TRUSTPILOT

10 Things to Consider When Choosing an Online Review Solution



How easy is it to collect reviews?
With Trustpilot, it's as simple as sending an email to a customer and awaiting a reply. We've got other automated tools to save time too.



What customer support is available?
You're welcome to connect with the Trustpilot team at any time through our online support centre or over email. Phone support is available too.



What is the monthly cost?
At Trustpilot, collecting and displaying customer feedback is free. Paid accounts give you more analytical tools and ways to display your feedback to build trust throughout your customer journey.



What are the benefits to my brand reputation?
BrightLocal research shows 92% of consumers read online reviews. 71% say they directly influence buying decisions. Online reviews add credibility from step one.



How credible is the online review community?
Trustpilot has over 20 million reviews of over 130,000 companies. Our search impressions surpass 170 million in Google each month. We're the 186th most visited site in the UK. And you can even review us on Trustpilot!



Are all reviews open to the public?
At Trustpilot, all reviews are published immediately and are published without censorship. We have fraud detection methods to remove fake reviews, ensuring companies and consumers know everything they read is genuine.



Can I answer or comment on reviews as a merchant?
Of course. Using an online review platform only works if you are proactively engaging with the feedback.



Can I rest assured that reviews are created by genuine customers?
Trustpilot is open to anyone to leave a review. Suspicious or suspected fraudulent reviews can be reported, investigated and potentially removed. We also have consumer warnings for companies we suspect could be fraudulently using reviews.



Can my reviews be distributed to Google, Facebook and other networks that matter in the buying process?
Yes. Reviews can be shared to Facebook and Twitter with one click. Reviews can also impact your Google Seller Rating (GSR) and organic search ranking.



Is it easy to start collecting reviews and does the provider offer additional training and resources?
All Trustpilot customers are offered live onboarding to help get started.

Need to know more?
Call 0203 630 0750

Want to see how it works?

Sign up for a demo