

Bizrate® Insights Names the 2012 Bizrate Circle of Excellence Award Recipients

-- 94 Online Retailers That Consumers Can Depend on to Deliver Top Quality Service --



LOS ANGELES, Sept. 10, 2012 /PRNewswire/ -- Today, Bizrate Insights, one of the largest sources of consumer-generated reviews of online retailers in the United States, announced the winners of its 13th annual Bizrate Circle of Excellence Award for its North American Retailer Network. The Award recognizes retailers that received outstanding online customer satisfaction ratings throughout a one year period, as rated by their own, verified customers.



(Logo: <http://photos.prnewswire.com/prnh/20120228/LA60850LOGO>)

The 2012 Bizrate Circle of Excellence Award, a symbol of trust and dedication to the customer, was earned by 94 online retailers, representing the top 1.8% of the Bizrate Insights North American Retailer Network of over 5,200 retailers. Online retailers earning this prestigious Award received significantly higher customer ratings than the Network average across all seven key satisfaction indicators listed below.

Among the Award winners, 38 retailers received the highest distinction, the Platinum Award, representing 0.7% of the Network. The Bizrate Circle of Excellence Platinum Award is conferred to retailers that achieved winner status plus a score of at least 9.0 out of 10.0 in all seven key satisfaction indicators reviewed for the Award.

Bizrate Circle of Excellence Satisfaction Indicators

Point of Sale measurement

Overall Satisfaction
Product Selection
Ease of Finding What The Customer Is Looking For

Post Order Fulfillment measurement

Repurchase Intent
Product Met Expectations
On-Time Delivery
Customer Support

* Based on statistical significance. Customer feedback for the 2012 Award collected August 2011 - July 2012

"Every year, the Bizrate Circle of Excellence continues to be an emblem of the best online retail experience that a consumer can have from retailers both big and small, and across nearly all product categories," stated Bill Glass, CEO of Shopzilla, Inc., the parent company for both Bizrate and Bizrate Insights. "The Bizrate Circle of Excellence Award boosts consumers' confidence when shopping online, whether it's at a well-known retailer or smaller boutique hoping to garner a first order. On average, 37% of shoppers check Bizrate's ratings and reviews before they buy—by placing the Bizrate Circle of Excellence Award on product pages, shopping carts, and checkout, these award-winning retailers can further boost consumer confidence."

From a retailers' perspective, Bizrate's trust symbols and ratings are an important seal of customer approval. "As an industry leader, we are constantly striving to deliver the best customer experience—in both product selection and customer service, and as a company we are invested in the belief that our customers deserve the best," remarks Pat Schmidt, VP of Operations for 2012 Bizrate Circle of Excellence Award Winning merchant Footlocker.com, Inc. (the Eastbay and CCS brands are 2012 winners). "Bizrate Insights is a core partner in helping us measure how satisfied customers are with their experiences with us and in helping us respond to evolving customer needs and wants. This win shows that we are delivering on our promises by helping our customers look and feel their best in our high-quality shoes and clothing. We're excited to use this Bizrate Circle of Excellence Award to build an even bigger base of satisfied shoppers."

Bizrate Insights congratulates the 2012 winners:

The 2012 Bizrate Circle of Excellence Award recipients (winners are listed alphabetically; Platinum Award recipients denoted with an asterisk)

123inkjets	Bumble and bumble	Dogfunk	Metro Medical Online	ShipMyContacts.com
1A Auto*	CajunGrocer.com	Drs. Foster and Smith	Motorcycle Superstore	SmartPak Equine*
A Cherry On Top*	Carl's Golfland	Dungarees.net*	Muir Skate*	Smashbox Online
Abacus Private Store*	CCS	Eastbay	Music123	Sole Provisions
ACLens	CD Universe	Easy Appliance Parts	Musician's Friend	Strings and Beyond
Adagio Teas	Celebrate Express	etrailer.com*	Origins	The Gallery Collection
Aeropostale	ChristianBook.com*	Fairytale Brownies	PartSelect.com*	The Hitch Store*
American Musical Supply*	Clinique	Ferret.com	PersonalizationMall.com*	The Perfume Spot
AmericanMuscle.com*	Concordia Supply*	Filters Fast	PetGuys.com	The Spa Depot*
AppliancePartsPros.com*	CondomDepot.com	FRSport.com*	PtouchDirect.com	The Vitamin Shoppe
Austin Canoe & Kayak	Crucial.com*	Jake Wilson	PureFormulas.com	ThinkGeek
B&H Photo*	Crutchfield*	Jimmy Beans Wool	Pyramid Air	TireBuyer.com
Baby SuperMall*	Cutlery and More, LLC*	Jo Malone*	Ralph Lauren	TobaccoGeneral
Bath & Body Works*	Cyberweld.com	Knitting-Warehouse	REI	UGG Australia
BatteryMart.com*	Dave and Adam's Card World*	Latemodel Restoration Supply*	Replacements, Ltd.	Vat19.com
Bobbi Brown Cosmetics	DermStore.com	LD Products*	Ringside Collectibles	Vermont Teddy Bear*
Bodybuilding.com*	Discount Contact Lenses*	LensDiscounters.com	Rocky Mountain ATV/MC	Zappos.com*
Bose*	DiscountFilters.com*	LovelySkin	SafetyGlassesUSA.com*	zZounds*
Brooks Sports, Inc.	Do My Own Pest Control*	MardiGrasOutlet.com*	Schneider Saddlery	

About Bizrate® Insights:

With over 16 million surveys collected annually from over 5,500 retailers worldwide, Bizrate Insights is the largest source of verified customer-generated seller ratings and reviews in North America, helping both online retailers and consumers make informed decisions. Bizrate Insights' core solutions are free, allowing retailers of all sizes to build best-in-class customer experiences, gain competitive intelligence, and attract more qualified traffic from top search engines. Visit www.bizrateinsights.com to learn more about our solutions, used by over 40% of Internet Retailer Top 500 retailers, as well as thousands of smaller boutiques.

About Shopzilla® , Inc.:

Shopzilla, Inc. manages a premier portfolio of online shopping brands in the US and Europe, consisting of Bizrate, Beso, Shopzilla, TaDa, PrixMoinsCher, and SparDeinGeld. Shopzilla connects shoppers with over 100 million products from tens of thousands of retailers with its unique portfolio of engaging and informative websites. Reaching a global audience of over 40 million shoppers each month through both its destination websites and affiliate network, Shopzilla is a leading source of sales and consumer feedback for online merchants and retail advertisers. With offices in Los Angeles, San Diego, and London, the company operates sites and business services in the United States, the United Kingdom, France and Germany. Shopzilla, Inc. is owned by Symphony Technology Group (STG).

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