

CASE  STUDY

WILSON DIAMONDS

When dealing with online reviews, sometimes it's hard not to focus only on the stray negative reviews that come in. Deep down you know that a majority of your customers are happy, but you can't help but dwell on negative feedback. This was the cycle Wilson Diamonds wanted to break.

That's why when Podium approached Shane Corrigan, Store Manager at Wilson Diamonds, about how streamlining the collection of online reviews could allow him to capture feedback that was more representative of the typical customer experience, he jumped at the opportunity.

"The nice thing about Podium is the fact that it's giving a voice to all of our happy customers and not the small fraction of unhappy customers that leave reviews," said Corrigan.

THE IMPORTANCE OF ONLINE REPUTATION

Over time Corrigan has seen the importance online reviews play in influencing which jewelers customers ultimately choose to visit. Today's consumer is much more educated and savvy than previously and has conducted a bulk of the research online before they even walk through your doors.

Because of this, Wilson Diamonds has focused on collecting reviews online. Prior to implementing Podium, most of the store's online reviews came organically. If the salespeople thought about it, they would ask customers who had a good experience for a review, but it wasn't something the staff was proactively seeking out.

"When people are buying jewelry, they typically come into the showroom three or four times before they make the purchase, so our salespeople are able to build good relationships with them over time," related Corrigan. "Because of those relationships, it's been a very seamless process for us to ask for and receive reviews from our customers since we implemented Podium."

WILSON DIAMONDS FAST FACTS

Website: www.wilsondiamonds.com

Industry: Retail

Active Locations: 1



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– SHANE CORRIGAN, STORE MANAGER, WILSON DIAMONDS

REVIEWS AT THE PUSH OF A BUTTON

The feature in Podium that has been most helpful to the staff of Wilson Diamonds is the mobile application. It makes it very easy for salespeople to transition from closing a transaction to inviting customers to review the business.

Corrigan has developed a number of scripts to help his staff know what the most effective methods are for securing reviews. One approach frequently used is they note that they are not paid on commission, but what the customer could do to help them out is to leave an online review and mention the salesperson by name.

Another helpful feature is The Dashboard. Wilson Diamonds is currently running an incentive to motivate the staff to send invites. The ability to track invitations and reviews easily from a single location has been invaluable to Corrigan.

REVIEWS ARE ROLLING IN

The biggest benefit Wilson Diamonds has seen since implementing Podium is an increase in the number of online reviews as well as the frequency that they are now coming in. In just a short period of time, the business has collected 101 new reviews and boasts an average overall star rating of 4.6 across all review platforms.

An additional benefit that Corrigan didn’t anticipate was the teamwork online reviews have fostered. “Everyone is notified when we get a new review,” concluded Corrigan. “And there has been an increase in camaraderie among our employees that has come as a result. It has helped our employees realize the joy they bring to our customers and that’s been really cool.”



Total Number of Reviews

253



% Increase in Reviews

66%



Click-through Rate

59%



Average Star Rating

4.6

