

# Raymour & Flanigan Doubles Reviews with TurnTo

## CHALLENGE

Raymour & Flanigan wasn't getting enough ratings and reviews. To ensure authenticity, the team had decided to use only reviews from verified buyers, but the verification process that their reviews system required was discouraging their customers from submitting. They needed a platform that used their customer profile information to provide a streamlined submission flow, greater customization and improved reporting and administration.

Sara Ravesi, Director of Digital Marketing for Raymour & Flanigan, explains, "Customer reviews are very important to Raymour & Flanigan because furniture is such a considered purchase. The more legitimate reviews we have the better informed our customers are to make more confident buying decisions. They are also particularly great for SEO."

## Raymour & Flanigan® FURNITURE

Established in 1947, the family-owned furniture company is headquartered in Liverpool, NY. Across its seven-state footprint, Raymour & Flanigan has 93 full-line showrooms, 11 clearance centers, 15 customer service centers and four distribution centers. One of the top 10 largest conventional furniture and mattress retailers in the U.S. (Furniture Today, May 2015), Raymour & Flanigan continues its commitment to building the preeminent retail furniture brand in the Northeast and beyond.

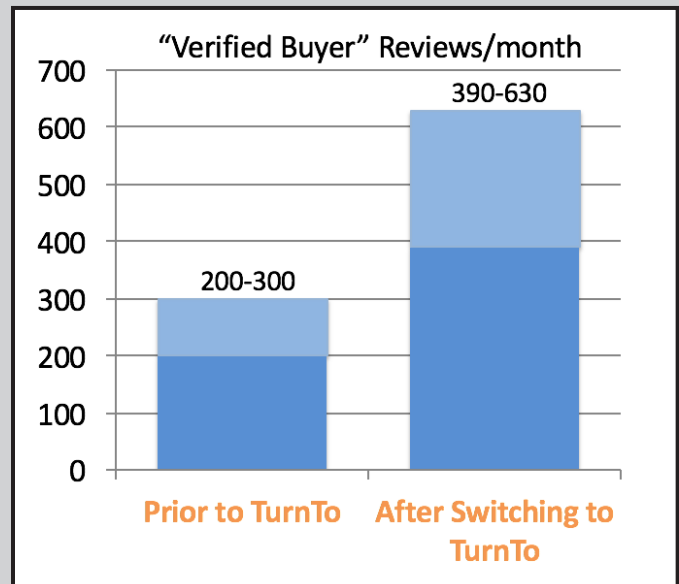
## SOLUTION

In order to address these challenges, Raymour & Flanigan decided to switch their reviews platform over to TurnTo. The move worked out well, with the volume of verified-buyer reviews Raymour & Flanigan collected doubling from the first day with TurnTo.

One of the keys to this dramatic increase in review volume was TurnTo's ability to integrate with Raymour & Flanigan's customer profile data, enabling instant matching of the reviewer to their purchase history. Their previous reviews platform required reviewers to go through separate authentication flows — once for the site and again for the review — a negative experience that caused many to drop out. With TurnTo, reviewers are automatically authenticated from the link within the review request email — a much better experience that doubled the volume of acceptable reviews submitted while eliminating the possibility of fake reviews.

*"TurnTo's shopper authentication is fantastic! It saves our customers' time and any frustration in having to re-enter basic information which Raymour & Flanigan already has."*

- Sara Ravesi, Director of Digital Marketing



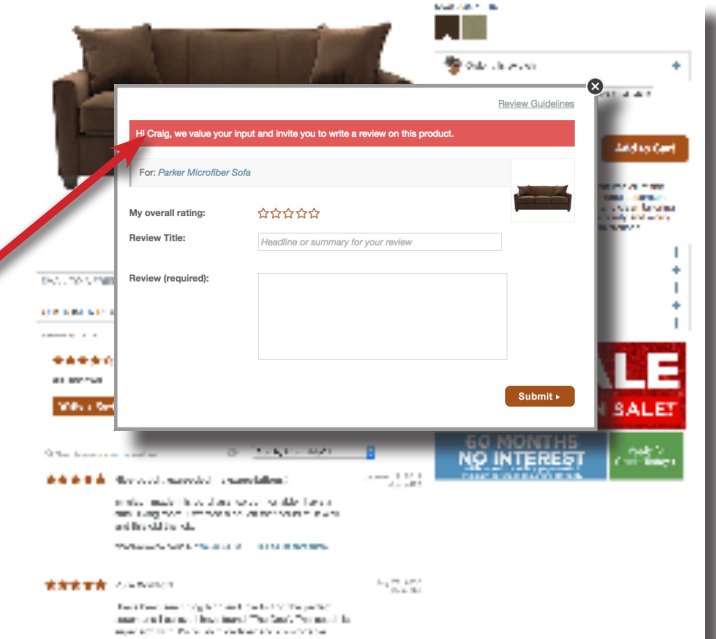
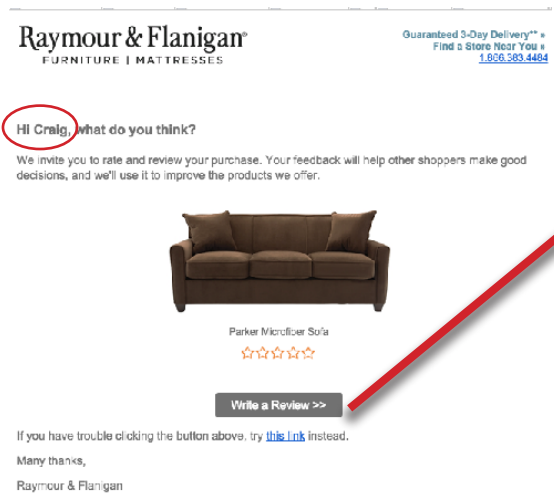
## OTHER BENEFITS

In addition to the dramatic increase in review volume from auto-authentication, the switch to TurnTo enabled Raymour & Flanigan to improve other aspects of their CGC program. TurnTo's customer profile integration enables Raymour & Flanigan to ask customers who have just written a review or answered a question to "do more" while they are engaged, such as reviewing additional items from past orders or answering questions about items they already own. This feature drives an additional 20-30% CGC collection.

With the introduction of TurnTo, the company also executed an element of their omni-channel strategy: harmonizing their in-store and online order formats to enable reviews to be collected effectively from in-store orders, too. The combined effect of all these improvements has driven review volume through the roof, improving SEO as well as website conversion rates.

Now that Raymour has a customer content platform they can rely on, the team is looking ahead for ways to get additional value from Ratings & Reviews. They plan to use reviews to inform merchandising, leverage reviews for mobile devices, and share reviews across SKUs with variants such as color and fabric.

TurnTo's auto-authentication enables the review system to greet the customer by name.



*"TurnTo always takes great care of us. We focus a lot on customer service and, in turn, have high expectations from our vendors. TurnTo exceeds our customer service expectations."*

- Sara Ravesi, Director of Digital Marketing

To learn more about how you can achieve results like this call us at [800.491.7876](tel:800.491.7876) or email us at [contact@turnto.com](mailto:contact@turnto.com)

### About TurnTo

TurnTo is the fastest-growing provider of customer-generated content (CGC) solutions to top merchants and brands, with a suite including Ratings & Reviews, Community Q&A, and TurnTo's proprietary Checkout Chatter. Built on an innovative platform that tightly integrates to stores' customer profiles, TurnTo delivers a more personalized user experience that captures 2-4X more content, faster, with less work, while ensuring authenticity. That's why eCommerce leaders like GNC, Saks, Newegg, Sur La Table, and brands like Jockey, Cole Haan and Clarins rely on TurnTo for their customer-voice programs. More information about TurnTo is available at [www.turntonetworks.com](http://www.turntonetworks.com).