

CASE STUDY – RVEZY

How did customer reviews help RVezy increase its overall bookings?



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The Client



RVezy is North America's top rated RV rental marketplace, providing outdoor enthusiasts with a safe and affordable way to rent unique and authentic RVs from private owners. RVezy has empowered thousands of RV entrepreneurs to share their passion and earn additional income when their RVs are not in use.

RVezy facilitates the rental of RVs between owners and renters. As a double-sided RV rental marketplace, RVezy has two customer audiences, owners and renters. RV owners usually live outside major US cities and are looking to offset the costs of their RVs. Many have owned their RVs for several years but don't get to use it as often as they like. Some owners however use their RVs as more of an investment and try to rent out the RV as often as possible. The majority of our renters are families with young children that are looking for new adventures and to get away from the daily routine. They want to go camping and prefer the safety and accommodations that come with an RV.





INDUSTRY

Recreation



WEBSITE

www.rvezy.com



VERIFIED REVIEWS CLIENT SINCE

2018

Philip Westfall

Director of Marketing

Customer reviews help first-time users (owners and renters) have trust in our marketplace/platform. Reviews also help renters choose what RV is right for them.



The challenges and solutions



Conveying inventory quality and reliability

Conveying product quality for an item that can't be physically seen or touched prior to booking is difficult. Reassuring young families that a vehicle is safe for their families requires more than brand marketing, which is customer reviews are crucial for a business model like RVezy. **Customer reviews speak louder than brand marketing** and recent studies show that consumers trust customer reviews as much as word of mouth.

Westfall says of this process "After every booking, our customers get the opportunity to review their trip. For the owner, this means reviewing the renter and for the renter, they can review the owner and their RV. This closes out the booking process. After the booking process is closed and all refunds and payments have been processed, we inform the customers and send them a link to Verified Reviews by Skeepers in order to review RVezy."



The challenges and solutions



Reassuring customers of rental safety

RV rental is generally considered to be a safe form of travel and hospitality as it requires no interaction with the renter and keeps the renter from having to worry about the cleanliness of a hotel or airport. However, when the pandemic hit in early 2020, every form of travel was being cancelled for the upcoming summer. But it didn't take long for renters to realize that RVing was indeed one of the safest forms of travel, and as a result RVEzy had a record number of bookings for the summer.



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The challenges and solutions



Westfall says of their expansion goals in the US, “we need to build trust and awareness for owners while creating demand at the same time.” Building trust with Verified Reviews by Sleepers is easy when you **utilize the moderation feature**. Philip said of the moderation tool, “it allows us to reach out to the customer and try and resolve the issue before a poor review is published on the site. More often than not, customers are satisfied with the moderation process and either decide to not publish their review or to adjust the score”.



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Solutions





Verified
Reviews

by  Skeepers

Every Opinion Matters

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