Exploring Consumer Outcomes and the Power of Customer Reviews

Don Ross, CEO, Trustpilot
Kirk Chartier, CMO, Enova International
Consumers that say “It gets good customer reviews” is a Deal Breaker or Deciding Factor when deciding what bank or credit card brand to buy or use.

- 2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q104
Businesses that say

“If it’s important, critical, or quite important to have positive ratings and reviews”

- 2019 Trustpilot The Importance of Social Proof in Fintech Report
Businesses find it’s much, much easier to conduct customer research than it is to get and manage customer reviews and ratings.

- 2019 Trustpilot The Importance of Social Proof in Fintech Report
Businesses try every which way they can to get customers to provide ratings and reviews.

<table>
<thead>
<tr>
<th>Incentives to leave review</th>
<th>Emails</th>
<th>Verbally (customer-facing staff)</th>
<th>Social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>75%</td>
<td>64%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Printed material / direct mail</td>
<td>11%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

- 2019 *Trustpilot* *The Importance of Social Proof in Fintech Report*
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Businesses use their ratings and reviews in their promotion and advertising.

<table>
<thead>
<tr>
<th>Offline advertising (TV, Radio, Print)</th>
<th>Website</th>
<th>Social media</th>
<th>Emails</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52%</td>
<td>46%</td>
<td>31%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>2%</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Customer Rating on Trustpilot: 4.9/5
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@kikr
@enova
@Trustpilot
@lend360
#lend360