate more satisfied customers through eKomi's arbitration process

eKomi is still one of the only providers that contains the arbitration process as a feature. This process allows direct conversation between supplier and customer and that results in repeat purchases. During the arbitration the opinion of the customer is the most important, if the customer wants his opinion to be published, eKomi is obligated to do this. This results in an incomparable social proof and a service that is truly unique.
CartridgeSave.co.uk was one of the first online printer cartridge retailers in the UK and now they are getting the social proof for their outstanding levels of customer service. With almost 15,000 customer reviews, 99,97% of which are positive reviews, they've built a customer base that is truly satisfied and able to easily contact customer service whenever it is necessary. These qualities will lead CartridgeSave to more and more customers and increased loyalty.