



# Improving Review Scores

## A Client Case Study

Client A is a household name in the health and beauty sector. In 2020, their revenue was over £1 billion, making them a sizable and competitive brand in the market. FM Outsource partnered with Client A in 2019. Since then we have worked alongside the brand to improve their customer care offering and, by extension, their TrustScore.



# What are TrustScores?

Trustpilot is a well-known review site used by many companies worldwide.

Customers are asked to rank a brand on a 5-point star system. These rankings give the brand an overall average to the nearest half-star. Stars correlate to a label that indicates the level of service a brand is providing, which can be seen in the chart to the right.

Brands also receive a TrustScore number based on user ratings and other factors Trustpilot monitors. This number works on the same 5-point system as the star ratings.

Prior to 2019, TrustScores worked on a 10-point system. For ease of viewing, we have converted historical TrustScores for Client A into the newer 5-point system throughout this study.

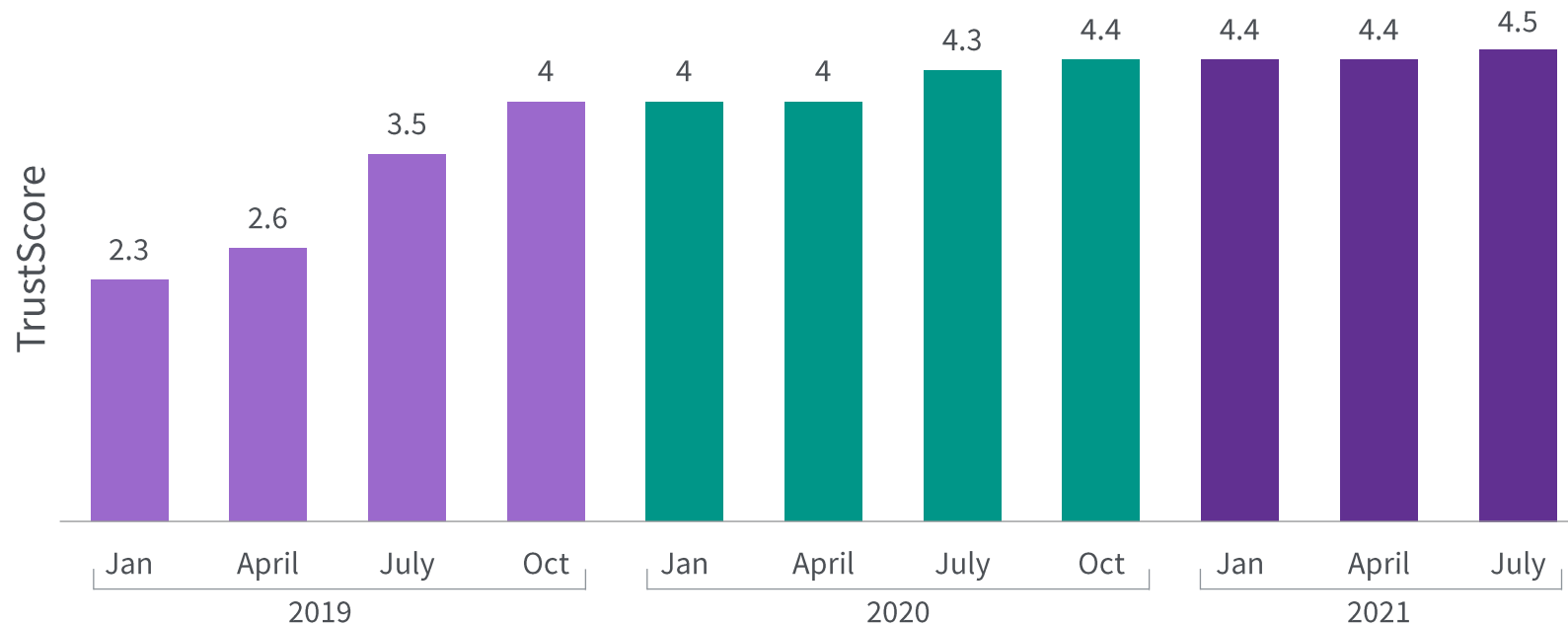


Source: [press.trustpilot.com](https://press.trustpilot.com)

# What Did We Achieve?

# 91% Review Score Increase

When Client A partnered with FM Outsource in January of 2019, their TrustScore was sitting at 2.3. By October of 2019, their score had already risen to 4 – **an increase of 74% in under a year** – and they’ve been steadily improving ever since. Despite the impact of Covid-19 on delivery times and contact volumes, Client A’s scores continued to improve all the way to 4.4 throughout 2021. That’s **an increase of 91% in just two years**.



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# Social Proof Matters

Customers trust brands that they can associate with quality. In fact, **52% of customers won't purchase from a brand with fewer than 4 stars**, putting Client A firmly in that category before they partnered with FM Outsource.

In 2021, **Client A was ranked as the most trusted global brand** in the health and beauty sector by an independent market comparison site. We achieved the same TrustScore for Client A as fashion giant Dior, putting their name in the same echelon as globally recognised and loved brands.

And the payoff comes in the form of **continuously growing digital sales and positive reviews** in one of the hardest periods for retail in over two decades.



# Our Client is Thrilled

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*The scores are based on Trustpilot reviews which FM have had the biggest influence on for us as a brand. I know that Sally [late CEO at FM Outsource] was really passionate about getting our Trustpilot score up and I think she would be so proud to see to this massive achievement, I know I am, and I know we couldn't have done this without you all!*

*– Senior Customer Service Manager at Client A*

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# How We Did It



## Being Proactive

We answer all reviews, and we **introduced a new inbox** specifically for negative reviews, so customer **concerns are now handled faster** by dedicated operators.



## Customer Service Experts

We only hire the best advisors, and **we know what your customers want**. We used our knowledge to **deliver fantastic customer service every time**.



## New Channels

We **introduced webchat** to client A's channel mix, a channel that helped them **answer their customers quicker than ever**.



## Simple Automation

We **introduced simple automation** that asked customers for a review after an interaction, giving time back to our advisors to **provide an excellent customer experience**.



## Ongoing Changes

This year we extended webchat hours and **streamlined similar customer queries** into a single queue, allowing us to direct customers to self-serve options.



## Business Transformation

We helped Client A implement a **new email system that automatically kept customers updated** with delivery estimates to help reduce incoming contacts.



# Thank you for reading!

If you'd like to chat with us about how we can achieve similar results for your brand, please get in contact today; we'd love to help.

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