How to make the most of your Trusted Service award



feefo

Congratulations!
You are a Feefo Trusted Service award winner.



With a Trusted Service award under your belt, you can help your customers click with confidence, and demonstrate your dedication to great service. Feeling proud? You should be – only businesses that provide the very best experience for their customers, as rated by them, make the cut.

In this guide, we'll show you exactly how you can make the most of your Trusted Service award. After all, your award isn't just a testament to your outstanding customer service, it's also a signal to new customers that you can be trusted to deliver great things!

Shout it from the rooftops!

After you've popped open the bubbles, don't just leave your award to gather dust. Make sure you reap the benefits.

- Help your customers feel more confident about making a purchase
- Prove your business is reliable and capable of delivering the product or service your customers expect
- Increase your conversions
- Lower cart abandonment
- Boost your customers' average spend
- Differentiate your business from the competition



What are you waiting for?

We've provided you with everything you need to start tooting your own horn.

Enter your winner's code into the Trusted Service section of our website to access:

- Your official certificate
- A range of digital award badges
- Social media assets
- Press release templates

Now all you need is a little inspiration on how to share the good news...



Display your Trusted Service award on your website

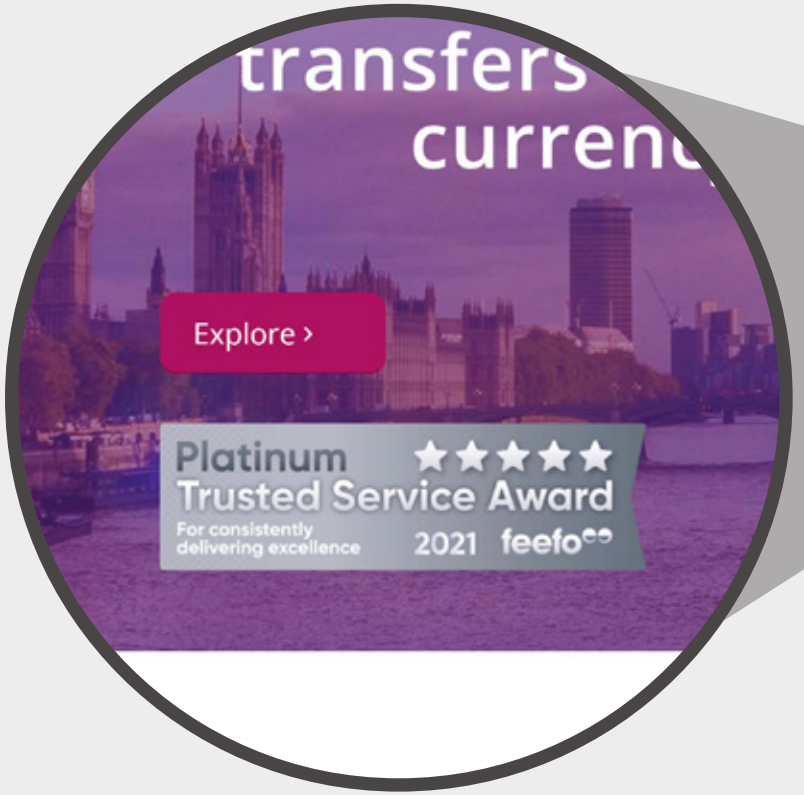


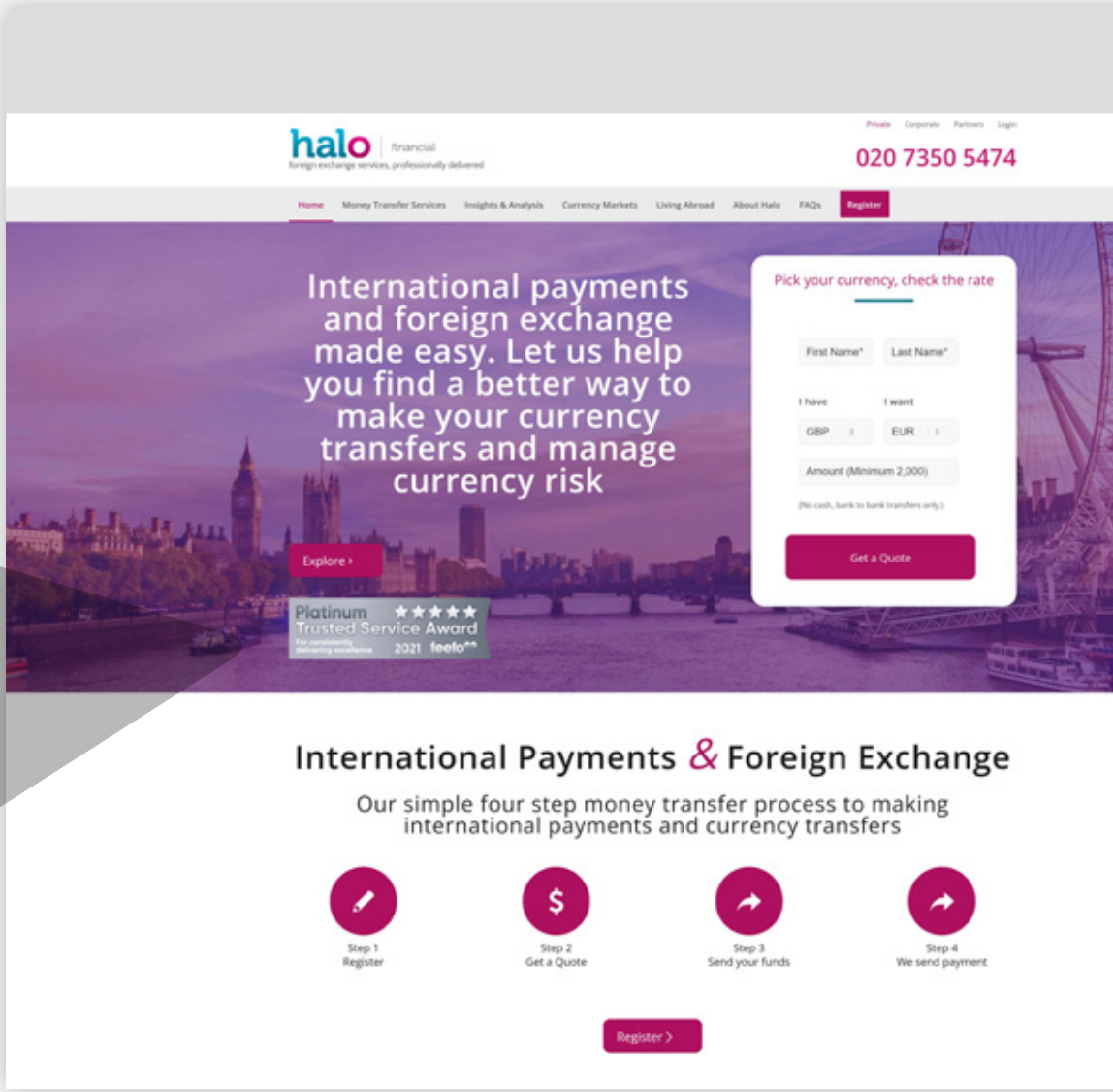
Displaying your Trusted Service award on your website is a great way of letting your customers know that they can count on you, and if added to the right pages on your site, could be the difference between a sale and an abandoned basket.

First, you'll need to get your hands on the digital version of your award, which you can find by heading to the **Trusted Service Awards page on our website** and logging in with your winner's code. You can download your badge in a range of colours and styles, and choose a version which best fits in with your website.

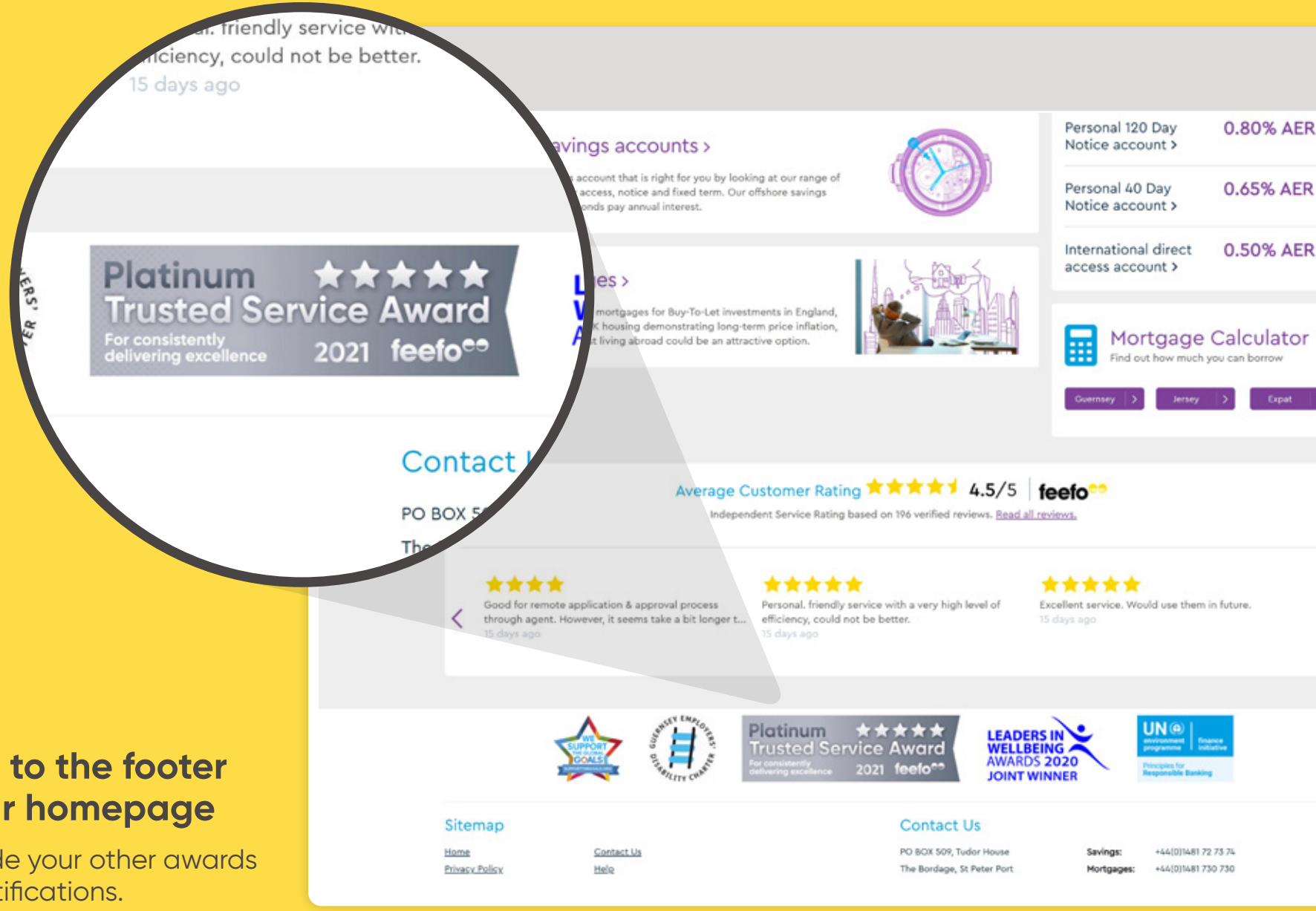
Place the badge next to call-to-action buttons.

Reminding customers of your good reputation at key points can be the difference between them clicking the button and walking away.





Source: Halo Financial



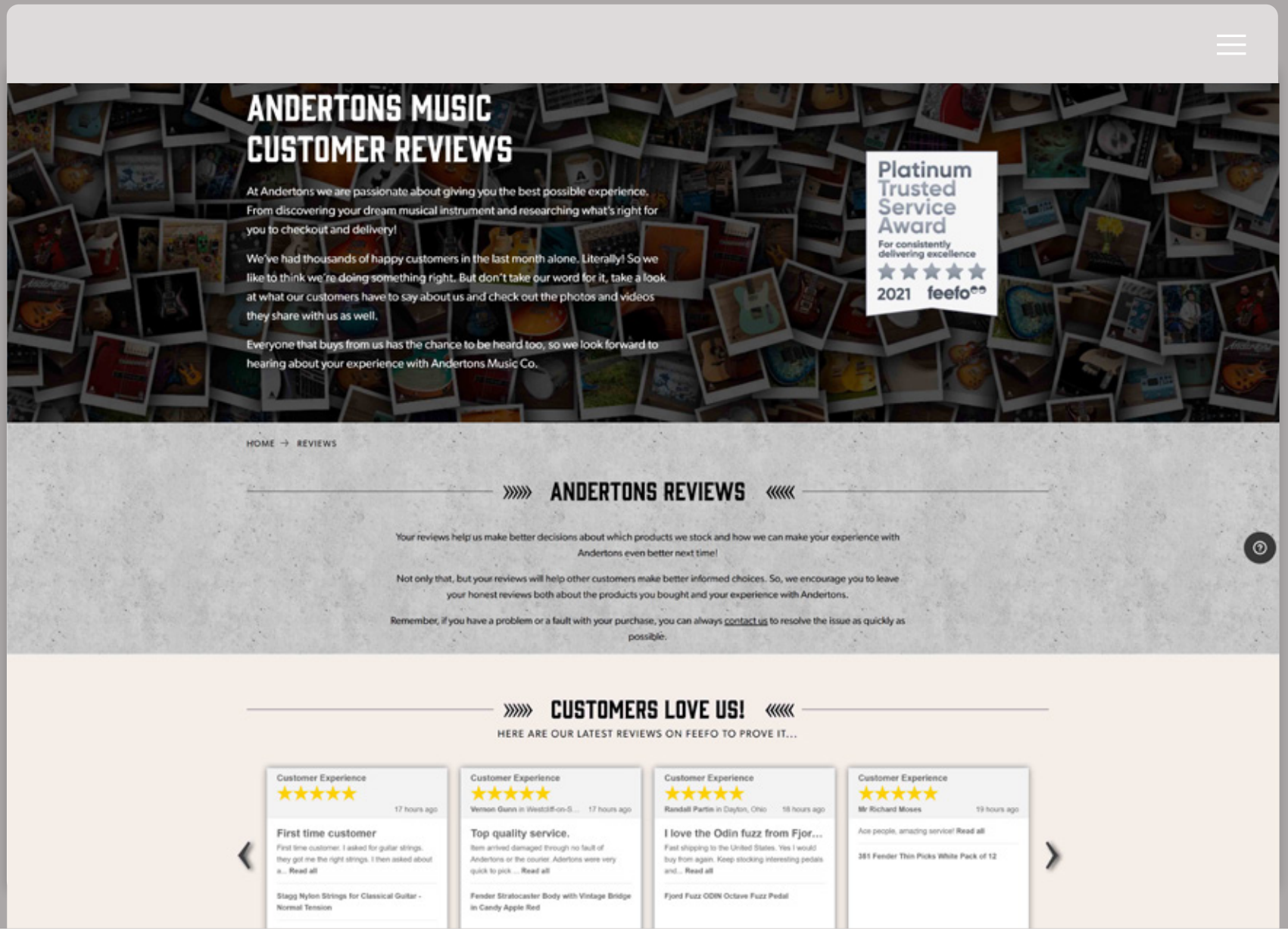
Add it to the footer of your homepage

alongside your other awards and certifications.

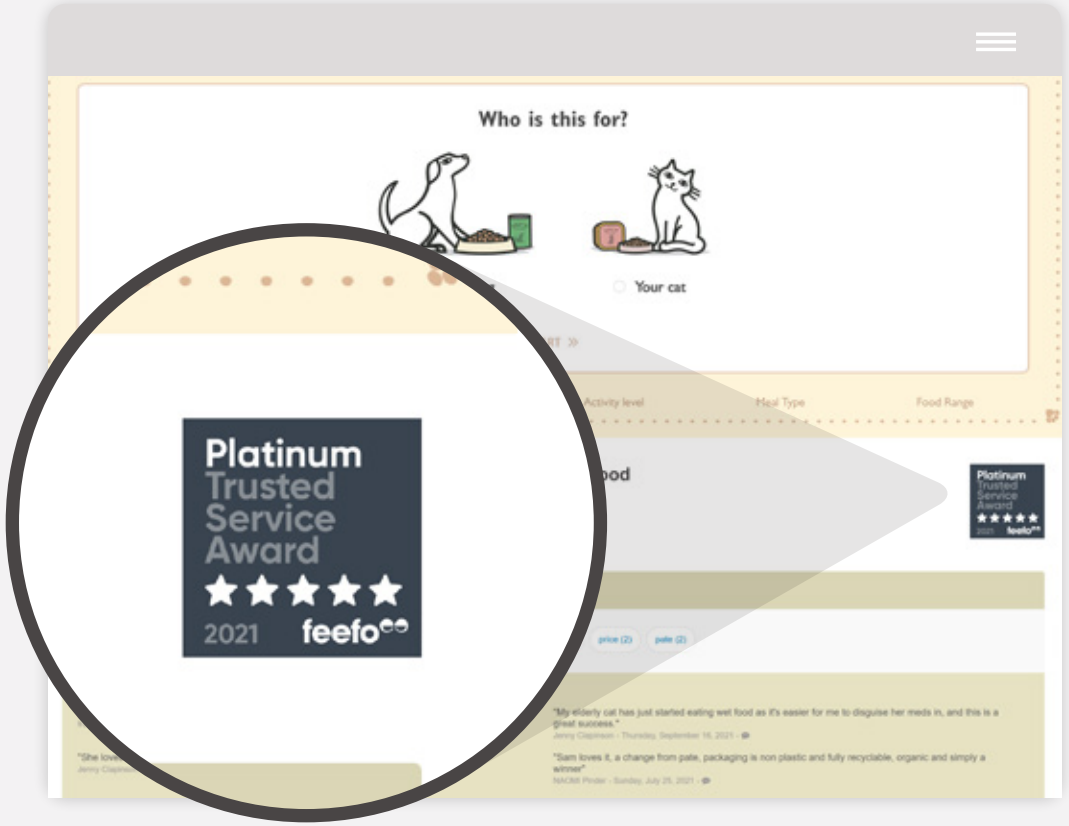
Source: Skipton International

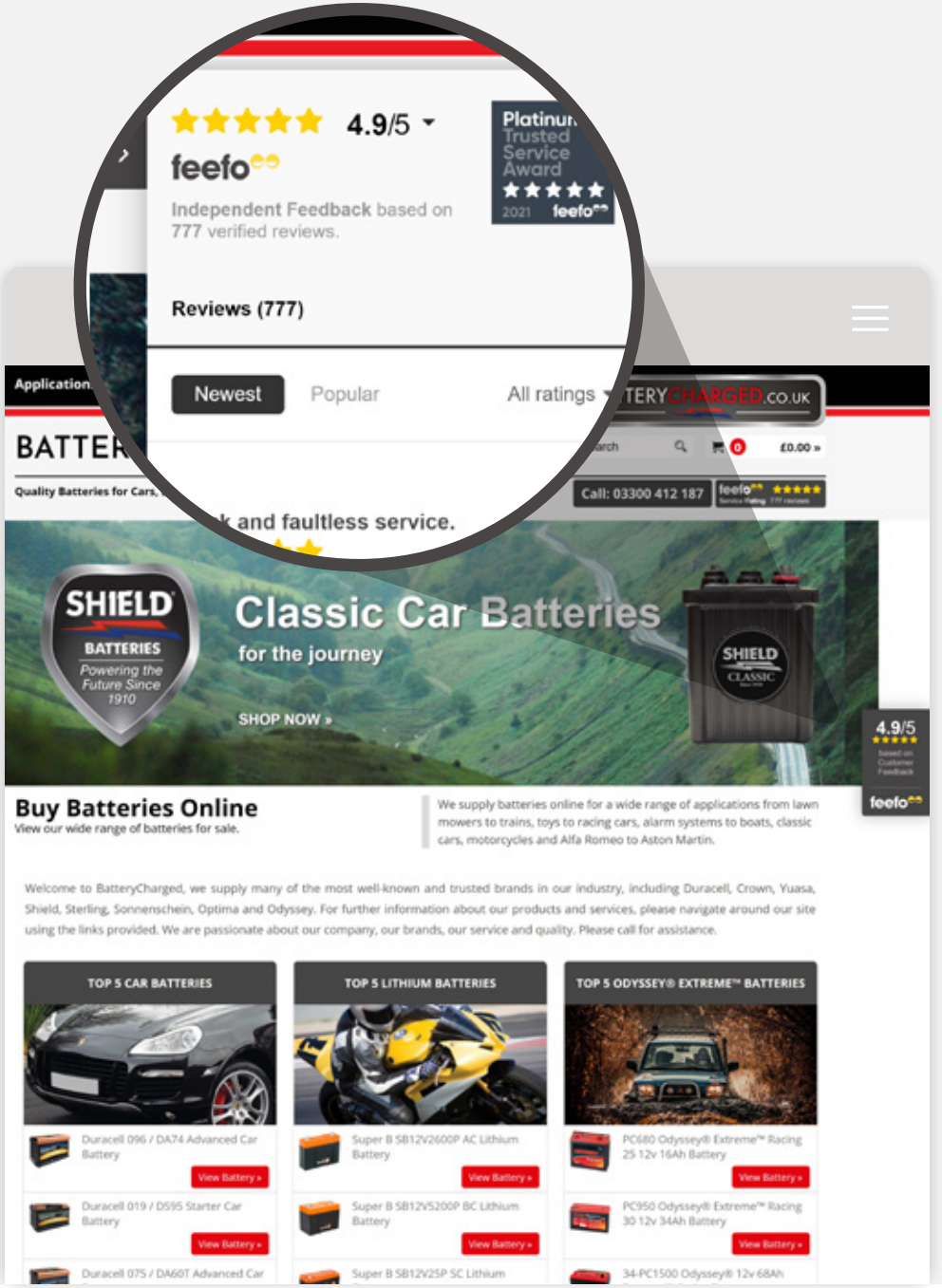
Create a dedicated page

for your reviews, rating and Trusted Service award wins.



Source: andertons.co.uk





Include it in your widgets

Did you know you can display your award badge on our Service Review Carousel, Slide-Out Reviews Tab, Pop-Up Reviews, and On-page Reviews widgets?

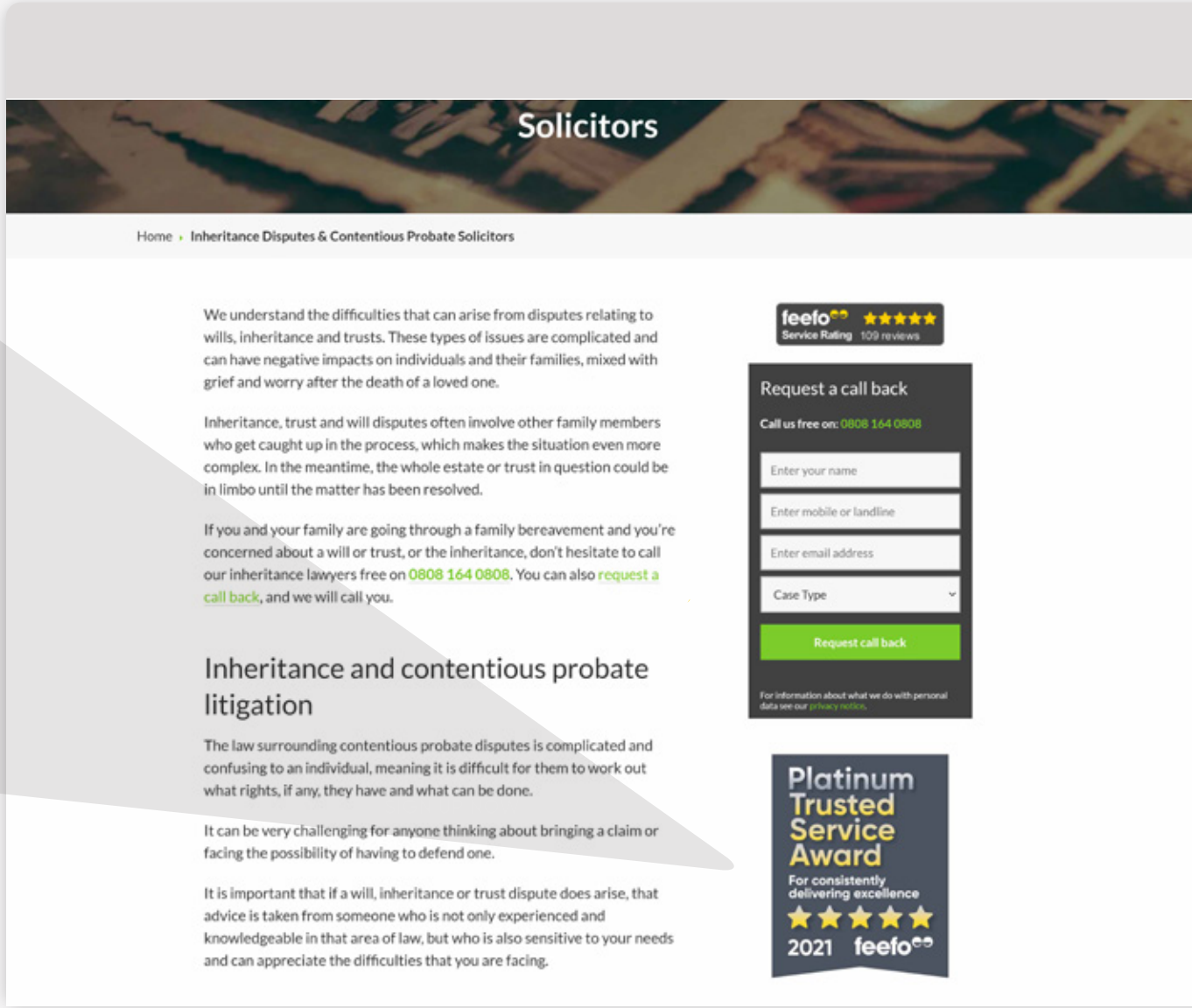
The best part is, you don't even need to do anything! Your new badge should appear automatically within these widgets, but if it doesn't or you wish to remove it, please get in touch with our support team.

Source: Lily's Kitchen and Battery Charged



Use it alongside forms

to encourage visitors to fill them out and get in touch with you.



Source: Lime Solicitors

Displaying your Trusted Service award in-store

Let passers-by see you're a reputable company by displaying your Trusted Service award in your window, but it doesn't have to stop there. Why not add your Trusted Service badge to your in-store POS or place your certificate alongside your other awards in your office?

Don't forget you can download the assets and print off your official certificate by logging in with your winner's code.



Print and frame your award.

Display it in your offices to impress your clients and inspire your staff.



Incorporate your award badge into your in-store point of sale collateral



Use your Trusted Service award in your advertising

Shout about your outstanding customer service by adding your Trusted Service award to your advertising. No matter the scale of your campaign, there's the opportunity to let people know just how fantastic you are!





Include the award in your print and digital ads.

Use your Trusted Service badge in your PPC, newspaper, magazine, train station and billboard ads.



Brochures

Placing your award badge next to products in your catalogue acts as a subconscious reminder that customers can trust the quality of your products and service.





Dorset cotton socks (thermal layer)

The new contrast Dorset shooting sock is full fashioned from seamless knitted cotton with nylon reinforcement to the heel and toes. Colours: Stripy blue, Red highlights, Lines and colour light
41. Colour light, 42. Red highlights, 43. Lines, 44. Colour light

Exhibition stands, giveaways and merchandise

Industry events are a great place to show that you're loved by your customers. Don't just stop at the stand, the Trusted Service badge looks pretty good on giveaways too.



Exhibition stands



Giveaways and merchandise

Spreading the news on your social channels

One of the quickest and easiest ways to share your win with your audience is by social media. We've made it easy for you by making handy social sharing buttons, social media templates and suggested wording, all of which is available to you when you log in with your winner's code. However you choose to tell the world, make sure you tag us and use the hashtag **#FeefoTrusted!**



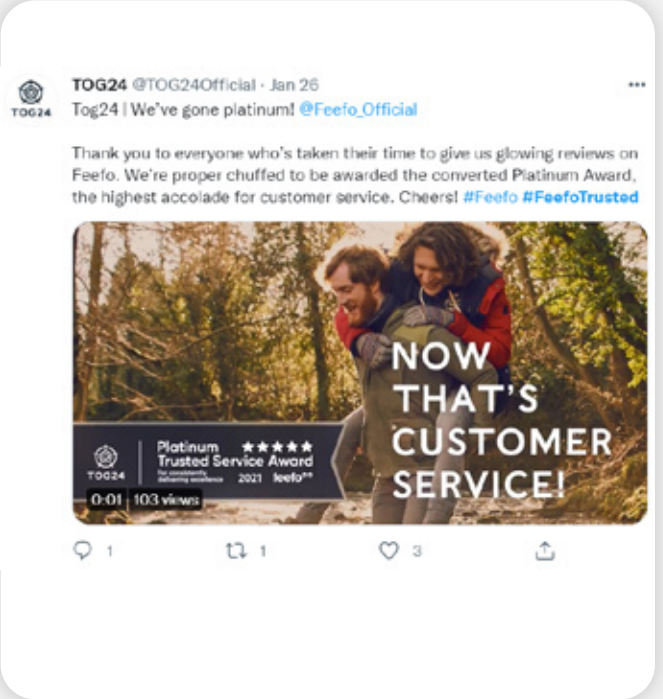
Creating your own social images

If you prefer to create your own posts, you'll find several versions of your award badge in your winner's pack. Make sure that you thank your customers for their reviews; you couldn't have done it without them!

Here are some examples:



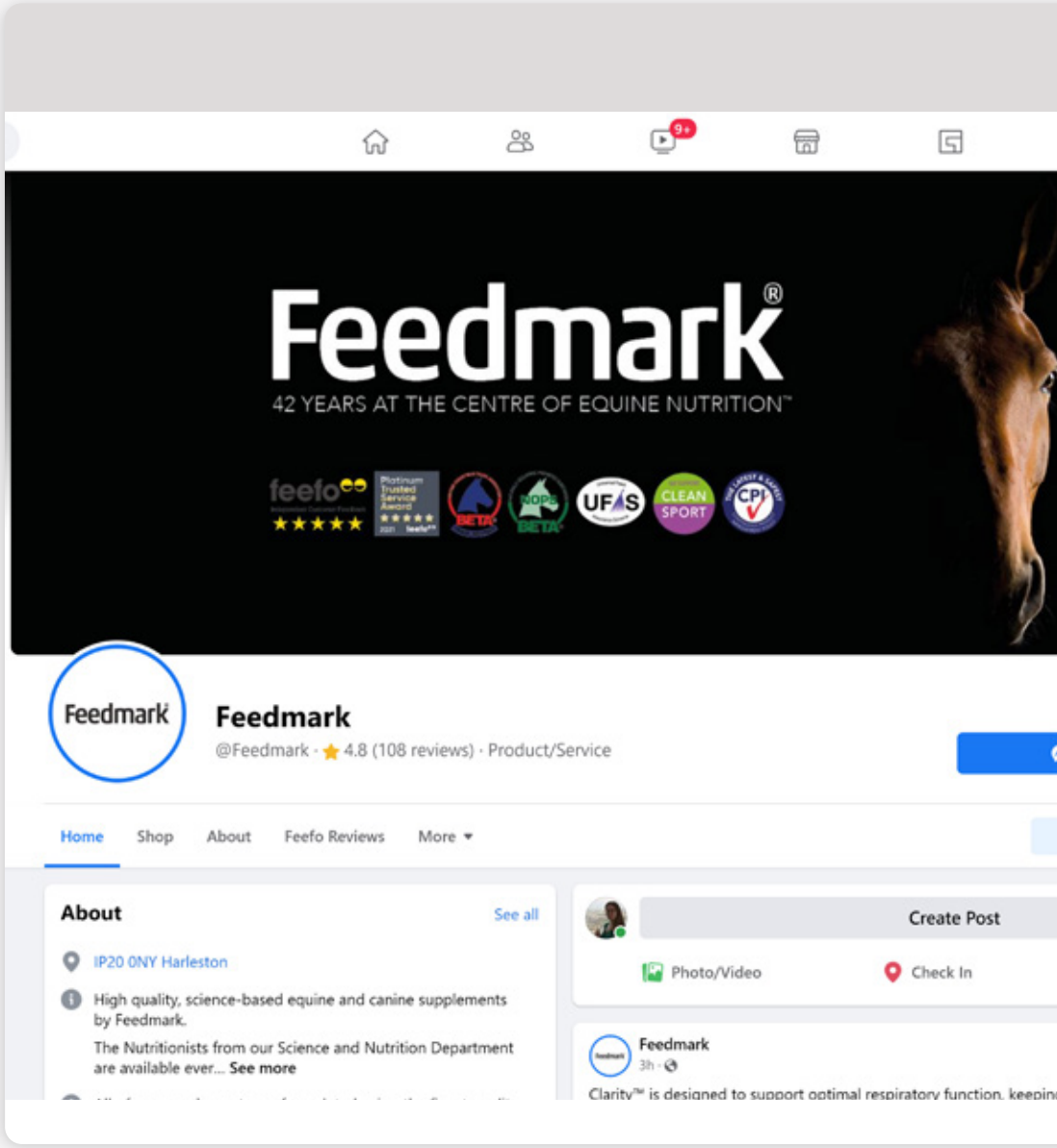




Include the Trusted Service badge in your social banners

Even the best social media posts have limited lifespan. Why not work your award win into your social banners so that every visitor to your profile will see that you're a trusted business?





Write an article on LinkedIn

If you want to connect with your business contacts and feel like flexing your creative muscles, why not write an article on LinkedIn? Your contacts will be notified as soon as you post.

Head to LinkedIn's homepage and click 'Write an article on LinkedIn' (you'll find this underneath the 'Start a post' option at the top of the page). Make sure you use a good header image, and don't forget your Trusted Service badge!



A few words from some of our previous winners...



"As a small business, the Trusted Service award allows us to provide confidence to shoppers. Typically, our customer is not the most confident when shopping online so having the award is reassurance on their journey to conversion. I believe the Trusted Service award allows small businesses an opportunity to shine. When you achieve it don't be afraid to shout about it! Be proud of it - your team has worked hard to achieve this."

Beth Roach, E-Commerce Manager, Museum Selection

"It is a huge honour for Iceland to possess such a renowned and respected award from Feefo. It's not only valuable to the business, it is also a great way to show Our Customers that we listen, we care, and we can be trusted."

Rachel Lewis, Customer Response Co-ordinator, Iceland

Now you have everything you need to start spreading the news about your amazing achievement, so get out there and start shouting about it!

The more you talk about your achievements, the more your customers will begin to acknowledge them. Don't forget to:

- Share your win on social media with #FeefoTrusted
- Download your certificate to display in your offices or in-store
- Get your hands on your digital award badge to include in your marketing materials and proudly display on your website
- Continue to strive for excellence in customer service and keep those five-star reviews coming



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