

“Speaking with customers, it is clear that the independent reviews give potential customers the trust they need to make a purchase from a company they may never have previously heard of.”

Saul Pochin, Partner

Aten Lighting offers 25+ years of illuminating experience to their customers. Specialising in low-voltage lighting for boats, caravans and advertising displays has made them the experts to go to in their niche. This family-run business really shines when it comes to customer experience and the quality of their products.

Word-of-mouth has successfully carried this business for many years. In a digital world, word-of-mouth has evolved into online reviews and Aten Lighting has kept pace by adding the Trusted Shops review system to their website.

They can now proudly display one of the highest Trusted Shops ratings on their website, helping to build trust with new visitors. Similarly, Trusted Shops is proud to work with Aten Lighting, a company that shares our core values: quality products, great customer service, and total transparency.



Excellent
4.95/5.00

Customer
reviews



“I would certainly recommend Trusted Shops for smaller retailers to help bridge the lack of trust.”

Saul Pochin, Partner



Aten Lighting teamed up with Trusted Shops to increase visibility, brand awareness, and most importantly, sales. With shop reviews, Aten Lighting not only got insights into their customers' experiences, but gained traffic and increased conversions. By collecting so many reviews, which Google sees as "user-generated content", Aten Lighting has been able to rank higher in search engines.

As word-of-mouth has transformed into online reviews, having an online presence today means needing happy customers to become brand advocates. In fact, 85% of shoppers trust online reviews as much as personal recommendations. The Trusted Shops review collector makes gathering those reviews easy. And with a closed review system, only verified customers can write those reviews.

Seeing a company's rating on the Trustbadge throughout the customer journey gives shoppers a certain peace of mind. Knowing that their fellow shoppers have had a great experience with this shop really helps bridge the "trust gap" that exists when visiting a new shop for the first time.



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