

Raymour & Flanigan Doubles Authenticated Reviews with TurnTo

Switching to TurnTo helped the furniture retailer make it easier for customers to leave reviews, adding a flood of verified reviews.

“TurnTo’s shopper authentication is fantastic! It saves our customers’ time and any frustration in having to re-enter basic information that Raymour & Flanigan already has.”

Sara Ravesi
Director of Digital Marketing
Raymour & Flanigan

THE CHALLENGE

How to get more verified reviews

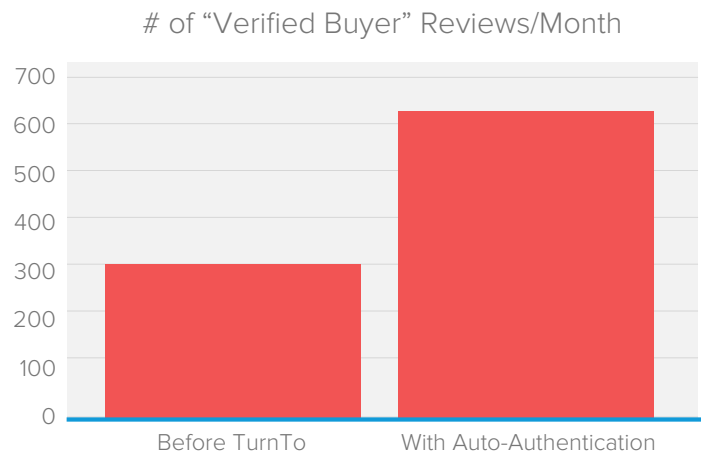
Buying furniture is a big deal for most people. Shoppers weigh a lot of information, including the opinions of their peers. “Customer reviews are very important to Raymour & Flanigan because furniture is such a considered purchase,” says Sara Ravesi, Director of Digital Marketing for Raymour & Flanigan. “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.”

But getting those reviews turned out to be challenging. To ensure authenticity, the Raymour & Flanigan team decided to only accept reviews from verified buyers. But verifying the users involved a multi-step sign-in process that ultimately discouraged customers. The team needed a streamlined platform to make it simpler for customers to verify themselves.

THE SOLUTION

TurnTo’s one-click verification process

Raymour & Flanigan found their answer in TurnTo, which gave them the ability to use existing customer profile information to make review authentication simpler. TurnTo was able to instantly match Raymour & Flanigan reviewers to their purchase history. Through TurnTo, past Raymour & Flanigan customers receive personalized emails inviting them to assign a simple star rating to a product they purchased.



After taking that step, the customer is invited to leave a longer review. Authentication happens seamlessly, so the user doesn't hit a login roadblock or have to remember a password. TurnTo's review tools are fully optimized for mobile devices, another bonus for that makes things easier for customers.

The bottom line: The volume of verified reviews doubled from the first day Raymour & Flanigan implemented TurnTo.

What's more, the Raymour & Flanigan team benefited from greater customization and improved reporting and administration. TurnTo empowered Raymour & Flanigan to gain new merchandising insights and share reviews across SKUs with variants such as color and fabric.

TurnTo is the perfect fit for a retailer who wants to start getting a high volume of authentic, quality reviews fast. And it made all the difference at Raymour & Flanigan, where furniture shoppers now have access to more reviews than ever before to help them make informed buying decisions.

ABOUT RAYMOUR & FLANIGAN

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.

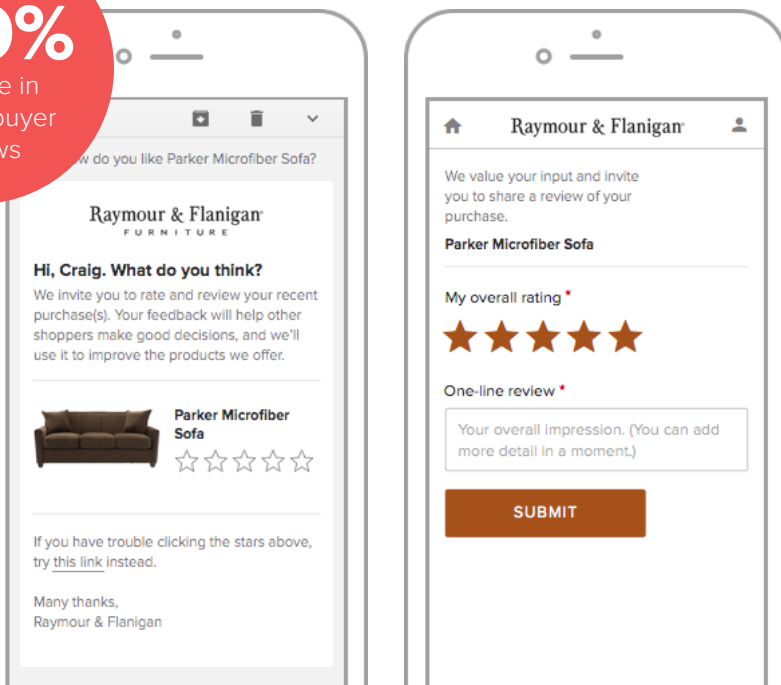
“TurnTo always takes great care of us. We focus a lot on customer service and, in turn, have high expectations from our vendors. TurnTo exceeds our customer service expectations.”

—Sara Ravesi, Director of Digital Marketing

100%

increase in
verified buyer
reviews

TURNTO'S AUTO-AUTHENTICATION ELIMINATES LOGIN HASSLES FOR CUSTOMERS LEAVING REVIEWS



Next generation customer content

- ☆ Ratings & Reviews
- ❓ Community Q&A
- 📷 Visual Reviews
- 🛒 Checkout Comments

To request a demo,
call 800-491-7876 or
visit turntonetworks.com