

## News release

04 June 2008

### **Screwfix invites customers to review 18,000 products in online store**

*Multi-channel hardware supplier Screwfix launches Bazaarvoice Ratings and Reviews online to encourage word of mouth and drive sales*

Screwfix, the supplier of trade tools, accessories and hardware products, has rolled out customer ratings and reviews across its entire online store of 18,000 products following a successful trial.

Social commerce solutions provider Bazaarvoice implemented its Ratings & Reviews platform on Screwfix.co.uk earlier this month, where Screwfix first promoted the service on 3,000 power tools. On-site and email promotions were used to encourage customers to add reviews.

Now the platform is live across all Screwfix products, the site is running a competition; entering everyone who leaves a review into a prize draw for the chance to win £100 worth of Screwfix vouchers.

"Giving customers the option of airing their views online means we have useful insight into what delights them as well as feedback on items they're not so happy about," said Susan Young, Web Retention and Communications Manager at Screwfix. "Reading reviews written by others enables customers to make an informed choice when making a purchase, which builds trust not only in the products they are buying but also in our brand. We decided on Bazaarvoice's platform because of its ease of use and we were impressed with its moderation of reviews; although moderated for inappropriate content, reviews written by our customers are not edited, altered, nor screened for negativity."

Customers can currently rate and review individual products. Screwfix also intends to implement the service on a category level, for example to enable customers to compare all Philips screwdrivers. The site will show higher rated products next to lower rated ones for easy comparison, while Ratings & Reviews will also be used to inform manufacturers of any recurring problems.

"By implementing the Bazaarvoice platform, Screwfix has given its customers a method of communicating with one another, which is crucial for online commerce considering that recent research shows 97% of consumers are willing to trust online reviews\*," said Sam Decker, Chief Marketing Officer at Bazaarvoice. "Screwfix is taking a great step towards building customer engagement and buying confidence with Ratings & Reviews."

\* Jupiter Research and Bazaarvoice report, December 2007

**About Bazaarvoice**

Bazaarvoice ([www.bazaarvoice.co.uk](http://www.bazaarvoice.co.uk)) offers outsourced technology, hosting services, analytics and expertise to help brands enhance the online shopping experience with social commerce applications that drive sales. Launched by web analytics pioneer and Coremetrics founder Brett Hurt in the US in 2005, Bazaarvoice's stable of over 190 clients include Hewlett Packard, Dell, Early Learning Centre and figleaves.com. Bazaarvoice Ratings and Reviews and Ask & Answer™ products help brands to maximize the impact of user-generated review content through customisation, deep integration, community management, advanced analytics, search engine optimisation and syndication across the Web. Bazaarvoice's services empower consumers to share honest opinions and influence each other to make more informed and rewarding purchase decisions. Bazaarvoice was named *Marketing Innovation of the Year* in the 2006 US ClickZ Marketing Excellence Awards and received a "Red Herring 100 North America" award from *Red Herring* magazine.

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