

News release

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Top online cycling retailer Wiggle.co.uk uses customer reviews to drive sales and improve natural search rankings

UK's most visited online bike shop launches social commerce technology to increase conversion rates and aid search activity

Wiggle.co.uk, the cycling and accessories retailer has introduced customer ratings and reviews to drive sales and improve its natural search rankings.

Social commerce provider Bazaarvoice has been appointed to implement and oversee the reviews service, which will enable cycling enthusiasts to share their experiences of over 250,000 products available on the website.

Wiggle.co.uk launched in 1999 and stocks a wide range of cycling, running, swimming and triathlon equipment. It's the biggest cycling retailer in the UK in terms of site visits and also the third most popular online sports shop; selling to over 70 countries. A Which? poll saw the retailer voted the 'UK's Top Sports & Leisure Shop.'

"We want to give customers a better user experience," said Steve Mills, Web Manager of Wiggle.co.uk. "Our vast number of products means it's difficult to maintain up-to-date product information both for customers and for SEO purposes. Customers already share their experiences around the web, so sharing reviews, photos and videos on our site is a fantastic opportunity to build our own community – we want his service to be integral to our site."

A monthly email promotion will be used to promote the reviews service and drive customer contributions. The first is a competition to win a Focus bike worth £750. The more reviews a customer leaves, the better chance they have of winning.

"Ratings and reviews will also impact other parts of Wiggle.co.uk's business – from improving merchandising to decreasing returns," said Sam Decker, Chief Marketing Officer of Bazaarvoice. "The company is one of the smart retailers looking at how social commerce has the ability to shape an organisation; allowing it to become more customer-centric. If you are able to listen to your customers' comments and improve their shopping experience, you'll keep them coming back."

Bazaarvoice helps 525 brands worldwide to incorporate social commerce technologies into the e-commerce experience through the industry's most customisable technology, human content moderation and dedicated client services.

About Bazaarvoice

Bazaarvoice (www.bazaarvoice.co.uk) is a social commerce technology company. It helps over 525 brands globally including Argos, Boots, Halfords, Wickes, Thomas Cook, QVC and Boden to harness and amplify customer online word of mouth.

Bazaarvoice's products - Ratings & Reviews™, Ask & Answer™ and Stories™ - are social commerce applications that drive sales. They enable customers to review products, ask and answer questions and share stories online; enhancing the online shopping experience and allowing them to make more informed and rewarding purchase decisions. Benefits for the retailer include content ownership, seamless customisation, increased search engine optimisation impact, advanced analytics and syndication across the web. Retailers can also leverage the content generated across on and offline marketing channels.

Founded in 2005, Bazaarvoice has offices in the UK, US, France and Singapore. The company was named in 2007's Red Herring Global 100. The blog is at www.bazaarblog.com.

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