



Our proposal to
Falk Culinair

November 8th 2019

It's all about you...

Company Name:

Falk Culinair

Name of contact:

Neil Corke

Website address:

www.falkculinair.co.uk

Industry:

Retail/Home and kitchenware

What's inside?

Pg 4

An Introduction to Feefo

Pg 5

Meeting your objectives

Pg 6

Your Feefo solution

Pg 7

Added value features

Pg 8

Feefo grows with you

Pg 9

The breakdown of costs

Pg 10

Don't just take our word

Pg 11

We're here to help



CXA'18
UK Customer Experience Awards
SILVER AWARD



Welcome to Feefo

Real people. Real Reviews. Real Insight.

| Connect

Get the right feedback at the right time. Reach out to your customers, to gather genuine, verified reviews, whenever and wherever you need to.

| Convert

Reviews are proven to increase sales, but it doesn't end there. We give you the tools to improve your SEO; qualify for Google seller ratings, gain organic stars, enhance your PPC ads and boost traffic to your site.

| Optimise

Quality feedback means quality insight. Improve every stage of your customer journey, build faith in your brand, make better business decisions and unlock your potential.

→ Proud Partners

We are proud to partner with some of the world's most popular technology companies.



Meeting your objectives

Following our conversation, I have outlined how the core Feefo package will help you to achieve your business objectives

→ Increase traffic and conversions

- ✓ Let the voice of your customers guide the buying decisions of your prospects by displaying service review, category and product reviews and increase conversion by up to 18%

Attract new customers by sharing your success. Post your reviews on your social channels to reach a wider audience.

- ✓ By collecting reviews through a trusted Google partner, you can work towards Google seller ratings in your Google ad campaigns which can boost click-through rates (CTR) by up to 17% and reduce Cost Per Click by up to 20%.

- ✓ Product reviews can be fed to Google Shopping and Product Listing Ads to establish product stars that can increase CTR by up to 15%

- ✓ Feefo can help you achieve organic stars in Google search based on your product review ratings, which can help increase traffic by up to 30% and increase conversions.

Customers can share their service review to your Google Local map reviews and ratings.

→ Build Trust

- ✓ Improve customer confidence and boost your brand reputation by showcasing how your customers rate your service.

- ✓ Build trust in your products and services by displaying real reviews on your site to prove quality and satisfaction and increase conversion by up to 18%.

→ Better business insight

- ✓ Learn where you're going right and where you're going wrong with Feefo reporting. Improve your business processes, guided by the voice of your customer.

- ✓ Understand individual service and product performance such as service, category, product, best performing products, worst performing delivery partners, NPS, response rate and more.

Identify your strengths and any recurring issues, to help to retain existing customers and confidently grow your business.

Your Feefo solution



Service & product reviews

Collect and display real, verified reviews of products and services.



Social media integration

Display your reviews on Facebook, share reviews across your social channels and invite your customers to do the same.



Full reporting suite

Use statistics and insights to detect patterns in your customers' behaviour and generate alerts for responding to reviews.



Respond to reviews

Increase customer trust by being seen to respond to both positive and negative reviews.



Seller ratings in Google Ads

Stand out in the search results, improve consumer trust and increase conversion by collecting reviews trusted by Google.



Dedicated onboarding team

A single point of contact to make sure you get set-up without any hassle.



Photo and Video reviews

Collect consumer generated content with media reviews – increase customer engagement and boost conversion rates.



Google organic stars

Increase your chances of becoming eligible for organic stars and enjoy an average uplift of 30% in search traffic.



Dedicated support

Continuous support, training, periodic account reviews, best practice advice and first exclusive access to new features and products.

Get even more value from Feefo by adding these features

Gathering great reviews is just the beginning. If you want to get even more value from Feefo, here are some of the additional features available to you.

■ Net Promoter Score

Recognised worldwide, NPS is a simple way of measuring customer loyalty. Get an instant snapshot of how your customers feel toward your business and start building better relationships.

■ Feefo Places

Collect feedback on-site as well as online to get a holistic view of your customer experience.

■ Insight Tags

Eliminate the guesswork and quickly access the feedback that's important to you, without the hassle. Insight Tags allows you to track themes such as delivery speed, customer service or technical issues across all of your reviews.

■ Feefo SMS

Make collecting reviews easy by reaching out to your customers for feedback by SMS as well as email.

As your business grows, Feefo grows with you

You may be at the start of your journey, but it never hurts to look to the future.

Our expert team is here to make sure that your account is equipped to support the needs of your growing business.

You will always have access to the latest technology we have to offer, and as you grow in size and confidence, you can add products and features to your plan to gain the level of insight that you need. Here are some of the products available to you when you're a little further down the road:

■ Advertising for Facebook

Optimise your ad campaigns and improve the click-through rate to your site by pulling star ratings from Feefo into your Facebook dynamic ads.

■ Smart Themes

Powered by machine learning technology, Smart Themes allows you to speed up the decision-making process by helping customers to quickly find the review content, that is most relevant to them.

■ Campaign Manager Tool

Understand customer sentiment, gain targeted insight, and improve and personalise every stage of the customer journey by gathering feedback at every touchpoint.

■ Performance Profiling

Our smart reporting tool automatically analyses your reviews and identifies recurring themes, allowing you to understand your performance; identify specific strengths and weaknesses, and gain the knowledge to transform.

The breakdown of costs

One-off set up fee	Description
£0.00, save £495+vat for 2 urls	This covers the cost of setting up your Feefo account; establishing your live feed with Google and full technical and onboarding support from our dedicated team.
Import of reviews - £199+vat one off fee	Imported reviews will only be included in your web page integration and will not be shown to be verified by Feefo. They will not appear on your Feefo profile or be fed to Google Adwords or Shopping.

Essential Features	Monthly Fee
Core packages 0-200 feedback requests Includes service, product, product attributes and photo and video	£100+vat, save £49+vat
Additional Features: None	
Invite all historical customers free of charge Rest of November free of charge Offer expires November 30 th , 2019	

Don't just take our word for it...

Feefo is trusted by thousands of businesses and millions of consumers worldwide, including:



We're here to help

Speak to your consultant



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