

Genuine Feedback from Customers Improves Credibility

For Mazuma Mobile, credibility is the bricks and mortar of their business. They make money from recycling mobile phones that customers post to them and get paid for as soon as their used phones are received. Mazuma Mobile's business is purely online, so an honest and credible website makes a real difference. It all drills down to one question: Do their potential customers trust them well enough to post a used phone worth hundreds of pounds?

The importance of trust

Mazuma Mobile has been aware of the importance of trust since the very beginning of their business in 2006. Their customers embraced their level of service and they received hundreds of unsolicited testimonials. Charlo Carabott, Managing Director at Mazuma Mobile shares his view on customer service:

"You achieve excellence of service when delivering more than your customers expect. As a customer you have some basic expectations, but we aimed at surpassing that by working on a set of promises: Making sure the bank transfer is done the very same day as the phone is delivered, as an example."



Charlo Carabott, Managing Director
Mazuma Mobile

mazumaTM
mobile.com

In need of a solution to display and measure service excellence

By keeping their promises and exceeding customer expectations, Mazuma Mobile built a strong reputation and earned more business through word of mouth. But the challenge remained.

"We needed a way to display and measure our service of excellence online", Charlo tells.

"At the time we were looking for a solution, most third-party reviews popping up on the internet weren't really giving a fair reflection of our business. The large majority was negative and we were not offered any options to proactively answer those claims. That was really frustrating".

Improving customer credibility through quick replies

Charlo came across Trustpilot and liked the idea about bridging the customer and the merchant on an independent platform. Unlike other online review sites evaluated, merchants have the chance to defend themselves in public on Trustpilot. That was the main reason for selecting Trustpilot back in April 2010:

"The beauty of Trustpilot is that I can respond to any review. I know who the customer is; I can dig into the details, see why the customer is complain-

ing and sort things out – even if the fault is not caused by us. By answering customer reviews in public, we demonstrate that we care about our customers. When it comes to customer credibility a quick and helpful answer to a complaint can be even more powerful than getting all 5-star ratings”, Charlo points out.



Customer credibility from shared customer stories

Mazuma Mobile has been on board with Trustpilot for more than 20 months. In that period they have collected more than 50,000 customer reviews. The far majority are 5-star reviews giving Mazuma Mobile a prominent TrustScore of 9.8 (as per January 2012).

“I’ll put money on the fact that positive reviews are an important factor when making decisions. Mazuma Mobile is now leading the market of mobile phone recycling with a market share of around 35%. Considering that we compete with some huge brands including Vodafone, 02 and Tesco, I believe that our ability to share customer stories with Trustpilot has contributed to achieving more customer credibility,” Charlo tells about the results.

Seller ratings improve conversions in Google Adwords

Trustpilot has a licensing agreement with Google so online reviews are transferred to Google and may be included in Google Shopping Merchant ratings. Mazuma Mobile achieved seller ratings on their Google Adwords campaigns so potential customers will identify them as recommended by online shoppers.

“We got our seller ratings listed on our ads in Google very quickly after Trustpilot introduced this service. Strong seller ratings has made our Google ads stand out from our competitors ads and improved CTR”, Charlo concludes.

About Mazuma Mobile:

Founded in 2006 Mazuma Mobile is now the most well-known mobile phone recycling company in the United Kingdom.

With a market share of around 35% and recycling 150,000 mobile phones per month they are considered market leaders in a fast growing industry.

www.mazumamobile.com