

Achieving Transparency Through Trustpilot



The Goal

Use reviews to provide visibility into new and existing customer profiles

65 percent of PureFormulas's business comes from repeat customers. With such a satisfied base, PureFormulas wanted to see how it could expand its business through organic search, and create an open dialogue between its customers and its employees.

What they wanted:

- An open portal for customer reviews and employee responses
- Increased rankings in organic search results
- A baseline of communication to improve customer service

The Work

While **PureFormulas** offers its customers a few options to leave reviews, Trustpilot attracts the lion's share of customer feedback. The company's executives **use Trustpilot daily to monitor customer satisfaction** and respond to reviews in real time. Trustpilot provides a portal into their customers' experiences, allowing **PureFormulas** to make adjustments on the fly.

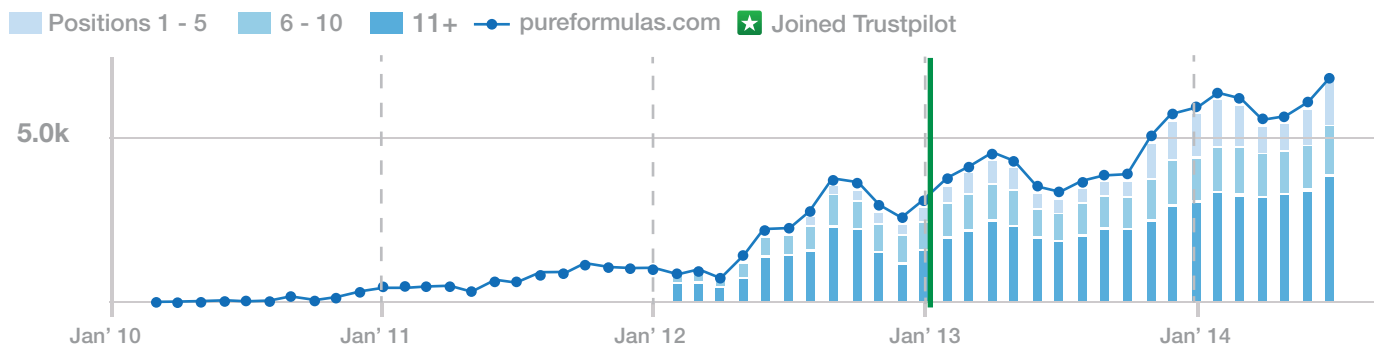
The Results

Trustpilot's customer reviews have led to increased sales and lower cost per conversion. And PureFormulas uses their stream of reviews to motivate their teams, and give them a barometer for success as they continue to manage customer relationships.

By attracting new customers through SEO, **the company was able to gross close to \$40 million last year**, allowing them to more than double the size of their Miami warehouse.

They're even planning to launch their first brick-and-mortar storefront in early 2015.

Organic keywords*



*data extracted from SEMRush

What Customers Had to Say

No shipping charges & quick responses equals a return customer.

"I have ordered quite a few items from Pure Formulas and have always been satisfied. If I have had to contact them I get a quick email response and the intent to solve any problems. I am very happy with Pure Formulas."

Susan Tipton ★★★★★

Reply from pureformulas.com

"Well, Susan, seeing as how customer satisfaction has always been our goal, you should be singing your own praises! Because without customers like you, our services wouldn't be what they are! Thank you :) Have a wonderful day!"

Good quality, fast shipping.

"Good quality product, and we received it within 3 days of our ordering it. Disappointed that we didn't get free shipping, as the store frequently offers it."

Alvin ★★★★★

Reply from pureformulas.com

"Thank you for your feedback, Mr. Begel! After careful review of your order, we do see that it was sent using the free standard shipping method you selected at check out. Your total cost only reflects the price of your product :) Please give us a call at 800-383-6008 if you have any concerns. Have a great day!"

“ A customer told us how much he depends on us for affordable supplements that help his wife. Making that connection with a customer is so important to us, and reviews make it happen.”

Even negative reviews are helpful. We can evaluate, make changes and respond via Trustpilot. It's key to attracting new customers.

Jose Prendes, CEO PureFormulas



The Story

PureFormulas is one of the fastest growing companies in the Internet Retailer 500, with over 50 percent year-over-year growth. They've been a leader in the online health supplement space since 2007, and their customers rely on them to provide trustworthy information about the selection of over 400 brands they sell through their online store. When it comes to healthy living, customers have plenty of options – and they rely on reviews to point them in the right direction.

The company's CEO Jose Prendes found Truspilot through another top ecommerce site that already had thousands of Trustpilot reviews, and he wanted the same transparent experience for PureFormulas. So in January 2013, he turned to Trustpilot with a challenge.

