



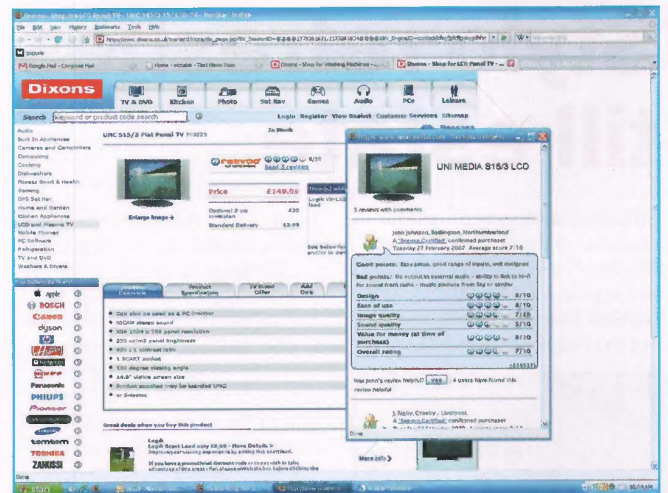
Dixons lets the customer decide

Since electronics retailer, Dixons decided to focus its business model online, the use of genuine customer reviews is helping to drive sales and differentiate it in a crowded market.

The opportunity to drive sales has not been lost on marketing teams, who have been known to develop fake product reviews to sit alongside genuine consumer opinion. The growing presence of fake reviews now coincides with a European-wide overhaul of consumer protection laws. By

December 2007, any business in the UK caught masquerading fake reviews or blogs as genuine consumer commentary will be liable for "falsely representing oneself" and face criminal charges.

Devere Forster, e-commerce director of Dixons told *Retail Technology*: "Customer reviews are part of the things we do to make the site more 'sticky'. Their success meant we moved them, where they were originally hidden behind a tab. Now actually publishing the review on the first product



page, encourages customers to spend more time browsing the independent advice, which leads to increased conversion rates."

As a feature the e-commerce team originally used to handle in-house, Forster said managing the reviews submitted by customers became time intensive. Dixons contracted reviews service provider, Reevoov to manage the process externally. "When a customer has bought a product, we email them a few weeks after to ask if they would like to write a review about it. Reevoov manages all of that, and makes sure the reviews are turned around quickly to populate the site," he said.

"And the reassurance factor that they are from genuine Dixons customers, managed with total impartiality, protects our brand."

The review data is held in a secure layer behind the scenes of the site, with a feed generated electronically by Reevoov. Forster also said the service guarantees consistency in contact with customers that avoids being seen as spam and ensures all the opinions expressed are relevant to the right product and not potentially libellous.

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