

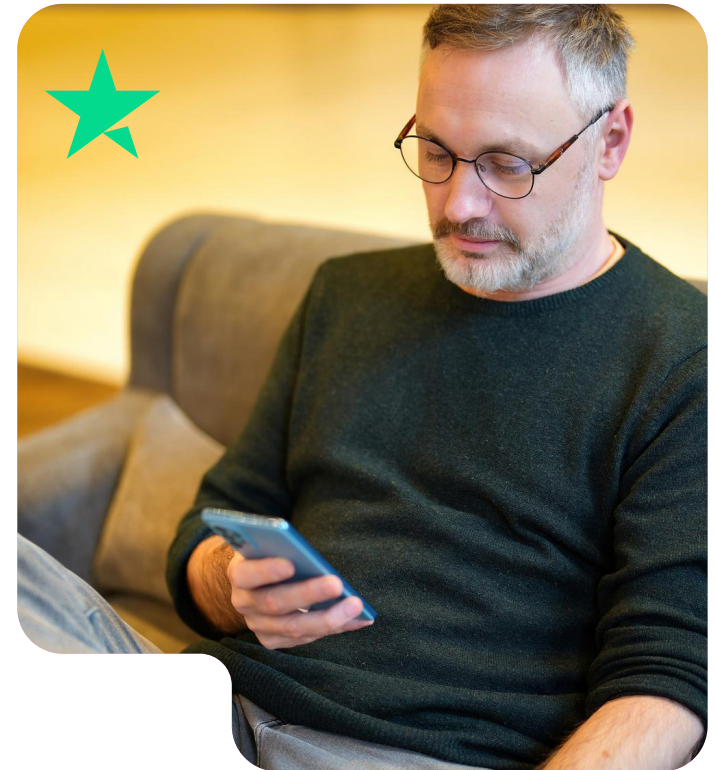
# What makes a 5-star business?

Trustpilot customers on customer love, trends, and more.



# Contents

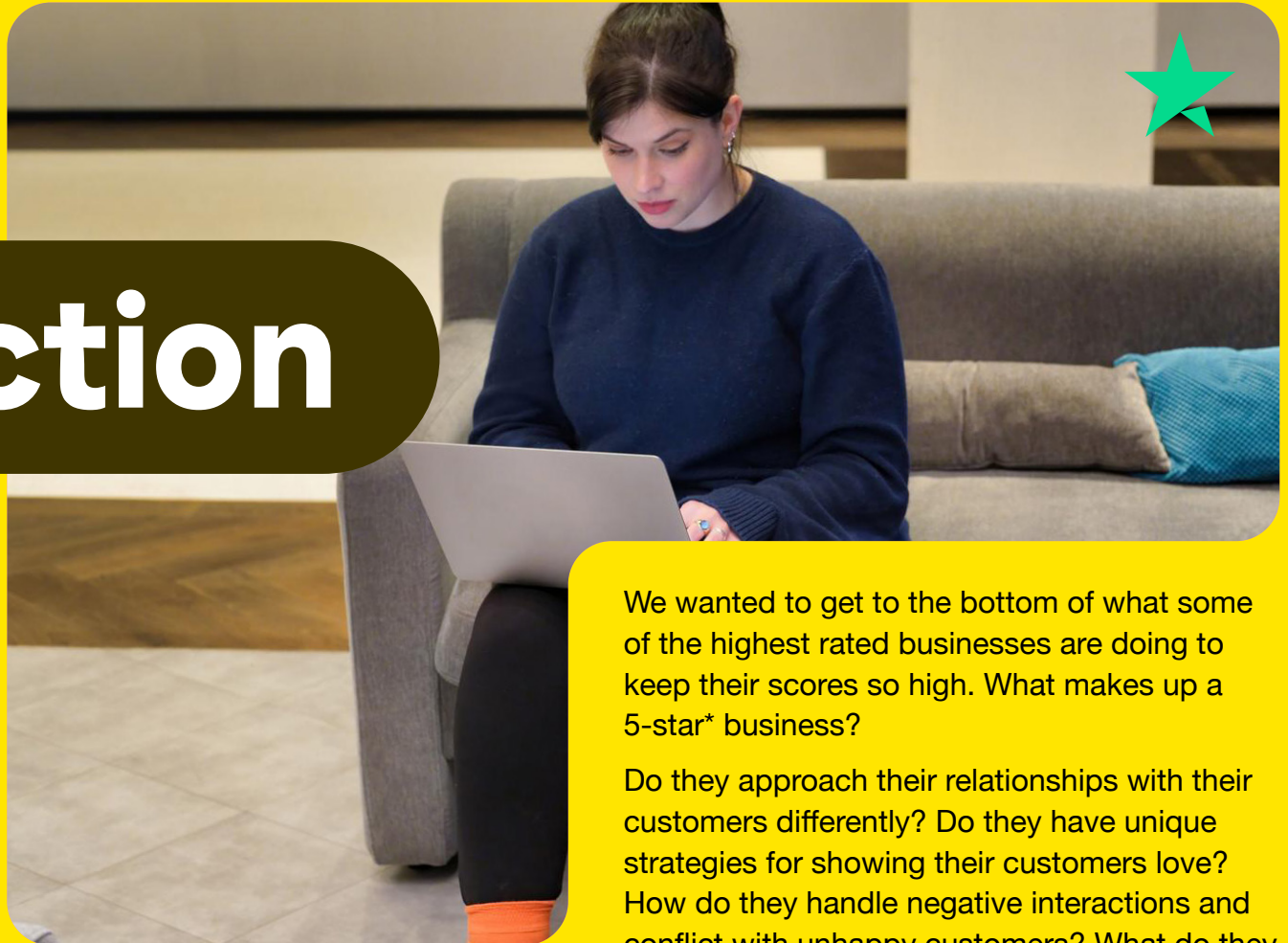
Introduction	3
Why building a customer-centric business is important	4
Changes they've made to their businesses based on customer reviews	5
Most common pitfalls businesses make with their customers	6
How AI and predictive analytics will play into customer relationships	7
Why they chose Trustpilot	8
Customer reviews can help different businesses in different ways	9
How businesses thank their customers and show their love for them	10
Featured businesses	11



# Introduction

**There are over 238 million reviews on Trustpilot, for over 980,000 different businesses and domains.**

That's a lot of customer feedback. Within those businesses, there couldn't be a wider range of star ratings and review sentiment.



We wanted to get to the bottom of what some of the highest rated businesses are doing to keep their scores so high. What makes up a 5-star\* business?

Do they approach their relationships with their customers differently? Do they have unique strategies for showing their customers love? How do they handle negative interactions and conflict with unhappy customers? What do they do with their customer feedback?

We interviewed eight 5-star businesses on Trustpilot to learn more about what makes a high rated business and what other businesses can do to create a better experience for their customers.

\*For the purposes of this report we're defining 5-star as 4.7 stars or higher, since actually having a perfect score on Trustpilot is virtually impossible

# Why building a customer-centric business is important



The most crucial aspect is to genuinely listen to your customers. Customers need to know that their feedback, suggestions, and comments are valued and that they aren't wasting their time when providing it. Understanding their needs, preferences, and concerns lays the foundation for building lasting relationships and tailoring your services to meet their expectations."

**Bryan Barajas,**  
Director of Marketing, Crexi



A customer-centric business takes the age-old motto of "the customer is always right" a few steps further. The most important thing is that the customer is at the center of everything we do from the start—from planning and prioritizing new features to getting feedback from beta testers and iterating off that feedback."

**Rachel Blakely-Gray,**  
Content Manager, Patriot Software



Our competitors are Electronics Retailers who often view the resources needed to help customers as a drain on their income statements. Crutchfield is a customer service company that happens to devote that service to the sale of electronics.

We staff our Virginia based contact centers seven days a week and our phone numbers and hours are prominently available in the header of every page of our website. Our average call is answered by a live expert in well under a minute. There is no incentive for our advisors to rush through calls to get to the next one. Every order with us includes lifetime tech support with our highly trained staff right here in Virginia. We want to make sure our customers get the most out of every piece of gear they purchase."

**Jay McCartney,**  
Director, Internet Marketing, Crutchfield



It sounds simple but it really does start with prioritising the customer's experience with your business, treating them as an individual and really listening to their concerns.

You can't overlook the importance of your team's skill set when it comes to creating a customer centric business. Having the right team in place is vital. A sense of empathy and a high degree of emotional intelligence within your customer service team is essential. You can have the right policies in place - but you also need people with the skills to understand and implement the best solution for each individual customer, and to think about the wider impact that their interactions will have on the business."

**Tim Blake,**  
Head of Customer Experience, Draper Tools



# Changes they've made to their businesses based on customer reviews



There is valuable feedback from customers in our reviews. For us, the major changes we have made have been around processes. We saw a trend in negative reviews tied to some customers having to make multiple attempts to reach us, by email or by phone and not hearing back in a timely manner. That's tough to read, but it sure did make us quickly change our behavior and add new systems like zendesk for proper customer follow up."

**Justin Boggs,**  
Chief Revenue Officer, RV Water Filter Store



Customer reviews have been a catalyst for positive change. We have adjusted our strategy, refined messaging, and optimized processes to better align with customer expectations, resulting in improved satisfaction and loyalty"

**Bryan Barajas,**  
Director of Marketing, Crexi



Our customer reviews can showcase what a day in the life of a Stockopedia user is like, how they feel about the platform, and which tools particularly help them. By delving into the nuances of their interactions with the platform, we gain a deeper understanding of their needs, pain points, and areas of satisfaction.

This granular feedback not only informs our product development roadmap but also guides our content creation and marketing endeavours to ensure we're educating them where we need to and meeting them where they want us to."

**Keelan Cooper,**  
Business Development & Revenue Operations Analyst, Stockopedia



## Not the best experience I've had

Order/reference number (optional)

PGZ1233F1993-UK







## Most common pitfalls businesses make with their customers



The common pitfall many businesses make is not listening to their customers. Whether the negative experience is due to poor customer support or a confusing interface, the root of the problem is the same—failing to listen. When your customers are the heart of your business, listening to what they are saying is the key to success.”

**Rachel Blakely-Gray,**  
Content Manager, Patriot Software



One of the biggest mistakes businesses make is not taking the time or resources to listen to customer feedback and pain points. In many cases, if a handful of users feel a certain way, many others feel the same but won't let you know.”

**Lucas Freeman,**  
Chief of Support, Swappa



Customers may choose to shop and complete their purchase entirely online, but that doesn't negate the desire customers have for human interactions. Customers want experts available when they have questions both before and after the purchase.

They want the comfort of knowing the company they purchase from will pick up the phone to address any issues that may arise. Many companies are making the mistake of making it impossible to talk to a human being. They remove all contact information from their websites. They don't train and empower employees to assist customers. This looks great for short term profitability, but will ultimately preclude long term success. Or said another way, lots of things change, but outstanding customer service will never go out of style.”

**Jay McCartney,**  
Director, Internet Marketing, Crutchfield

## How AI and predictive analytics will play into customer relationships



No conversation about future trends, whatever the sector, can avoid the topic of AI and the pros and cons of this. We believe customer centric businesses should proceed carefully when it comes to AI. While it can certainly offer speed and efficiency which can benefit customers, it can be lacking in the emotional intelligence and empathy that should always underpin good customer service.

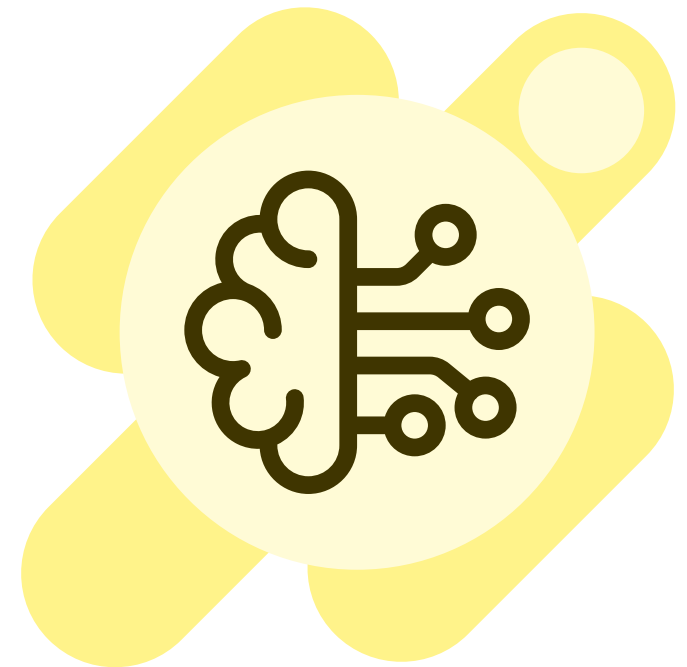
There are so many instances in customer service that require the nuance and understanding that a human being brings to a situation. Technology needs to enhance, not replace, the human connection that's so essential to good customer service."

**Tim Blake,**  
Head of Customer Experience, Draper Tools



Responsible and mindful utilization of AI and machine learning holds the potential to create significant improvements in customer support. This can result in quicker issue resolutions and reduced back-and-forth interactions in numerous scenarios."

**Lucas Freeman,**  
Chief of Support, Swappa



# Why they chose Trustpilot

Trustpilot's growth and presence via search is unmatched by competitors. I also appreciate their sales approach vs other platforms, it's much more balanced and goal driven. And the features offered by Trustpilot are far easier to use and maintain.”

**Lucas Freeman,**  
Chief of Support, Swappa

Trustpilot stands out due to its transparency and openness. It allows for both positive and negative reviews, providing a comprehensive view of your customer feedback. The platform's credibility is also enhanced by its commitment to unbiased reviews and verification processes.”

**Keelan Cooper,**  
Business Development & Revenue Operations Analyst, Stockopedia

We know that Trustpilot is well-known and widely respected by consumers as an open, independent platform, that's why it's important to us as a business.

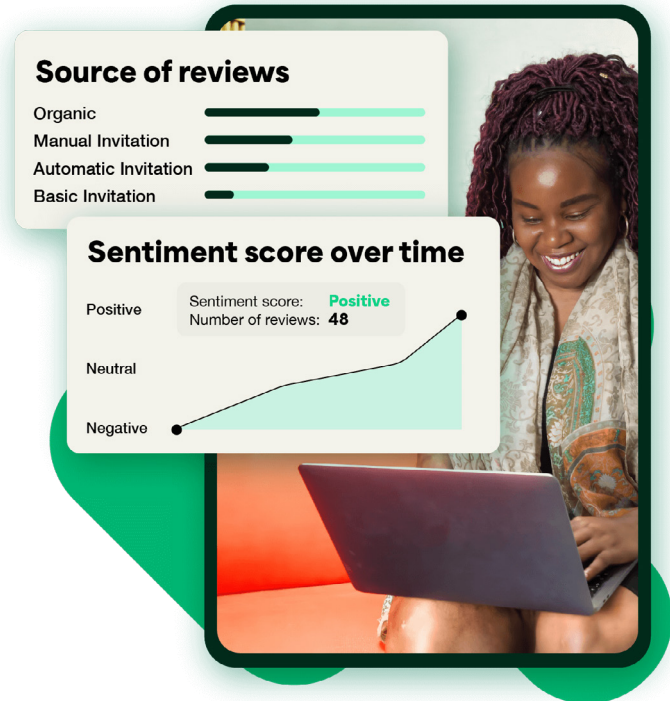
We believe Trustpilot plays a key role in many consumer purchasing decisions, particularly because so many of the reviews focus on customer service and experience.

When it comes to an important purchase, consumers want more than product reviews. People want to know how reliable a brand is, whether they offer a good after sales service and how well they deal with issues – this is all visible on the Trustpilot platform.”

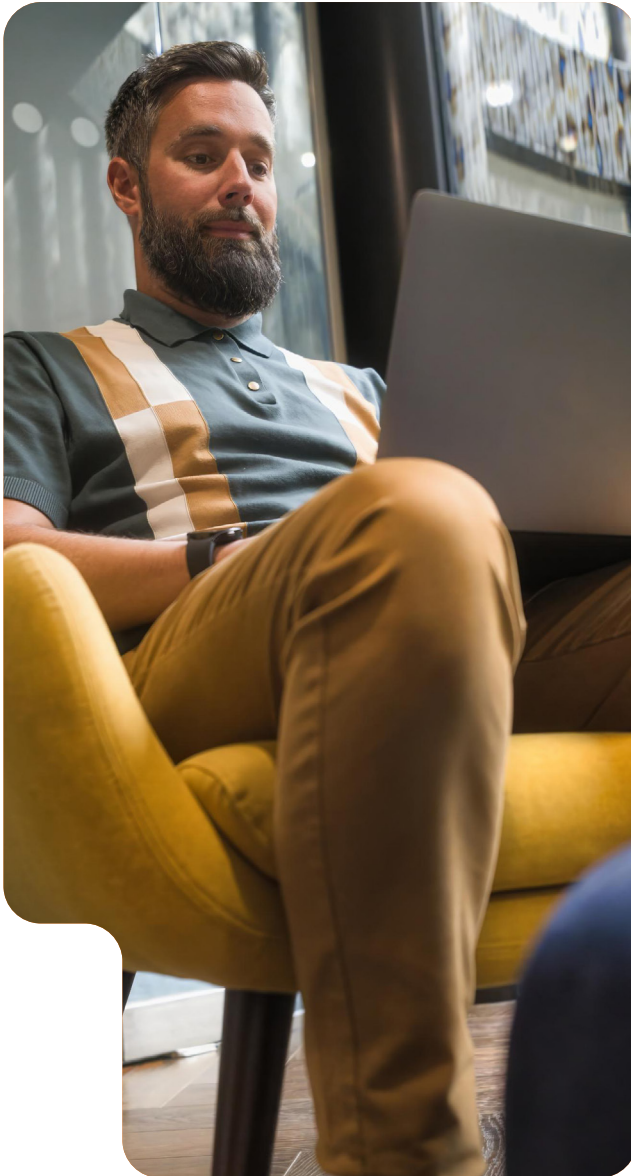
**Tim Blake,**  
Head of Customer Experience, Draper Tools

Trustpilot is a well-recognized and reputable platform that gives potential customers the confidence and validation they need when choosing to work with Lendio as a partner. The credibility Trustpilot has helps build that confidence.”

**Patricia Korth-McDonnell,**  
Chief Experience Officer, Lendio







## Customer reviews can help different businesses in different ways



As a service business, customer success is a crucial part of our business model. Our goal is to help private investors navigate the markets and give them the confidence and capability to make better investment decisions. The most important thing for us is to place customer success at the centre of our decision-making. Listening to our customers plays a crucial role in helping us evolve our understanding of what success means to them, how to make better investment decisions, and how well we are delivering against this."

**Keelan Cooper,**  
Business Development & Revenue Operations,  
Stockopedia



One surprise to come out of our Trustpilot reviews was just how many people there are out there who really do use their tools for a lifetime. Draper Tools is a business that's been around for more than 100 years, so from time to time we do get customers telling us about tools they've been using for twenty, thirty years or more.

We knew this already but what surprised us is the sheer numbers of people using these older tools, who get in touch looking for spare parts in order to keep their tool going for even longer. There's a lot of talk about today's 'throwaway culture' and it's nice to know that our products and our customers are bucking that trend."

**Tim Blake,**  
Head of Customer Experience, Draper Tools



# How businesses thank their customers and show their love for them



The most valuable way we've found to thank our customers and show our love for them is through a streamlined, smooth customer experience — it makes their lives easier and gets them access to capital — why they came to us in the first place. We try to solve for their core problems and by building customer-focused solutions, it shows we're always in their corner and here to help them on their journey."

**Patricia Korth-McDonnell,**  
Chief Experience Officer, Lendio



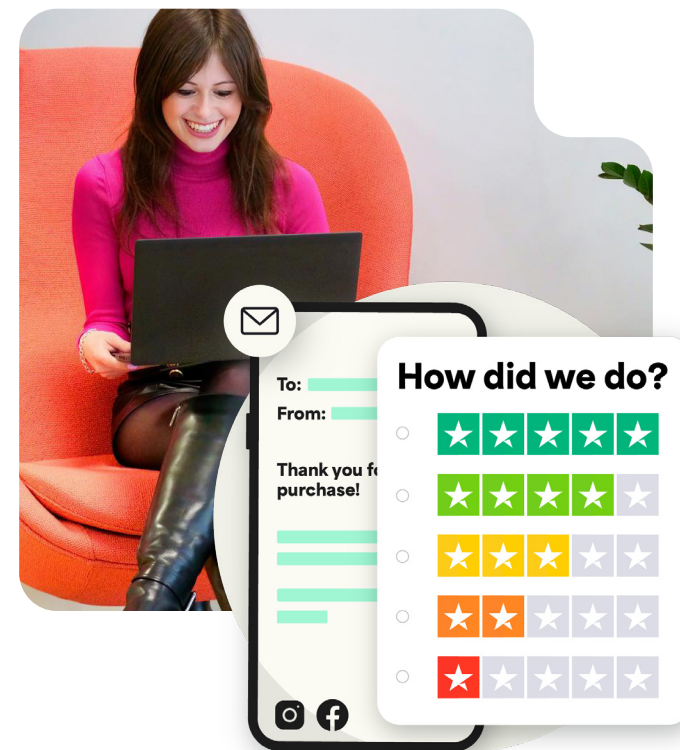
Without our customers, we don't have a business, everyone here knows this and we try to show our customers how much we value them with every interaction. From simple things like a warm welcome on the phone, through to making sure we thank those who take the time to leave us a review — it all matters and helps shape how our customers feel about us. It genuinely makes our day to receive a positive review and to know we've helped someone, so if a customer tells us this in a review, we're quick to let them know how much we appreciate their feedback."

**Tim Blake,**  
Head of Customer Experience, Draper Tools



We communicate regularly, giving them updates about their orders and letting them know ahead of time if there will be any issues with their orders. Many businesses fall short by not communicating well enough. But we also offer exclusive discounts a few times a year for all of our subscribers and past customers to let them know how much we appreciate them and value their business."

**Justin Boggs,**  
Chief Revenue Officer, RV Water Filter Store



# Featured businesses



No junk. No jerks. Fair fees. Swappa is the safest online marketplace for buying and selling newish tech. Only fully functional, ready to activate devices are allowed (no phones with bad ESNs, water damage or cracked screens).

Reviews 27,948 • Excellent



Verified Company



Patriot Software offers fast, simple, and affordable accounting software and **online payroll** for American businesses and their accountants.

Reviews 2,345 • Excellent



Verified Company



RV Water Filter Store has been serving the clean drinking water needs for RV'ers, #Vanlifters and Campers with our customer line of portable water filtration products and softener systems for over 30 years.

Reviews 1,712 • Excellent



Verified Company



Crexi is a robust marketplace and technology platform containing easy-to-use workflow management tools and customizable data analytics designed to streamline the #CRE process from listing to closing.

Reviews 2,774 • Excellent



Verified Company



Draper Tools is a leading tool firm, for over a century, it has been providing customers with exceptional service and quality tools. The company has a well-established reputation for supplying a wide range of hand and power tools for both professional trades and serious enthusiasts.

Reviews 1,082 • Excellent



Verified Company



Lendio is the nation's leading small business financial solutions provider, with a mission to help small businesses survive and thrive. With its diverse network of lenders, Lendio enables small business owners to apply for multiple business financing options with a single application.

Reviews 20,907 • Excellent



Verified Company



At Stockopedia we help private investors beat stock markets all over the world with our online subscription services. We put massive data power into individual's hands through stock market screening, ranking and portfolio analytics.

Reviews 1,420 • Excellent



Verified Company



Celebrating their 50th anniversary in 2024, Crutchfield is an award-winning Virginia-based electronics retailer specializing in car audio, home theater, TVs, headphones and more. Crutchfield has earned the Bizrate.com Circle of Excellence Platinum Award for customer satisfaction for 23 consecutive years – the only one of more than 3,500 online retailers to do so.

Reviews 18,572 • Excellent



Verified Company

\*These star ratings were pulled from Trustpilot on February 13th 2024

**Looking to build a  
business that puts  
your customers first?**

[Request a demo today](#)