

Independent Online Review Solution Demonstrates Focus on Customer Service while Adding Brand Value

When doing business online, it's often a challenge to differentiate yourself from competitors, particularly if you are smaller business. Online buyers will more readily go to the sites of the most well-known national brands; so the more niche brands need to do more than just try to compete on price to command an increase in visitor numbers to their site.

Your customer service is first class – how can you demonstrate it?

The online market for sports equipment in the United Kingdom, which is extremely competitive in relation to pricing, is a great example. Barrington Sports - which has a large portfolio of hockey, cricket, rugby, running and netball equipment – has faced up to this challenge. They differentiate



Tom Dolby, Managing Director
Barrington Sports



themselves from competitors by not only focusing on carefully selecting the top brand names at competitive prices, but also by ensuring a heavy focus towards the customer experience.

A solution that demonstrates existing customer support

To Barrington Sports, quality of service is a major selling point that helps them stand out from their direct competitors. Their performance relative to their competitors in terms of next day delivery, efficient returns and customer service knowledge puts them in the top tier amongst their immediate peers. In order to demonstrate this level of service and how their customer service is perceived by existing buyers, they use Trustpilot to collect and distribute online reviews. Tom Dolby, Managing Director at Barrington Sports talks about how they got started:

“After running a trial back in July 2011, we reviewed the case for investing in Trustpilot over the longer-term. At first sight the solution looked like a luxury, but after seeing the trial in action, we saw the potential for using online reviews as a key marketing tool both on our own site and via Google search. We also recognised that interacting with customers in a transparent way via Trustpilot demonstrated both the quality of our customer service and the willingness to listen to what the public are asking of us”.

A measurement of great customer service

The transition to actively using Trustpilot's online review solution within the business has been fast. According to Tom it was implemented within 2 to 3 weeks of signing the contract.

Today Barrington Sports automatically sends out emails to all customers after their packages have been delivered. The feedback from customers has been great: Of the 250+ monthly reviews, just 1% are complaints, which gives them a shining TrustScore of 9.5 (February 2012). Their score is proudly displayed in central position on the front page of barringtonsports.com, enabling potential customers to judge previous performance

Massive awareness of customer service

At the same time, the implementation of the online review solution has given Barrington Sports an increased level of internal awareness around the quality of their customer service.

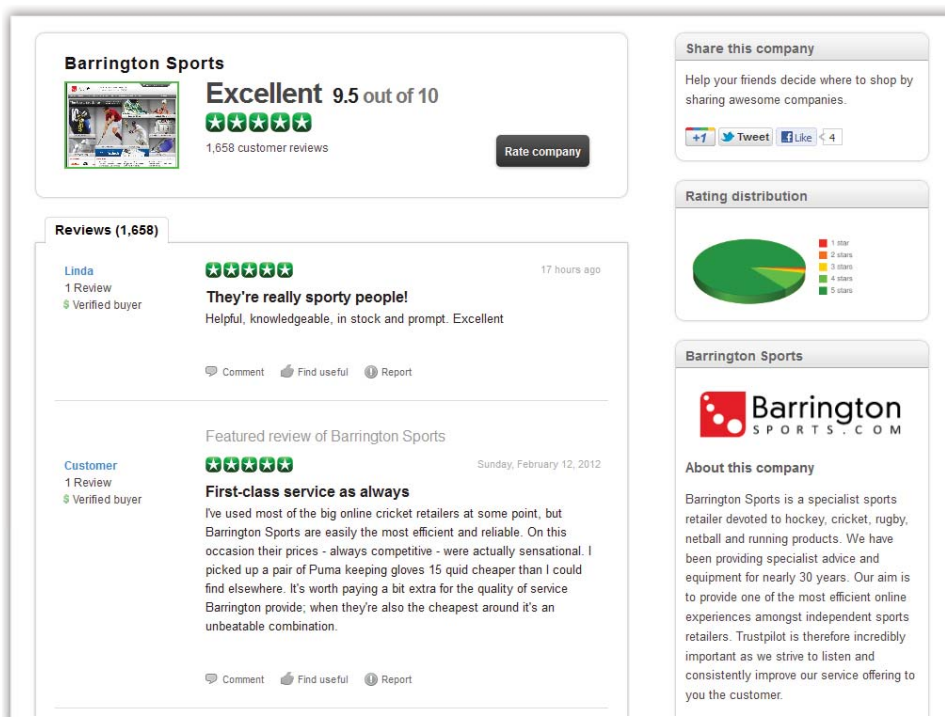
"The TrustScore now works as our predominant KPI for quality of customer service. We estimate that at least 50% of our staff check the score and the individual reviews on a daily basis. Our staff take great pride in dealing with a bad review successfully, but also rewarding good reviews as well. In that sense Trustpilot not only works as an online review solution but is brilliant as an internal management tool as well," explains Tom.

About Barrington Sports:

Founded in 1982 Barrington Sports is one of the UK's leading hockey, cricket and rugby specialists with a huge range of top quality equipment.

Their online store plays a central role in sales and accounts for the majority of their revenue. Barrington Sports is located just outside of Manchester and employs 30 people.

www.barringtonsports.com



Barrington Sports
Excellent 9.5 out of 10
 1,658 customer reviews

Share this company
 Help your friends decide where to shop by sharing awesome companies.
 +7 Tweet Like 4

Rating distribution
 1 star
 2 stars
 3 stars
 4 stars
 5 stars

Reviews (1,658)

Linda
 1 Review
 Verified buyer
 17 hours ago
They're really sporty people!
 Helpful, knowledgeable, in stock and prompt. Excellent

Featured review of Barrington Sports
 Sunday, February 12, 2012
First-class service as always
 I've used most of the big online cricket retailers at some point, but Barrington Sports are easily the most efficient and reliable. On this occasion their prices - always competitive - were actually sensational. I picked up a pair of Puma keeping gloves 15 quid cheaper than I could find elsewhere. It's worth paying a bit extra for the quality of service Barrington provide; when they're also the cheapest around it's an unbeatable combination.

Barrington Sports
 BARRINGTONSPORTS.COM
 About this company
 Barrington Sports is a specialist sports retailer devoted to hockey, cricket, rugby, netball and running products. We have been providing specialist advice and equipment for nearly 30 years. Our aim is to provide one of the most efficient online experiences amongst independent sports retailers. Trustpilot is therefore incredibly important as we strive to listen and consistently improve our service offering to you the customer.

CASE STUDY