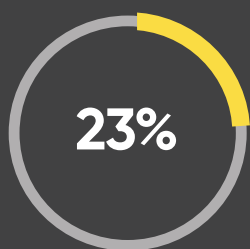


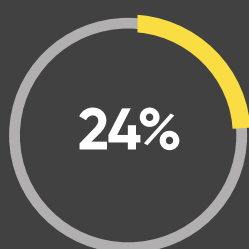
Meon Valley Travel increases sales by 23% with customer reviews



10x more feedback



23% increase in sales
from 2017 to 2018



24% increase in click-through
rate for brand searches

"There's no doubt Feefo has had a profoundly positive impact on how Meon Valley Travel is perceived within the public domain. I'd recommend Feefo to any business looking to sharpen their online reputation through customer-led feedback."

Ed Texier, Group Marketing Manager

The Challenge

Meon Valley Travel had no accurate performance indicators or clear view of how their service was perceived by their customers, other than the thank you letters that they regularly received.

Needing a comprehensive way of collecting customer reviews, they turned to Feefo to help them connect with their customers; track and improve sales performance, and to find out if they were actually delivering the exceptional customer experience that they promised.

The Solution

Working closely with an independent developer and Feefo's own technical team, set up was seamless, and reviews started to roll in within a matter of weeks.

The switch to a dynamic invite-only review request system almost immediately paid off, with 10x more feedback coming in from customers. This constant stream of reliable reviews went a long way towards improving relationships with their existing customers. Meanwhile, being able to display the real opinions of genuine customers on their site, as well as in their Google search ads, helped to build trust in the Meon Valley brand amongst prospective customers and greatly improve ad performance.

The additional insight also gave Meon Valley a greater understanding into the quality of their customer service and allowed them to make better business decisions to help continually improve the customer experience for future travellers.

Feefo now forms an integral part of the day to day operations of Meon Valley. Combined with more efficient CRM and presentation tools, productivity has risen by 43% since its introduction. The quality of customer reviews is now used to help measure sales team performance, with the insight gained informing future improvements to the sales process.

The Results

The added trust of displaying genuine customer reviews with Feefo has contributed to significant growth for Meon Valley.

- **2018 saw a 23% increase in sales, due in part to the prominence of having real customer feedback displayed throughout the buying journey.**
- **Feefo's Service Review widget allows visitors to the Meon Valley website to easily access reviews no matter what page they're visiting, helping grow trust in the service and increasing customer confidence when making a booking.**
- **Displaying their Feefo star rating in their Google ads significantly contributed towards a 24% increase in click-through rates for 'brand name' searches, driving more traffic to the Meon Valley site and increasing potential sales opportunities.**

In the very competitive world of business travel, where service is everything, being able to prominently display star ratings on search ads makes Meon Valley stand out from the crowd.