



POLISH POTTERY FINDS NICHE ONLINE

The Polish Pottery House (<http://www.polishpotteryhouse.com/>) provides authentic and quality Polish handcrafted pottery direct from Poland. The company purchases pottery directly from five factories in Boleslawiec, Poland, to provide hand-made pieces to online customers and collectors.

Situation

Cynthia Boles, owner of Polish Pottery House, was looking for a way to better manage and promote customer feedback while making new customers feel more secure with shopping on her site. In addition, she needed an easy way to maintain contact with customers and send them updates regarding specials and new additions to the store.

Solution

Boles chose RatePoint so she could have the ability to automate Polish Pottery's testimonial page, freeing up her time to concentrate on business functions for her company.

The testimonials collected through RatePoint provide an instant visual for potential customers to see that existing customers rate Polish Pottery House highly. The feedback procedure also allows Polish Pottery to keep a pulse on its customers and their preferences.

Boles replaced her previous email newsletter vendor in favor of RatePoint's integrated suite of services. Email newsletter creation now is a more streamlined process with RatePoint.

The dispute resolution functionality with RatePoint provided Boles with the comfort of facing potential negative feedback. She had searched for her company's name online previously, but had not found any negative feedback. Although she hasn't received any negative feedback yet, Boles said RatePoint's dispute resolution process provides her with a high level of comfort in fully utilizing customer reviews.

Results

The Polish Pottery House now collects customer feedback automatically and in turn promotes the feedback as customer testimonials in order to drive repeat sales and spur customer acquisition.

"Having RatePoint services in place provides me with peace of mind by knowing what my customers are thinking about my company," Boles said.

The integrated suite of tools through RatePoint is driving more customers to leave feedback for Polish Pottery House.

"I've noticed when I sent out email with the sales promotions I seem to get more feedback to my site," Boles said. "The sales conversion rate since I installed RatePoint has increased by about 10 percent."

www.polishpotteryhouse.com

