



## BMF and Trustpilot



Build trust, grow and improve your business.

### What to do next

If you're interested in exploring more about BMF and Trustpilot and how it will benefit your business, contact our Partner Manager, Graham Wilkinson, on 020 3038 6975 or send an email to [gwi@trustpilot.com](mailto:gwi@trustpilot.com)

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The BMF. Building your people. Building your skills. Building your business. Building your voice.

Building excellence.

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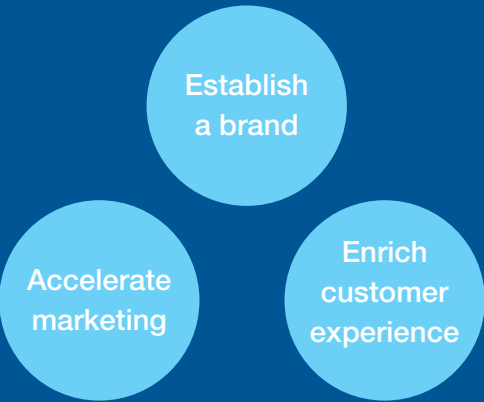




# What is Trustpilot?

Trustpilot is the world's most powerful review platform, helping your business collect and manage customer reviews. As the only review platform open to all companies and consumers, yet independent of both, Trustpilot is trusted around the world for transparency and integrity.

For consumers, Trustpilot is the place to share, discover, connect with and influence great businesses and awesome experience. For businesses, we help across three pillars:



# How BMF and Trustpilot work together

The BMF and Trustpilot partnership allows companies to put reviews and customer feedback at the heart of their business to improve their customer engagement. It gives you the tools to empower your customer-focused team to help deliver better customer service and facilitates a two-way relationship with customers online. You can also respond to reviews and resolve customer issues faster to increase brand value and loyalty.

# How can it help my business?

- Increase your website's organic search traffic**  
Use Trustpilot's widget to get Rich Snippets stars to show up in organic search, increasing traffic.
- Improve your Click-Through-Rate (CTR)**  
Get Seller Ratings to show up in your paid ads, increasing CTR.
- Boost conversions and sales**  
Increase website sales and conversions.

BMF has negotiated a **10% discount** for members off any Trustpilot paid plan.

# Benefits of BMF and Trustpilot

**1**

Gives you the tools to empower your customer focused team to help them deliver better customer service

**2**

Facilitate a two-way relationship with customers online, leading to more positive reviews

**3**

Respond to reviews and resolve customer issues faster, to increase brand value and loyalty

**213M+**

★★★★★

online reviews

**7B+**

★★★★★

monthly impressions on Trustbox widget

**1s**

★★★★★

a new review posted on Trustpilot every second