

CASE STUDY – BRICOZOR

Customer reviews and Q&A: How does Bricozor rely on its customers to co-build their online experience?



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The Client



Bricozor is a pure player specializing in DIY and hardware. On its e-commerce site, more than 600 brands and 55,000 products are available to DIY enthusiasts. Behind the scenes, the Norman company employs around thirty people whose common goal is to: "to offer the best products and to serve customers with care".

To take care of the service provided to customers, but also the experience delivered throughout the purchase process, Bricozor can count on Verified Reviews by Skeepers. Today, the brand relies on two complementary tools: post-purchase reviews and Questions & Answers.





INDUSTRY

Home & Garden



WEBSITE

www.bricozor.com



VERIFIED REVIEWS CLIENT SINCE

2020



PRODUCTS

Website Reviews, Product Reviews,
Question & Answer

Pierre Grincheleau

Acquisition Manager

Our collaboration with Verified Reviews by Sweepers began in 2016, with the post-purchase review collection solution. At the end of 2020, we completed our customer listening system with the implementation of the Questions & Answers tool in our product sheets. These are 2 complementary solutions to make the Voice of the Customer resonate!



The Challenges



Strengthen the quality of the online experience

Collecting, managing and disseminating the Voice of the Customer has always been a priority for Bricozor. Thanks to the two complementary tools used today, the objective is to strive for better quality, at all levels.

Whether it is to improve the processes in place, the products offered or the content on the website, customer reviews and the Q&A tool are real levers for the company. With this customer-listening approach, the pure player acts throughout the customer journey. The quality of online experiences is optimized both before the purchase (for example, by reassuring Internet users thanks to Questions & Answers) and after the purchase (by identifying the different levels of satisfaction, thanks to customer reviews).



The Challenges



Identify priority areas for improvement

In addition, the company takes up the challenge of using the Voice of the Customer to identify the various projects to prioritize. The opinions collected during post-purchase or the questions received from Internet users serve as indicators to monitor the future projects of the pure player.

“With Verified Reviews by Skeepers, we can take the pulse of our customers. Active listening allows us to assess and monitor the level of general satisfaction. This customer-centric approach helps us prioritize the different actions of our strategy.”



The Solution

Customer reviews of Bricozor.com

Calculated from 17,661 reviews obtained over the last 12 months. *

★★★★★ 4.6 / 5

91.9% 16,236 reviews
3.8% 679 Reviews
4.2% 746 Reviews

Reviews subject to review ⓘ

* 82236 reviews since 06/15/2012

Customer reviews

Customer reviews ★★★★★ 4 / 5
Compliant and fast shipment.
on 05/09/2021 by Jean L.
following an experience of 20/08/2021

Customer reviews ★★★★★ 5 / 5
It's perfect.
the 05/09/2021 by Chénier C.
following an experience of 21/08/2021

Information Bricozor.com

DESCRIPTION
More than 55,000 items at the best prices. • Hardware products: lock cylinder, bolt, cremone, strike ... • Furniture: drawer slide / hinge, furniture lock ... • Sanitary: shower drain, mixer tap, cabin ... But also tools, garden machinery, power tools and even drugstore products. Express delivery in 24 / 48h!

Information before purchase

Answers 2

Liliane Buyer
the 07/06/2021
Is this sharpener compatible with petrol chainsaw chains?
TO RESPOND

Dominica verified buyer
the 07/07/2021
Customer response
yes with thermal or electric chainsaw chains there are plenty of very good machine settings.

Two tools, one trusted third party:

The deployment of Verified Reviews by Sleepers involves two solutions:

- 1. Collecting site and product reviews.** This solution makes it possible to solicit feedback from customers in post-purchase. Since its inception in 2016, customer reviews have been an integral part of the company's strategy.
- 2. Questions & Answers.** Integrated into product sheets, this functionality allows Internet users to interact with the customer community or the brand through questions and answers.



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The Solution



Strengthening their product pages to increase their impact

Thanks to the power of the stars and Questions & Answers, not only has Bricozor has been able to strengthen the quality of its product sheets, but also to boost traffic and promote conversion.



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The Solution



First, the pure player can rely on the stars obtained during the collection of post-purchase customer reviews. The stars are inserted within the Google Shopping thumbnails, which improves the visibility of the products. With properly marked stars, the group can enjoy optimized product pages, which easily stand out in Google search results. The natural referencing of the company and its product sheets is maximized!

Second, the Q&A tool helps optimize product sheets. Each question asked and each answer provided enriches the content of the sheet in question. For product sheets with Questions & Answers, on average 22% more words and content are counted.



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Solution



Responsive and personalized management of the customer's voice

The post-purchase customer reviews collected are processed by customer service. As soon as a rating is less than or equal to 3 out of 5 stars, there is no question of remaining passive. Bricozor responds to customers in a personalized way, within 24 to 48 hours maximum.



Solution



When the pure player receives questions via the Q&A tool, responsiveness and personalization are also essential. This personalization is reflected in the content of the response provided (on average, around 15% of the questions require a very precise expert opinion) as in the form (when product managers respond, their photo and first name appear to humanize the exchange).

Soon, customer service will also intervene to answer questions from Internet users. The objective is to find a balance in the expertise provided, to offer ever more qualitative and appropriate exchanges.



Results

22%

Increase in words
per product pages

This is the **increase in the number of words observed for product sheets** that collected Questions & Answers.

With more content from users (UGC) and adapted responses from the brand, Bricozor is strengthening its SEO strategy.

30%

Increase in customer
review collection

This is the **increase in the percentage of site reviews collected** since the implementation of the Verified Reviews by Skeepers solution.

From the start, the solution enabled Bricozor to speed up its customer-listening process.

91%

Customer
satisfaction

This is the **percentage of satisfied customers** who gave Bricozor more than 4 out of 5 stars.

More than 9 out of 10 customers say they have had a quality experience. The average score of 4.6 / 5 is a symbol of their happy customers!





Verified
Reviews

by  Skeepers

Every Opinion Matters

[Book a demo](#)

