

Relevance of Customer Testimonials in ECommerce - YourRetailCoach Dubai

Given the rising challenges in boosting engagement and conversions on online platforms, fresh solutions are needed.

PUNE, MAHARASHTRA, INDIA, October 14, 2024 /EINPresswire.com/ -- In consideration of the growing difficulties in building engagement and creating conversions from online platforms, there is a need to relook at the problem for fresh solutions. One approach is to intensify confidence-building measures. In this communiqué, [Dr. Nikhil Agarwal](#) - Your Retail Coach (YRC)

shares an insightful perspective on the relevance of sharing customer testimonials for eCommerce brands and businesses with an emphasis on the Middle East.

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Nikhil Agarwal

Dr. Nikhil Agarwal - Your Retail Coach (YRC)

When making a purchase decision, customers look on a website or product page for both – what works for them (positive) and what does not (negative). There is a momentary tug-of-war between the optimistic and

negative information. Having positive testimonials is one of the positives that work in favour of purchase decisions. It is a more affirmative representation of the reliability of a product or brand. It brings more certainty to decision-making, helping wedge out uncertain negatives. Testimonials can be reviews and ratings of positive customer experience. It can be drawn from social media channels as well. Adherence to consent and privacy laws is important here.

Dr. Nikhil Agarwal - Your Retail Coach (YRC)



Relevance of Customer Testimonials in ECommerce

Testimonials provide a psychological leap in purchase decision-making. Knowing that other people have bought a product and are satisfied with it provides impetus to new customers to try that product. It acts like a social proof and helps build a sense of conviction and credibility. Most eCommerce brands do not feel the need to highlight their successful products and instead, invest more intensely on new launches or underperforming products. It is important to promote successful products as well via both paid and organic routes. With social media channels, brands need to be careful with their response mechanism. When the floodgates of social media are opened, they bring both positive and critical reviews including grievances.

Testimonials are a powerful tool for building trust and credibility with your audience. They provide a social proof of your product or service, and can help you to attract new customers and retain existing ones. Testimonials can be used in a variety of ways, from social media posts to website banners. They can be used to highlight specific features of your product or service, or to show how your product or service has helped a customer. Testimonials can be a valuable part of your marketing strategy, and can help you to build a strong reputation for your brand.

When buying a product for the first time or the first time from a brand, customers have several concerns. These concerns could be related to the feel and appearance of products, true size, adherence to delivery timelines, returns and refunds, customer support, after-sale services, etc. When these elements are covered in the testimonials by existing customers, it helps new customers dispel their doubts or address their concerns. This further seals the loopholes in information essential for making a purchase decision with confidence. With testimonials, it is not the host (seller) speaking but the guests (buyers) who have - been there, done that.

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The feature of being able to share content cutting across diverse platforms in the online world gives wings to the efforts of digital marketing. When customers believe a product or page to be authentic, they are more likely to share it with their family and friends who they think might be interested in it. Since adding testimonials contributes to the authenticity of a product or page, it also creates a window for further sharing of such pages/content. This also shows the importance of content strategy for web pages and apps in promulgating brand image. It should not be undermined that non-customer audiences can also bring customers.

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Inviting testimonials need not necessarily mean an incoming flurry of positive reviews. Input from customers can be critical as well. Critical but honest inputs are far more important than hearing nice things all day. These inputs provide a valuable opportunity to improvise. However, it is rare to see [any significant effort to encourage customers to leave feedback or testimonials](#).

As mentioned in one of the previous points, opening the floodgates of social media for commenting and DMs can bring in all sorts of reviews. It is important to have policies, SOPs, and skilled staff to respond to and handle to deal with the incoming information that often contains complaints as well.

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Testimonials often contain references to the dedication and professionalism of brands, features and quality of products and services, commonly encountered issues, and other doubts and concerns relevant from the customers' perspective. Such information is often sought by potential customers as a part of their shopping journey. Having relevant content as part of testimonials makes it easier for interested audiences to find and come to the right place. This also helps quickly create the much-needed initial bonding with potential customers.

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YourRetailCoach (YRC) is a retail and eCommerce consulting brand with a scaling international presence including in the Middle East. With over ten years in the business and a success ratio of over 94%, the team has worked with over 500 clients spanning over 25 sectors. In [□□□□□□□□□□](#) [□□□□□□□□□□](#), YRC specialises in enterprise solutions for business establishment and realignment, achieving operational excellence, and managing growth and expansion endeavours.

To speak to one of YRC's eCommerce business consultants for the Middle East & Get advise for E-commerce retail business : <https://www.yourretailcoach.ae/contact-us/>

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