

CLIENT STORY

STRENGTHENING THE QUILTER BRAND

InMoment's Smart Integrations Delivers Trustworthy Feedback

Quilter plc is a UK wealth management company that offers advice, investments, and wealth management services. With 4,000 employees, Quilter is one of the UK's leading wealth management companies.

The Quilter brand value is to deliver trustworthy and easy-to-access financial advice to their customers and they pride themselves on being flexible, offering a variety of products and services to benefit their customers.

“At Quilter, we’re guided by a strong set of principles that shape how we operate and makes sure every employee puts our customers at the heart of everything we do.” says, Ant Scammell, UK Operations Director, Quilter plc **“Our ultimate objective is to measure the success of our customer relationships in generations rather than years.”**

Working with InMoment, the team at Quilter wanted to improve their low Trustscore on Trustpilot, a free consumer review website that hosts reviews of businesses worldwide. The review site allows anyone to post a review and share their experiences with others to make better choices.

In order to drive customer acquisition, Quilter needed more reviews on the Trustpilot website in order to build up their reputation and Trustscore. The InMoment team acted quickly to implement a solution to help Quilter increase its share of customer reviews.

Reclaiming Customer Trust

To ensure Quilter was abiding by its company values and putting its customers at the heart of everything it does, it needed to make it easier and quicker for their customers to leave reviews on their Trustpilot webpage. Quilter needed more existing customers to share their experiences on their Trustpilot page so that potential customers would be reassured and trust Quilter as their financial adviser.

The low score on Trustpilot didn't accurately reflect the Quilter brand and in order to regain trust and build customer acquisition and loyalty, Quilter wanted to invite existing customers who were leaving feedback via the InMoment survey to also connect with the brand on Trustpilot to boost relationships and create a more accurate representation of their customers' experiences with the brand.

The team identified that the integration between Quilter's existing survey and the Trustpilot review site needed to be seamless, driving more traffic towards the page to allow their customers to easily leave a review without it taking a lot of time or effort.



Trustpilot API Integration

To meet Quilter's needs, InMoment set up an API smart redirect to Trustpilot at the end of the InMoment feedback survey, giving the customer the opportunity to leave feedback. The seamless transition between the InMoment Survey and the Trustpilot website allows customers to be automatically directed to the Trustpilot review page in the same browser tab after they have completed the experience survey.

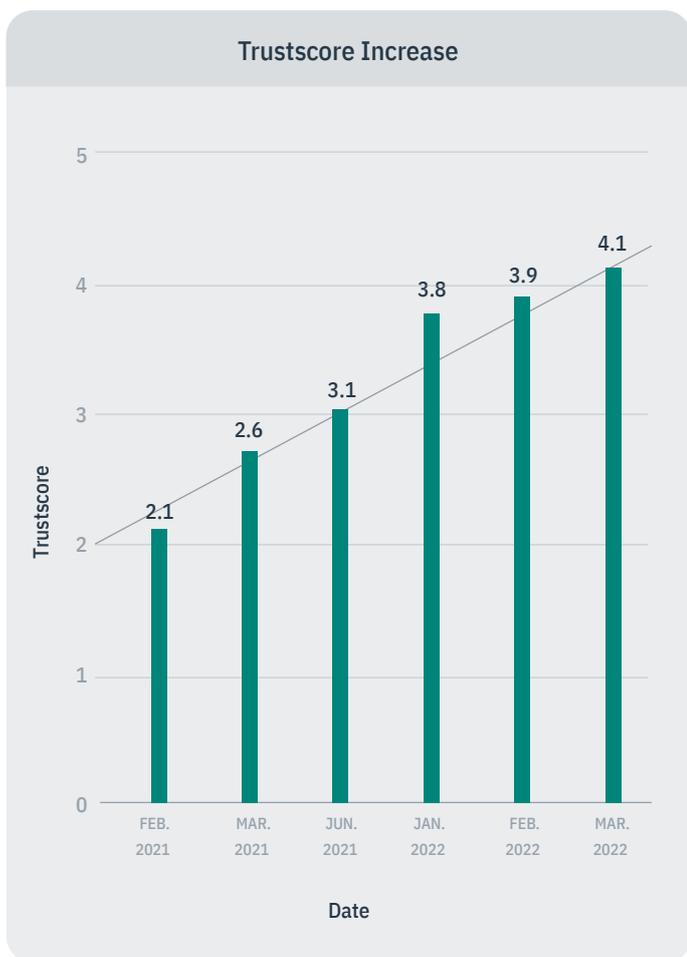
The Trustpilot API integration automatically authenticates customers so that they can leave a review without having to log-in, making it a simple, easy and efficient experience for the customer to leave their review.

The implementation of the Trustpilot API means that Quilter can now gain a true reflection of their services and brand. This has come at a great time for the business as there has been a shift in the market with more and more consumers moving to online research and looking at peer reviews to make decisions regarding which company to work with.

Game Changing Results

“The API has been integrated seamlessly and swiftly. We now have faith in the quality of reviews showing up on Trustpilot and we want to continue to make leaving reviews easier for our customers and in turn, stabilise our rating to reflect our true brand value.”

ELISABETH STANMORE, DIGITAL MARKETING MANAGER, QUILTER.



“It has been a game changer working with InMoment. We’re now able to pull tags from our campaign file into Trustpilot giving us the ability to see how our score varies between office, transaction or interaction type. This gives us the insight we need to work with the appropriate staff to ensure our customers are at the heart of everything they do.”

Terry Ward, Customer MI Manager, Quilter

The InMoment and Trustpilot integration is allowing Quilter to further build its brand reputation and brand awareness through the positive experiences of existing customers.

Quilter genuinely cares about its customers and what they are saying and wants to continue to build trust through listening to them and by being honest and transparent. That’s why surveying all their customers is important to its teams so they get a holistic understanding of how their customers think and feel about the brand.

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