

A person is holding a small white bowl filled with blueberries. Below them is a tray of baked goods, including what looks like a muffin and some bread rolls. The background is a kitchen setting with a wire basket containing more produce. The entire image has a blue tint.

Bob's Red Mill Showcases Shopper Passion with TurnTo's Customer-Generated Content Products

Natural and organic foods retailer Bobs' Red Mill Natural Foods has an incredibly passionate customer following, especially among people with gluten sensitivities and other diet restrictions. But the company also realized that none of the life-changing experiences their customers were sharing with them by email and in person were making it onto their site.

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"I had grown adults break down in tears in front of me, saying that we changed their lives—often because they had been diagnosed with a disease or allergy. Then I looked at our website, and none of that emotion was present."

—Kevin Irish, Digital Marketing Manager

The Challenge

Bob's Red Mill realized that some powerful word-of-mouth marketing was slipping through their fingers. The company had been using a stock product review feature from their eCommerce platform and had been passively collecting reviews with a "write a review" button on the product detail page that offered an unsatisfactory user experience.

To top it off, they couldn't actively solicit reviews or other types of Customer-Generated Content from shoppers. As a result, their review collection rates were far below desired levels.

"My hypothesis for improving our Customer-Generated Content was, if we gave customers a platform to voice their love for us and our products, we would get lots of good content. And with TurnTo's platform I've proven that hypothesis to be dramatically correct," Irish says.

The Solutions

TurnTo Ratings & Reviews

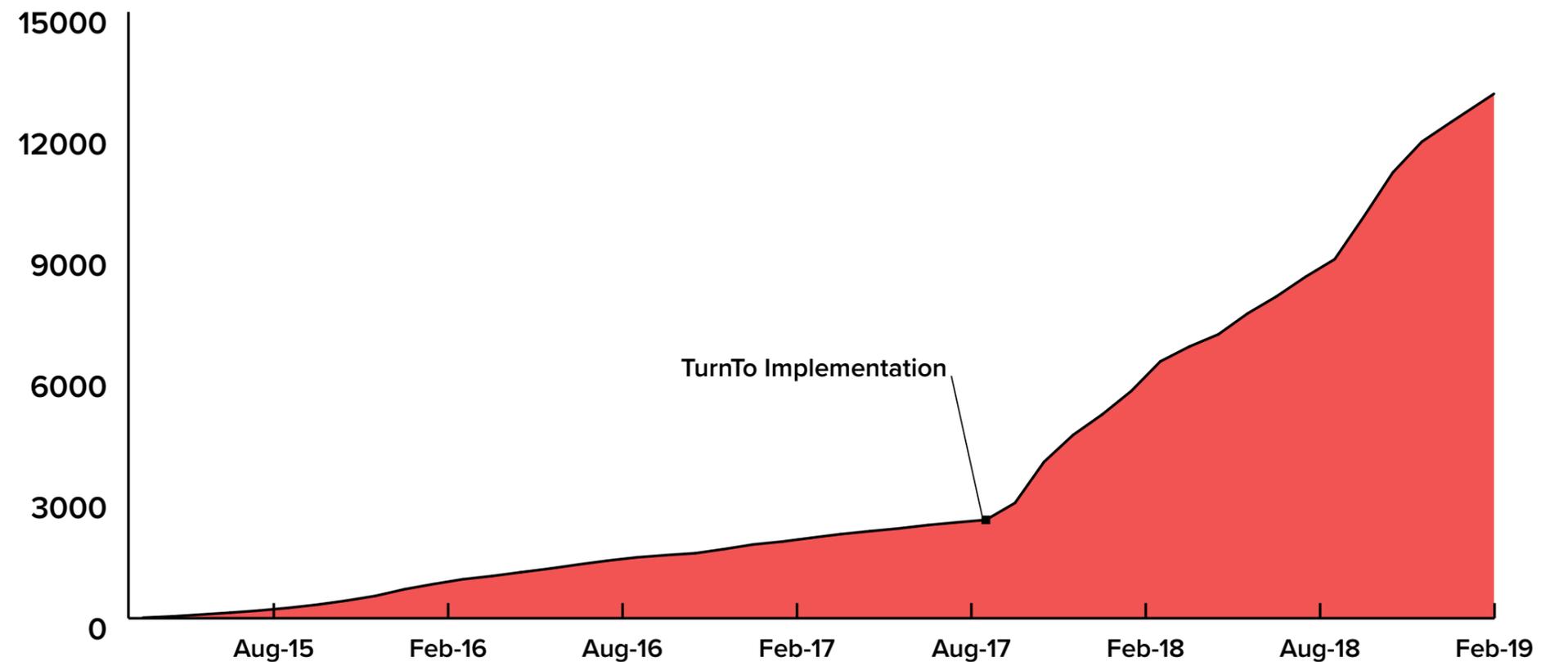
Instead of waiting around for reviews to trickle in, Bob's Red Mill tapped TurnTo's [Ratings & Reviews](#) product to actively solicit Customer-Generated Content by email. The review collection process was also streamlined by TurnTo's Inbox Submission feature, which lets shoppers submit product reviews directly from within the body of an email—eliminating a friction point during the collection process.

TurnTo's implementation engineers and customer success team also worked closely with Bob's Red Mill to make sure their Customer-Generated Content strategy was tailor-made to deliver the best outcomes.

The result? Collection rates skyrocketed, going from an average of a little over 1 per day, to an average of about 115 per day thanks to TurnTo.

↑ x88
increase in Customer-Generated Content collection

Total Ratings with Reviews Collected



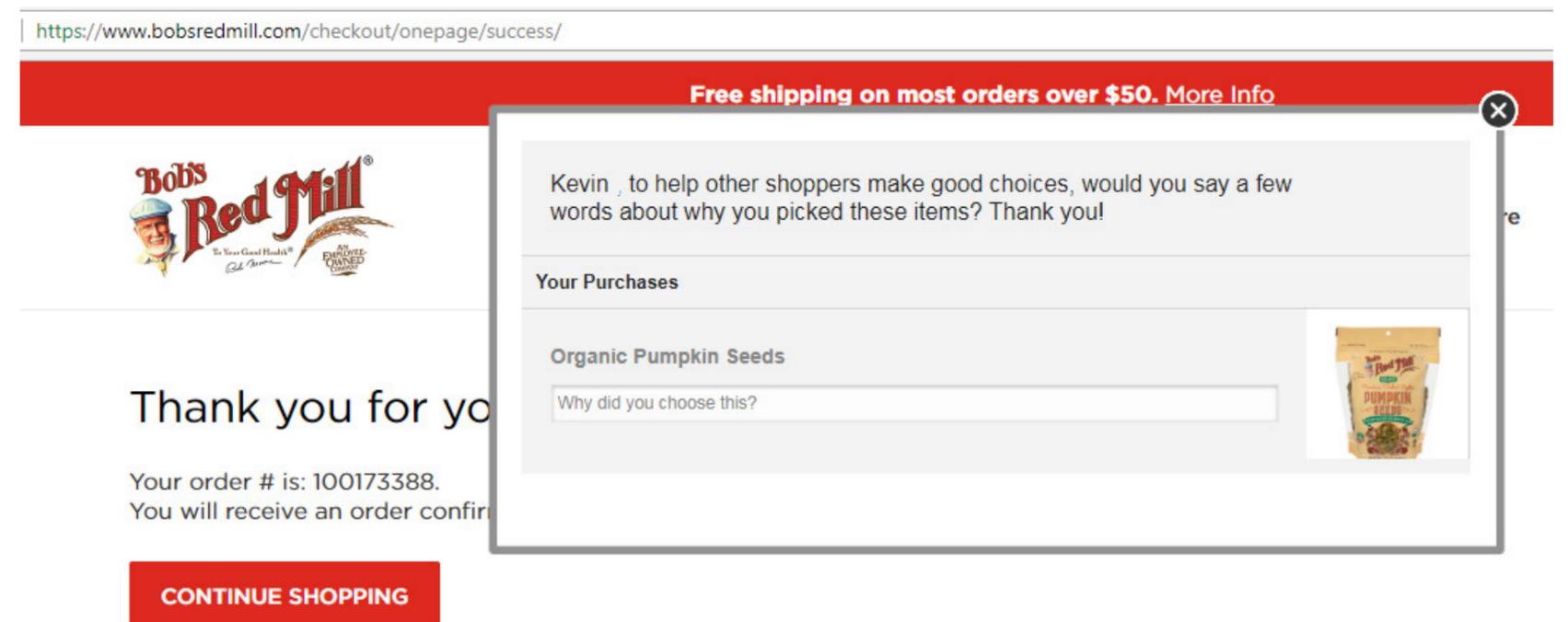
“I had worked with other ‘top players’ in the past and was really disappointed. They nicked and dimed us, lacked support, and weren’t open to making changes to personalize or customize their platform. In contrast, TurnTo did a great job of laying out their platform’s options, and we decided how we wanted it to look and what it would do,” Irish says.

TurnTo Checkout Comments

Bob’s Red Mill almost passed on integrating TurnTo’s [Checkout Comments™](#) into their home page, something Irish says he’s immensely grateful he reversed course on. With Checkout Comments, buyers are asked a simple question about why they bought a particular item immediately after making a purchase.

“The Checkout Comments product has been a huge success, and another feature we never thought of. What we’re getting is absolutely content gold. So much so that we rebuilt part of our website based on its success,” Irish says.

Checkout Comments generates content that’s suffused with positive sentiment and provides shoppers with reassurance about a potential purchase. It’s a great way to build up Customer-Generated Content for new products that haven’t yet collected any reviews, or to quickly grab content for companies that have a lot of churn in their product catalogs.



It's also really good at getting content from buyers who make repeat purchases of a product—and thus are huge fans of it—but have yet to submit a more traditional review. On average, Checkout Comments accumulate three times faster than reviews, and start working the moment a new product goes on sale.

While Checkout Comments can appear right on a product detail page, Bob's Red Mill took things a step further by creating a visual pinboard on its home page. The board features a running list of recently purchased products that are accompanied by a Checkout Comment. Bob's Red Mill can tag the best Checkout Comments for display in the pinboard, reserving its site real estate for the most compelling Customer-Generated Content.

“WHY DID YOU CHOOSE THIS?”

We are asking real Bob's Red Mill customers this simple question. Check out all the amazing responses!

				
Gluten Free Chocolate Cake Mix “ These cupcakes are great! I made them for a friend who is gluten free. I substituted almond milk for regular m... Joyce G., 2 weeks ago	White Popcorn “ Wanted to try Jeannette B., 1 hour ago “ The best popcorn i ever tasted!!! Mitchell C., 2 days ago	Gluten Free Cornbread Mix “ Because this is the best corn bread in the world! I eat gluten free and I swear this corn bread is better tha... Andrea B., 2 days ago	Gluten Free Muesli “ I received a free sample of the Gluten Free Muesli the last time I was at Bob's Red Mill store. I loved the cr... Amelia L., yesterday	Gluten Free Brown Sugar & Maple Oatmeal... “ Great tasting, good quality ingredients and I'm gluten sensitive so it needs to be gluten free. Donna N., 2 hours ago
SEE MORE	SEE MORE	SEE MORE	SEE MORE	SEE MORE

TurnTo Community Q&A

Prior to adopting TurnTo, the recipe section of Bob's Red Mill's site was already a hit, generating about one-third of its total online traffic. But the company discovered that customers were often posting questions about recipes in the review section.

The site was generating an enviable level of customer engagement—the problem was that it wasn't being taken advantage of because the review section wasn't well-suited to answering the questions being asked. “We were seeing one-star reviews on the old platform, with the comment in the review asking if someone could replace almond milk with cow's milk. It made the review data unreliable,” Irish says.

To respond to those needs, Bob’s Red Mill adopted TurnTo’s [Community Q&A](#) product. With Community Q&A, shoppers started posting questions in a way that made them easily answered by both Bob’s Red Mill’s in-house experts, as well as by other customers. “They don’t need to leave an inaccurate review, they simply ask our recipe pros what will work,” Irish says.

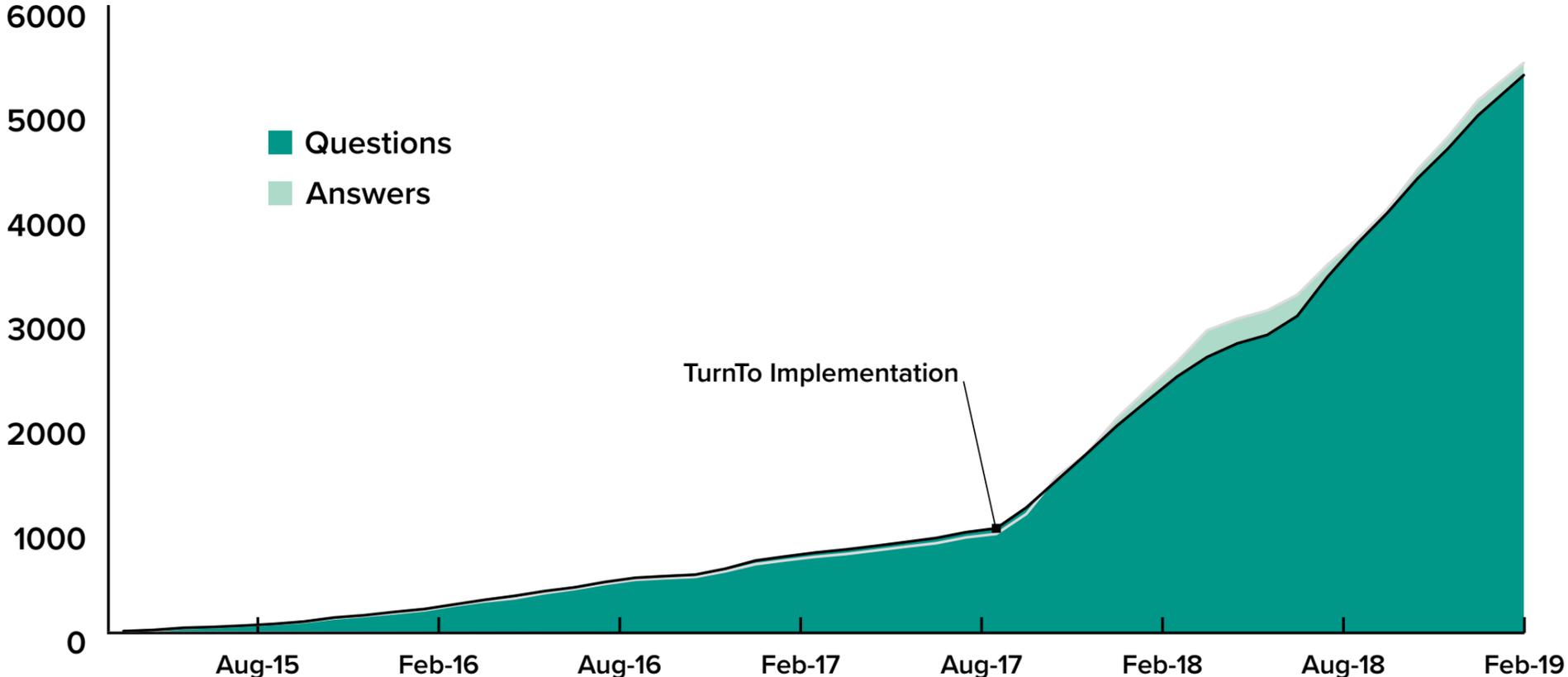
90%
of questions sent to previous shoppers receive an answer

Unsurprisingly, the marriage of Community Q&A and the site’s recipe section was a hit, helping to send content collection rates through the roof.

Bob’s Red Mill actually soft-launched Community Q&A without telling its customers; 30 minutes later they had already collected their first recipe-related question.

Community Q&A also lived up to its name by giving Bob’s Red Mill customers a place to share knowledge and exchange tips about using its products, helping to foster an online community built around its brand.

Total Questions and Answers Collected



The Bottom Line

By tapping into TurnTo's products, Bob's Red Mill completely revamped their Customer-Generated Content capabilities to capture authentic content from some of their strongest brand advocates—their own customers. The result was more content about the company's goods on product detail pages, greater support for an impassioned online customer community, and a better overall experience for online shoppers.

About Bob's Red Mill

Bob's Red Mill Natural Foods is a miller of stone-ground whole grains and a leader in nutritious, organic and gluten free foods. Their mission to promote "whole grains for every meal of the day" is backed by a diverse line featuring over 400 products, including whole grains, flours, cereals, baking mixes, grab and go items, and more. Bob's Red Mill is located in Milwaukie, Oregon and is proud to be an employee-owned company.

About TurnTo

TurnTo is the fastest-growing provider of customer content solutions to top merchants and brands. With a unique suite of four innovative products that work beautifully together – Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments – TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights.

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