



“There is no doubt that having the opinions of other customers helps shoppers to trust us before making a purchase.”

Peter Isles, Director

AR Harley & Sons (harleycustom.co.uk) has years of experience riding on and working on motorcycles. They offer hundreds of replacement parts and accessories and pride themselves on their pre- and post-purchase support for all their customers. This is apparent by their high seller rating and glowing reviews.

Though they were initially hesitant about how many customers would take the time to leave a review, they were surprised to find out that many actually did. It just goes to show that great service turns customers into brand advocates. Combining their customer service with the Review Collector has helped them show off how much their customers appreciate them, which in turn, helped them build up trust with new customers.



Excellent
4.92/5.00

Customer
reviews



Trusted Shops
Membership

since
01/2017

product
Shop Reviews

harleycustom.co.uk
Trustbadge® on 2017/12/04

“If we compare the overall website sales from June last year and June this year, we have seen an increase of 27%.”

Peter Isles, Director



Trusted Shops offers a wide range of tools to help businesses increase traffic and sales. AR Harley & Sons decided to start collecting shop reviews with Trusted Shops in order to gain insights into the customer experience, share their stories, and build trust with new shoppers.

Reviews are the modern version of word-of-mouth advertising. As much as traditional advertising efforts can help build up brand recognition, today's modern shopper can be very cynical towards these classic marketing techniques, so shoppers have turned to each other for advice. In fact, 88% of shoppers trust reviews as much as personal recommendations.

Displaying star-ratings directly on your site and throughout the checkout process bridges the “trust-gap” that exists when visiting a shop for the first time. If your business prides itself on the quality of its products and services, let your biggest advocates share their stories for others to read with the click of a button.



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+44 203 364 5906