

CASE STUDY

VOC FEEDBACK COLLECTION BOOSTS BABY BREZZA'S SELLER RATINGS BY 84%

MAKING THE JUMP TO DIRECT-TO-CONSUMER SALES

Baby Brezza was created as a way to save parents time and reduce stress when feeding their baby. Their 'Formula Pro' line of formula prep machines has revolutionized the infant care category and is stocked by big-box retailers including Wal-Mart, Target, and Kohl's. However, infant care is still a limited in-store category for most retail chains, making it hard to secure additional shelf space for new products.

Baby Brezza quickly realized that if they wanted to hit their ambitious growth goals, focus needed to shift to growing their direct eCommerce channel, babybrezza.com.

Web sales started to grow when Baby Brezza began its online push in Q3 2017, but online businesses live and die by their customer reviews and theirs weren't performing. With just 2.5 stars on Google's 5-star scale, seller ratings and rich review snippets were not even appearing.

The limited amount of seller reviews was holding back the growth of their direct-to-consumer channel, and Baby Brezza needed a new strategy. David Contract, Marketing Team Lead for Baby Brezza, knew that the company's long-term online success depended on their ability to take control of, and improve, their online reputation.

After meeting one of Bizrate Insights' Account Managers at ShopTalk in March 2019, David launched a partnership with them to start collecting Voice Of Customer feedback via the Online Buyer Survey. This survey gave David, and the entire marketing team, the ability to quickly and easily collect, organize, and filter customer feedback leading to business decisions that made a direct impact on their bottom line.

"Bizrate Insights gave us a sense of how we're doing from an all-in-one perspective. UI, customer experience, checkout, everything."

— David Contract, Marketing Team Lead, babybrezza.com

The graphic features the babybrezza logo in white on a blue background. Below the logo, a yellow arrow points to the text: "Google Rating increased from 2.5 out of 5 to 4.6 out of 5". The numbers 2.5 and 4.6 are significantly larger than the surrounding text.

VOC FEEDBACK TRANSFORMS RATINGS OVERNIGHT

The Online Buyer Survey integrated seamlessly into Baby Brezza’s existing buyer journey and helped them quickly harness reviews from current, happy customers.

“Virtually overnight, our seller ratings improved,” David says of the outcome.

Allowing customers to provide feedback directly to the company at the point-of-purchase helped to prevent customers from airing grievances on social media and online platforms where Baby Brezza had little control or ability to respond.

Following their survey launch, Baby Brezza’s Google seller ratings score jumped by over 84%, from 2.5 in March to an average of a 4.6 out of 5 by September.

Bizrate Insights “helped us increase the quantity and quality of reviews,” says David. Additionally, “the feedback is really helpful – not just the quantitative, but the qualitative.”



BECOMING A FEEDBACK-FOCUSED ORGANIZATION

Feedback is now an integral part of Baby Brezza’s operations across all areas of the business:

1. Customer service representatives respond to feedback and questions in real-time.

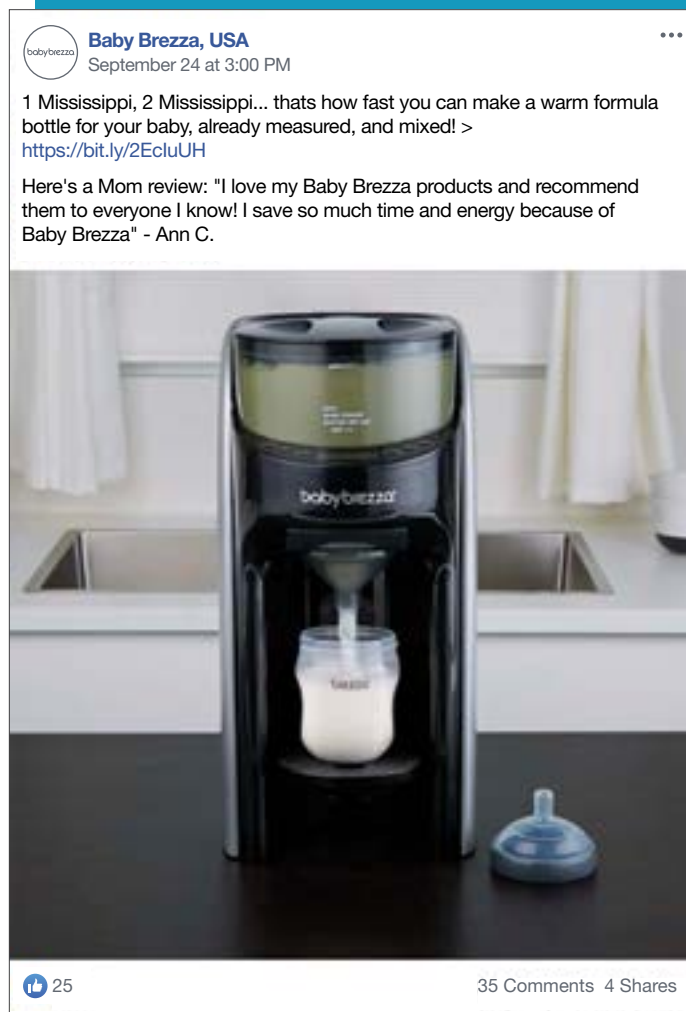
The Online Buyer Survey alerts the team to all feedback – and they’re ready to respond. The Customer Support Team immediately responds to all negative feedback to quickly address and correct issues, which has helped to improve overall satisfaction.

2. The marketing team uses testimonials in their SEM and social media campaigns.

Social proof is one of the most powerful tools that a marketer has. David and his team regularly share positive reviews on Baby Brezza's social media and in paid search advertisements to boost engagement and spread positive word of mouth.

3. Product development uses customer comments to inform future product updates.

Feedback helps the product team determine pain points and make adjustments on future product models. For example, customer comments indicated that it was difficult to locate the flow rate on one of the bottles. In response, Baby Brezza added specific instructions to their product descriptions and added an FAQ section to their website to make that information easier to find.



“It’s a great tool to help you understand your website visitor’s perceptions about your site and how you compare to best-in-class websites.”

Both Marketing and Customer Service now log into VitalSigns™, Bizrate Insights’ reporting platform, each week to review feedback and track key metrics like Overall Satisfaction and Net Promoter Score¹.

One of David’s goals for 2020 is to earn the [Bizrate Insights Circle of Excellence Award](#) – an annual recognition for retailers who have earned best-in-class ratings from their customers. In the meantime, his team uses the current Circle of Excellence winners as a benchmark goal, comparing Baby Brezza’s performance across key metrics regularly.

¹Source: Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

ABOUT BIZRATE INSIGHTS

Bizrate Insights collects 25 million surveys annually and is one of the largest sources of verified customer-generated ratings and reviews.

Our core solutions cover online visitors and buyers, plus in-store buyers, allowing retailers of all sizes to build a best-in-class customer experience, gain competitive intelligence, and attract more qualified traffic.

For a free demonstration of the Online Buyer Survey or any other solution from Bizrate Insights, schedule a time using the button below.



REQUEST A DEMO

Or visit our website: www.bizrateinsights.com/demo

“Bizrate Insights’ tools helped me get a critical mass of reviews quickly that accurately reflected where our business should be.”