




## THE CHALLENGE

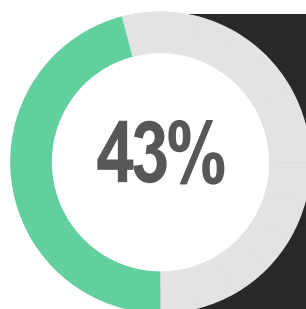
Used Kitchen Exchange's main objective was to gain recognition within the kitchen industry, and with customers. To accomplish this, they needed to demonstrate how their service differed from competitors. Understanding the value of customer reviews, but unable to sufficiently monitor and utilise conversations on Facebook and Google, Used Kitchen Exchange sought a dedicated solution. In line with their ethos, they wanted to find a reputable and recognised way of collecting customer reviews that would protect their business from spurious feedback. Critically, they wanted to provide potential customers with the validation they needed to trust their company, and show the value of their unique services. Feefo's invite-only feedback platform stood out immediately, and they began their partnership in early 2017.

## Introduction

Used Kitchen Exchange Ltd specialise in the sale and regeneration of used and ex-display kitchens. Incorporated in 2015, they focus on creating innovative solutions and providing outstanding customer service, in-line with their family-run approach.



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Used Kitchen Exchange achieve an exceptional feedback response rate of 43%.

## HOW FEEFO HELPED

### Building reputation through existing customers

In order to build up their reputation, it was important for Used Kitchen Exchange to collect as many reviews from their customers as possible. They achieved this by incorporating Feefo into the sales process. Every Sales Advisor explained the importance of feedback to their customers, and provided various options to receive a feedback request. This personal touch helped them receive detailed reviews and to achieve a higher response rate.



"What Used Kitchen Exchange does is a relatively new concept that has not yet hit the mass market: The fact that customers often mention that they used our services because they had read our Feefo reviews, is validation that integrating with Feefo has been a great decision for our business and crucial to our success.

[Helen Lord, Director, Used Kitchen Exchange](#)

### A service to be trusted

By displaying reviews that were completely genuine, potential customers could trust what they were reading. One of the areas of the business that Used Kitchen Exchange was struggling with before joining Feefo, was showing the value of their own delivery service over customers using a third party service. Thanks to the positive feedback received from satisfied customers, potential customers gained the confidence they needed to complete their purchase and opt for this delivery option.

When it comes to replying to feedback, Company Director, Helen Lord, responds to all feedback personally. Using Feefo to amplify customer conversations, they are able to demonstrate excellent customer service and willingness to listen to all customers.

### Optimising customer touchpoints

The company's Feefo rating is displayed on the header and footer of their website, so that customers have easy and constant access to genuine reviews. To further maximise the exposure of positive reviews, and build confidence with potential customers, Used Kitchen Exchange pick one positive review per day to showcase as testimonials, across their social media channels.



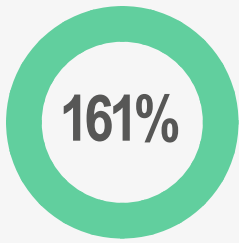
## THE RESULTS

### Increase in sales

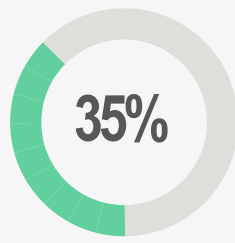
Many customers mentioned that they chose to purchase from Used Kitchen Exchange after reading their reviews on Feefo. This increase in customer confidence contributed to **business growth of 35% in the first six months** of implementing Feefo.

The addition of seller ratings in Used Kitchen Exchange paid ads **increased their turnover by 15%** almost immediately.

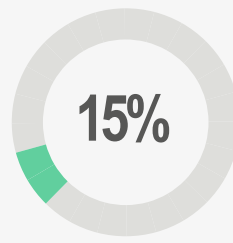
One of Used Kitchen's biggest achievements since displaying genuine reviews is that their **courier sales have increased by 161%**, showing just how powerful other's feedback can be.



Increase in courier sales



Increase in business growth



Increase in turnover

4.9 / 5



Used Kitchen Exchange achieved a 4.9 out of 5 customer service rating

### Building Partnerships

Aside from customer growth, the impact of reviews has been widespread across the business. Many new partnership deals with UK showrooms have been secured due to highly visible customer satisfaction rates.

### Fantastic response rates

Used Kitchen Exchange achieve an exceptional **feedback response rate of 43%**, allowing them to hear from a large proportion of their customers, and gain valuable customer insights.

Using the Feefo Reporting Toolkit, Used Kitchen Exchange continually improved their offering; resulting in a **Feefo rating of 4.9 out of 5 stars**.



**Book your FREE trial now**

Discover how your business can benefit from Feefo.

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