

CASE STUDY – BEST MATERIALS

How did customer reviews help best materials increase its conversion rate by 20%?



Best Materials®



CASE STUDY – BEST MATERIALS

The Client



Best Materials is a construction and hardware supply store. As of 2020 it is part of the Construction Supply Group and continues its mission to help customers complete their renovation projects whether they be DIY projects or for construction companies. The Best Materials motto 'We are only successful if our customers are successful in their endeavors' rings true even more so now that customer reviews can help management solve any issues or relay gratitude to the team.





INDUSTRY

Hardware Supplies



WEBSITE

www.bestmaterials.com



VERIFIED REVIEWS CLIENT SINCE

2013



PRODUCTS

Brand Reviews

Product Reviews

Greg Gonzales

Branch Manager

Reviews give us visibility into our operation. Are we meeting the customers standards; and it's not just the star rating, for us, the content is the most important

[Watch the Video](#)



Challenges



Reassuring customers about brand quality

One of Best Materials' main objectives is to gauge how customers feel about its brand and what actions of their operation can be improved. In 2020 Best Material's broke out of their in-store retail mold and saw an increase of online sales. This shift meant evaluating new carriers and partners to make sure they are up to the Best Materials' standard. As Greg Gonzales, Brand Manager in Arizona, states, "reviews give us a good idea of the heartbeat of our business".

"Customer reviews bring us performance deficiencies and successes that help us evaluate our standard operating procedure as well as vendor compliance and commitments. They also give us a good idea of the heartbeat of our business and what we need to do to improve our business."



Challenges

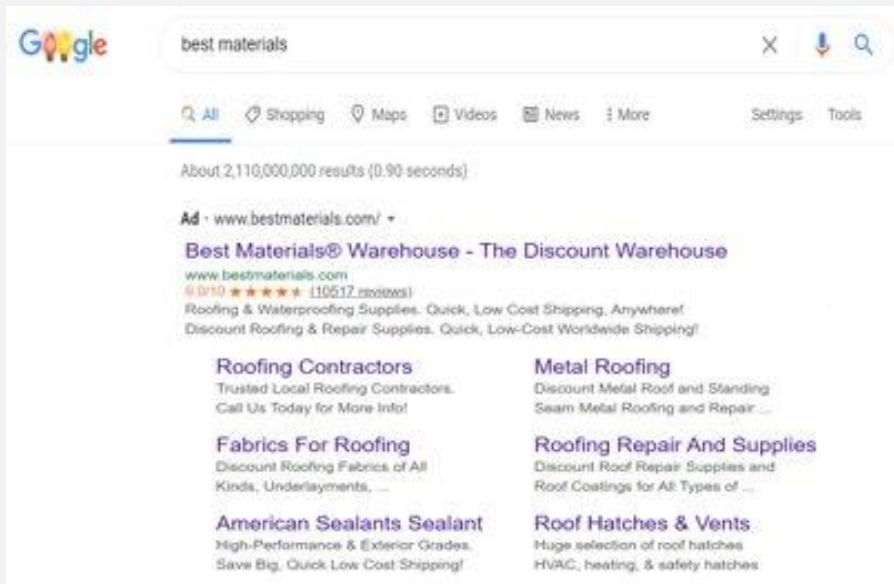


Evaluating new partners and team performance

Best Materials relies on customer reviews for two important reasons: **to evaluate every aspect of their store including partners and employees, and to convince its website visitors that Best Materials is committed to their satisfaction.** Greg focuses on reviews with 3 stars or less because *“those are the customers with some concerns. We want to provide good customer service whether it was the product that failed or our process at the store”.*



Solutions

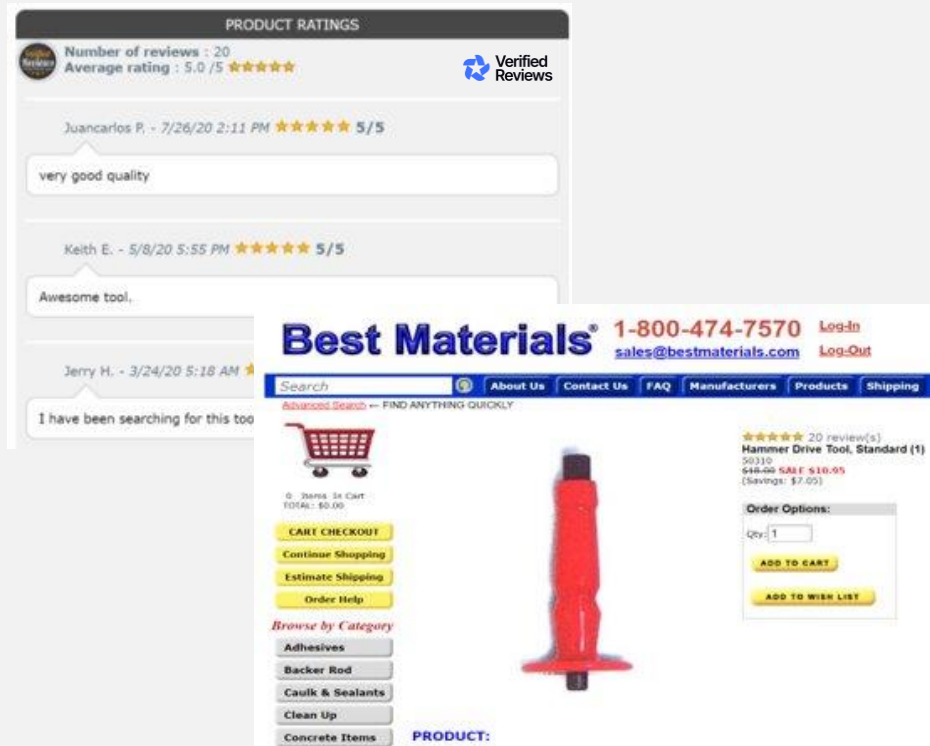


Reviews displayed and incorporated in to sem strategy

Seller Ratings and reviews are implemented as part of Best Materials Google Ad campaigns. The addition of Seller Ratings assure customers and prospects that Best Materials aims for customer satisfaction above all else.



Solutions



Reviews displayed on product pages

Product reviews have been added to product pages to give specific feedback on items. The benefit of these reviews helps to answer customers questions, reduce hesitation and increase conversion rates.



Results

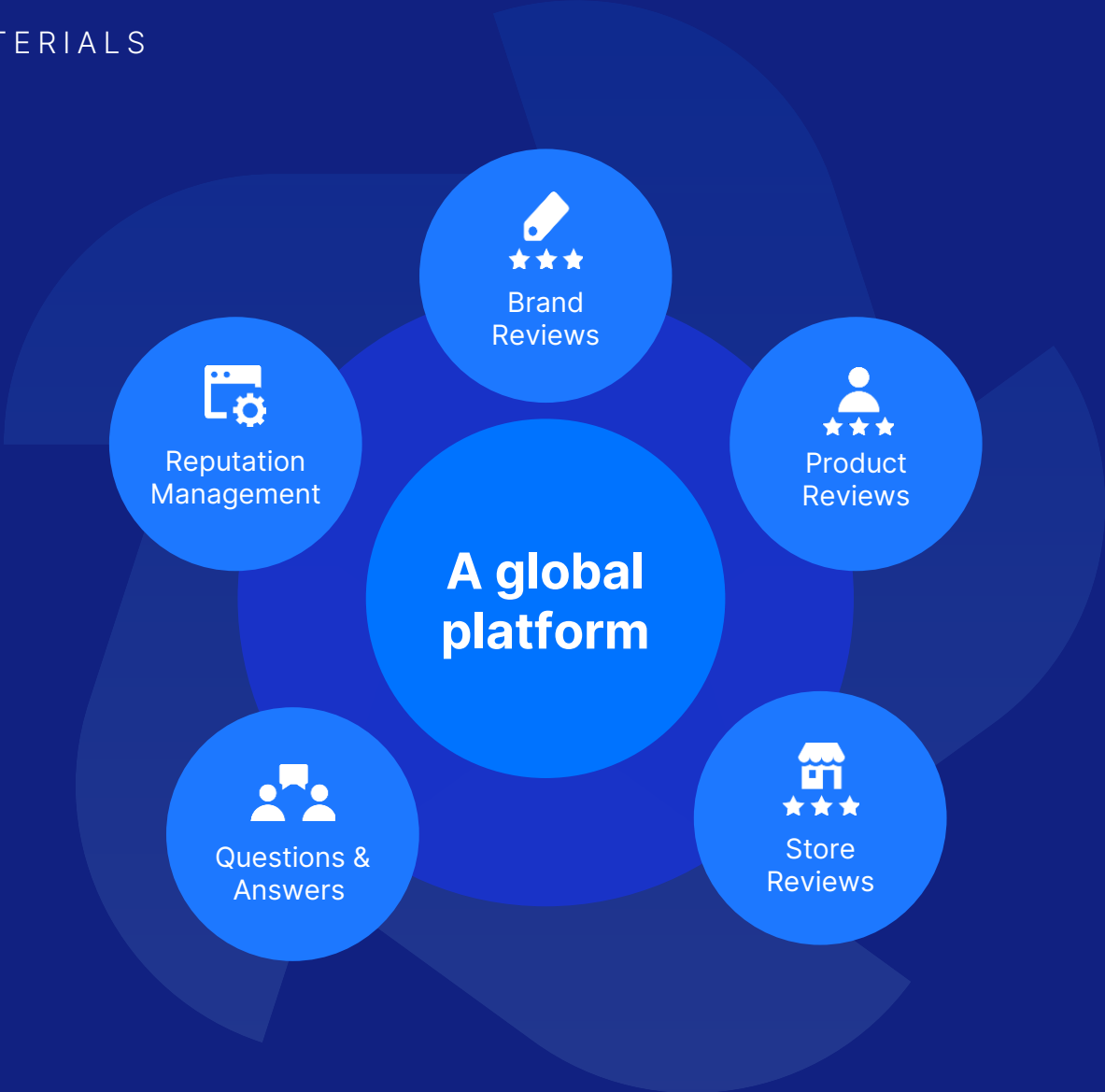
25% Increase in **website traffic**

20% Increase in **conversion rate**



CASE STUDY – BEST MATERIALS

Solutions





Verified
Reviews

by  Skeepers

Every Opinion Matters

[Book a demo](#)

