

## TFG enables social customer reviews online

TFG has enabled a modern way for shoppers to review products online by adding functionality to its 12 online stores, which allows shoppers to upload photographs and video links of themselves and their purchases to an online gallery.

“We want our customers to talk to each other about products on our online stores,” says Robyn Cooke, head of TFG eCommerce. “Our customer review gallery offers a platform for shoppers to showcase their personal style and provide helpful tips and offer insights to others.”

Explaining the motivation behind the introduction of online review functionality, Cooke referred to a 2017 Global Online Consumer Report, which indicated that 55% of consumers consult online reviews and recommendations prior to purchasing a product online or in store. “Trends researcher and analyst, Nicola Cooper has also found that 65% of people rate a person similar to themselves as a credible spokesperson for brands.”

“Current research confirms that reviews are a pivotal factor in the consideration phase of a purchase, and shoppers are much more likely to trust a review from another shopper, than information supplied by a store.”

The tech enhancement tool not only allows customers to star rate and comment on a product, but also gives them a chance to take a selfie, upload a YouTube or Vimeo link of themselves with a product and to post it to TFG online, sharing their views with other shoppers. TFG online believes the reviews will drive up revenue on its online stores.

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