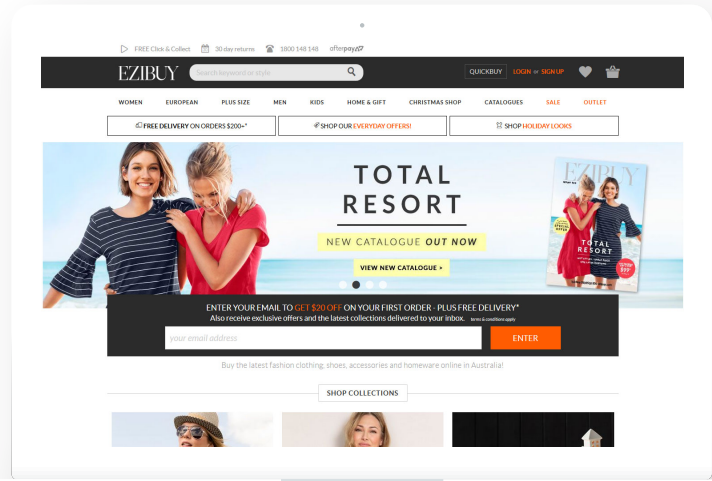


SUCCESS STORY

EziBuy



The voice of the customer boosts conversion and sales for EziBuy

Successful companies listen to consumers, engage with them, and provide them with a positive shopping experience. In exchange, customers reward these companies by spending more and buying often.

EziBuy, a New Zealand-based fashion and homeware retailer, understands the value in giving customers the kind of products and service they love by using consumer-generated content (CGC) in a variety of ways to help establish EziBuy as a best-in-class retailer.

“The customer is the first thing we think about every day. He or she is at the forefront of everything we do,” said Angela Ward, Omni Channel Business Development Manager at EziBuy.

CUSTOMER FEEDBACK INFORMS BUSINESS DECISIONS AND PRODUCT IMPROVEMENTS

EziBuy leverages Bazaarvoice Questions & Answers to better understand exactly what customers want from the products and the information they need before buying.

“Their questions help us look at things differently and shows us where we can make improvements, including to our copy and communications to customers,” said Ward.

For example, if customers frequently ask questions about the measurements or fit of a garment, EziBuy knows to add these details to the product description.

EziBuy also uses Bazaarvoice Ratings & Reviews to gather insights and identify ways to educate customers, ensuring they purchase the product best for them.

AT A GLANCE

Challenge

Ensure customer-centricity to drive more sales.

Solution

Use consumer-generated content to provide a positive shopping experience, guide product decisions, and to interact with customers.

Benefit

An increase in online conversions and revenue per visitor.

Featured Solutions



Bazaarvoice
Ratings & Reviews



Bazaarvoice
Questions & Answers



The learnings we get, improvements we make, and communication with customers supports our endeavor to always exceed customer expectations

Angela Ward

Omni Channel Business Development Manager
EziBuy

“We value their opinion and feedback incorporate it into all our decisions so we’re taking action based on customer wants.”

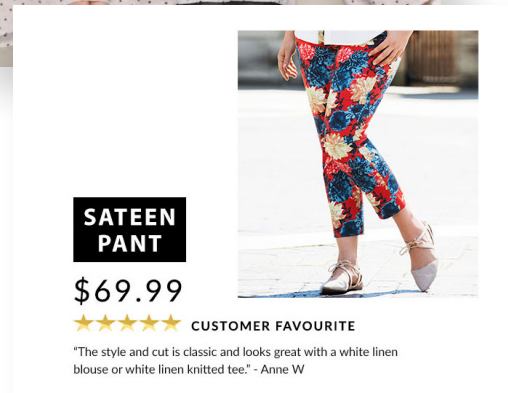
EziBuy does this by digging into the content and analyzing trends.

“Our team runs reports on lowest-rated products to easily spot any consistent issues coming from customers,” said Ward. “Inversely, we look at high-rated products and know to avoid making any dramatic changes to those items or knowing to increase stock of those.”

INTERACTING WITH CUSTOMERS AT SCALE

The program provides an opportunity for two-way communication. Beyond just looking through the CGC, EziBuy engages with shoppers by responding to the reviews and answering their questions publically and at-scale. Every response and answer gives thousands of future shoppers the information needed to buy confidently and shows them the retailer listens to what they say, cares to address it, and values connecting with them.

“Our contact center is 100% customer-focused, so they read through all questions daily and provide answers. If they don’t know the answer, they route



it to the appropriate area of the business to get it and respond within 48 hours.”

This engagement supports the company’s broader efforts to drive customer satisfaction, while reducing strain on the on the support team.

“It’s safe to say that every question we answer on the site means one less phone call or email from our customers,” said Ward.

CGC DRIVES MEASURABLE RESULTS

With more than **500,000 reviews and 40,000 questions with answers**, the CGC provides a significant sales lift. The conversion rate among visitors to the site who interact with reviews or questions is 240% higher compared to those who don't. Additionally, EziBuy sees a **325% uplift in revenue per visitor** among those who interact with the content.

"Ultimately, the learnings we get, improvements we make, and communication with customers supports our endeavor to always exceed customer expectations," said Ward.



COMPANY PROFILE

Apparel, Accessories,
and Homewares

CLIENT SINCE

2013

ABOUT THE COMPANY

EziBuy is Australasia's largest fashion and homeware multi-channel retailer, selling products online, via catalogs and through retail stores.

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