



**PR R02/07**

**REAL REVIEWS FROM REAL CUSTOMERS  
THE WARTS AND ALL GUIDE TO PRODUCTS - FROM CONSUMERS RATHER THAN  
SALES STAFF**

- **New service helps online shoppers who want to know what others think before they buy**
- **The independent customer review service, Reevoo, supplies genuine, candid customer opinions on products to a growing list of leading UK e-tail sites**

The kettle that's too noisy for the kitchen, the American fridge that can't accommodate pizzas and the mobile phone that's difficult to use while horse riding are among the countless genuine consumer opinions offered by the rapidly-growing independent customer review service, Reevoo.

Shoppers who have already bought and used goods from online High Street names like Woolworths, Currys, Dixons and the Carphone Warehouse are asked to rate their purchases, including TVs, cameras, white goods and toys. Their comments - good, bad or indifferent - are then published on both the e-tailers' websites and on reevoo.com, giving new customers a balanced perspective before they buy.

Some of these opinions make for eye-opening reading. There's the Russell Hobbs kettle "which is so noisy we only use it in our laundry room as we can't stand the racket in the kitchen," although its good point is "that it boils water." Or the LG American fridge/freezer which, it's claimed, hasn't got room for frozen pizzas. Another customer likes the Postman Pat Friction Van, but laments: "The noise when my son pushes the van along drives me mad and I can't hear the TV." Another fridge is highly rated, but "only has room for five eggs in the egg tray."

Meanwhile a pink Vodafone mobile has a small keypad which one reviewer finds "difficult to use especially when I'm horse-riding," and a Garmin sat-nav is inaudible above speeds of 40mph in its owner's motor home. Another commentator likes a Canyon Cruz cycle helmet but says it's "very large looking on the head."

However, many goods elicit high praise from satisfied buyers. One says a particular Ericsson mobile phone is "fat electrician's fingers-proof! Fell on it and it still works."



Reevo CEO Richard Anson said: "Our service gives customers what the ads, catalogues and instruction manuals don't - it tells shoppers what real customers think. It completely changes the sales process - it's as though previous buyers are wandering around a store offering their experiences to shoppers. The experience for retailers has been that customers find the frankness and impartiality reassuring and that it has a positive impact on sales."

Customers who have bought a product from one of Reevo's retail partners are asked for their feedback via email. They then rate a product from one to 10 on the basis of several different criteria and give their honest views about it. All reviews are published, whether they're full of praise or highly critical.

Online reviews are the "word of mouth" recommendations of the 21<sup>st</sup> century, but there's understandable concern about the authenticity of those which appear too good to be true. However, as all comments collected by Reevo are written by people who have genuinely bought a product, there's no bias, no "expert opinion" and no ulterior motive behind them.

<b>PRODUCTS</b>	<b>COMMENTS</b>
Russell Hobbs 12911 kettle	The kettle is so noisy we use it only our laundry room as we can't stand the racket in the kitchen.
LG GRA 207CVBA fridge	Can't believe it's called an American fridge and you can't get pizzas into it!
Vodafone J2201 mobile	The keypad is quite small so difficult to use sometimes, especially when I'm horse riding.
Garmin NUVI 360T Sat Nav	I cannot hear it above speeds of 40mph in my motor home.
Postman Pat Friction Van	The noise when my son pushes it along drives me mad and I can't hear the TV.
Canyon Cruz Adjustable Cycle Helmet	Very large looking on the head
Beko CDA 543 fridge freezer	Short people might not be able to reach the top of the fridge sometimes, it's quite high!
Whirlpool ARC5571 fridge	Makes a chicken noise now and then.
Ericsson W850i mobile phone	Fat electrician's fingers-proof! Fell on it and it still works!



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**About Reevo**

Reevo is an independent company which collects and publishes genuine reviews, to help online shoppers decide what - and what not - to buy. Its retail partners include Currys, Dixons, Woolworths, the Carphone Warehouse and Jessops.