

SUCCESS STORY

# Electrolux



## Electrolux Australia uses CGC to increase sales at retailers online and in stores

Today's consumers research products in a variety of channels, though a majority of sales happen at retail – both online and at brick-and-mortar stores. Savvy brand marketers drive consideration, awareness and conversion among shoppers in the digital and in-store aisle with authentic, voice-of-the-customer content.

Electrolux, one of the world's largest appliance manufacturers, empowers shoppers to buy confidently by collecting consumer-generated content (CGC) using Bazaarvoice Ratings & Reviews and distributing it to retail sites online.

"Our research in shopper behaviour has confirmed that reviews have been a strong influencer of consumers in their shopper journey," said Michelle Rossier, Marketing Manager of Consumer and Ownership Experience at Electrolux.

The company has **gathered more than 6,000 reviews** across its brands in Australia, including Westinghouse, AEG, Simpson, and Kelvinator. This volume is especially impressive considering the sites are non-ecommerce, which always presents a challenge for brands.

To collect the reviews for the broad range of products, including refrigerators, washing machines, vacuum cleaners, and other home appliances, the brands send customers a post-interaction email asking for a review when they register a product on the brands' sites. In one instance, AEG collected more than 1,400 reviews in one week from a post-interaction email. As a result, the **product coverage increased from 57% to 72%**, meaning a vast majority of products at AEG now have reviews.

### AT A GLANCE

#### Challenge

Increase brand consideration, awareness and sales at retail sites and stores.

#### Solution

Collect and distribute consumer-generated content to retailers to showcase the quality of Electrolux brands and products.

#### Benefit

Providing retail shoppers with the confidence to choose Electrolux brands and products.

#### Featured Solutions



Ratings & Reviews

**75%**  
OF REVIEWS

A vast majority of reviews on retail sites comes from the Electrolux brands.



*“The key value has been amplifying our reviews for retail channel success. Having distributed reviews has helped showcase our quality, and in some cases, our brand differentiation.”*

**Michelle Rossier**

Marketing Manager of Consumer and Ownership Experience, Electrolux

In addition, the number of 4-star and **5-star reviews rose from 91% to 95%.**

Leveraging the Bazaarvoice Network of more than 5,700 brand and retail sites, the Electrolux brands distribute these reviews to key retail sites. As a result, thousands of reviews appear where most of the products are actually purchased. For example, retailer Harvey Norman has gathered nearly 5,000 reviews and Appliances Online more than 1,000 reviews from content initially collected on the Australian brand sites. A majority of reviews on those retail sites came from the brands.

“The key value has been amplifying our reviews for retail channel success. Consumers typically visit retailer sites when doing research as part of the purchase cycle. Having distributed reviews has helped showcase our quality, and in some cases, our brand differentiation,” said Rossier.

**jackal** ★★★★★ · 8 months ago  
 Townsville City, Queensland, Australia  
 Review 1  
 Votes 0  
 Age 55 to 64  
 Gender Male

**Great size**  
 Great little fridge plenty of room for it's size very quite and cold

Originally posted on [kelvinator.com.au](http://kelvinator.com.au)

**bdtantanv** ★★★★★ · 8 months ago  
 Melbourne, Victoria, Australia  
 Review 1  
 Votes 0  
 Age 35 to 44  
 Gender Male

**great family fridge**  
 we bought this fridge a year ago as our family size doubled with the arrival of our twin daughters. This is was perfect wider fridge with good vege basket. Had good number of shelves. The cheese tray was small but that what we wanted as we need more space to store dosa batter. All in all good fridge with ample size for big family.

Originally posted on [westinghouse.com.au](http://westinghouse.com.au)

The reviews are also fueling offline sales success. Approximately 60% of appliance shoppers first read reviews online before purchasing in-store, according to Bazaarvoice research based on 4.5 million data points across dozens of global retailers. This number continues to grow year-after-year, especially as consumers increasingly rely on their mobile devices as a shopping tool while in-aisle.

With an omnichannel approach to CGC, Electrolux ensures customers have the kind of information they want to buy with confidence wherever they shop.



**COMPANY PROFILE**

Household and professional appliances

**CLIENT SINCE**

2014

**ABOUT THE COMPANY**

Electrolux is a leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year across a variety of brands.

**bazaarvoice**

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