bizrate insights
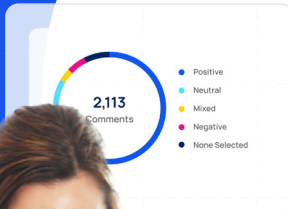
/ Ratings. Reviews. Rewards.

Actionable Customer Insights That Drive Growth

Turn verified voice-of-customer (VoC) feedback into insights that boost retention, drive repeat purchases, and increase loyalty.

2,113
Comments

Positive
Neutral
Mixed
Negative
None Selected

20
15
10
5
0
Jan Feb Mar Apr May Jun

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How Bizrate Insights Helps Solve Your Problems

Smarter decisions start with verified customer data.

The Challenge	The Fix
Customer friction points aren't apparent until **sales and loyalty have already decreased**.	Bizrate Insights surfaces friction early—**identifying issues at key touchpoints** in the customer journey before revenue and loyalty slip.
You know **what** happened, but not **why** it happened.	**Hear directly from customers** about what's confusing, frustrating, or delightful so you can better understand their motivations.
Decisive action is challenging without data to compel a strategy.	**Chart trends** with historical data for Quarter over Quarter (QoQ) and Year over Year (YoY) comparisons **that signal where things are headed and what you should do next**.
People leave your site, but **you don't know why** they came or what they're going to do next.	Bizrate Insights' Pre-Purchase solution gives **unmatched visibility** into what's really happening when shoppers leave your site.

Why Now
Consumer expectations are evolving fast. In today's market, **7 in 10 customers** will abandon a brand after two bad brand experiences.[1]

"Bizrate Insights provides us with a unique moment-of-purchase glimpse into our customers' buying experience."
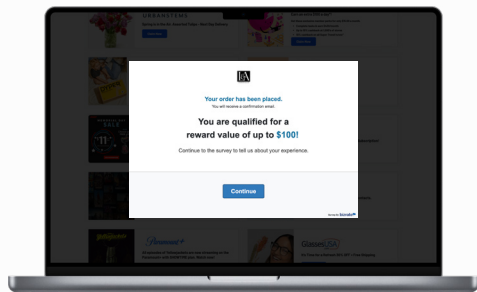
Jennifer Crosby
Customer Service Manager

FIREFOLD

[1]https://www.agilitypr.com/pr-news/branding-reputation/new-brand-loyalty-research-finds-that-7-in-10-consumers-will-abandon-a-brand-after-just-two-negative-experiences/

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How It Works
Collect in-the-moment feedback with real-time results.
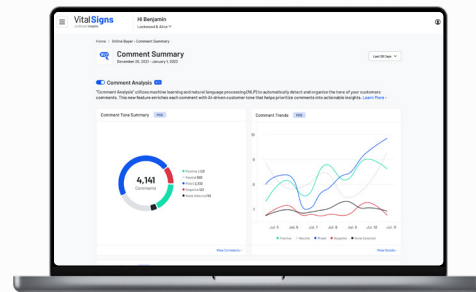
Invitation

Invitations are triggered at key points in the journey.

Survey

Consumers share experience and feedback.

Insights

Data is immediately accessible to understand pain points and make adjustments.

The Customer Journey

Insights from first click to final delivery—shipping, pickup, or curbside.

Pre-Purchase

Spot friction before it costs you a sale

- **Identify obstacles** driving shoppers away (unexpected costs, confusing UX, missing info, not ready to purchase).

- **Collect feedback in real time** from visitors as they are about to leave your site.

- Reach out to customers quickly to **recover lost sales**.

Post-Purchase

Capture the full purchase experience

- **Gather verified feedback** immediately after checkout, while the experience is fresh.

- **Identify friction points**, increase confidence, or ease-of-use that analytics alone can't explain.

- Use direct customer insights to streamline the path to conversion and **boost order completion**.

Post-Delivery

Close the loop on fulfillment, product, and support

- **Understand** if product, delivery, and packaging **met or missed expectations**.

- **Collect authentic product reviews and ratings** to strengthen trust and visibility through syndicated ratings that support SEO/SEM.

- **Measure satisfaction** with product, communication, support, fulfillment, and repurchase intent.

> We meticulously analyze the feedback and ratings to pinpoint areas for enhancement. The data helps us make strategic decisions, from website enhancements to fulfillment improvements, directly aligned with customer expectations."

Joyce David
Manager,
Customer Experience & ORM

ANGARA

How We Help

Grow Your Business
Increase satisfaction and retention by quickly addressing customer pain points and enhancing the shopping experience.

Turn Insights Into Action
Create strategy and fuel growth using digestible insights based on your data and customer feedback.

Understand the Customer Journey
Use authentic feedback directly from verified shoppers and buyers to uncover valuable insights throughout the journey.

Manage Your Reputation
Display and promote brand credibility, trust, and loyalty using UGC, awards, and badges as social proof.

Track Net Promoter Score
Use NPS to track performance at key points in the customer journey compared to benchmarks.

Syndicate Seller Ratings To Google
Drive qualified traffic from organic search (SEO/GEO) and paid search (SEM) with reviews syndicated directly to Google.

How Bizrate Insights Is Different

With Bizrate, you get speed, clarity, and expert-backed insights without the hassle of extensive setup, high fees, and guesswork that come with other platforms. While AI helps power the experience, **it's our team's strategic thinking and years of expertise that turn customer data into clear, actionable stories**.

Here's a full breakdown of how we're different than our competition:

See our plans →

Real Time Data & Benchmarks

Real-time benchmarks, including NPS, filtered by your preferred date range, product, channel, or industry.

Verified Customer Reviews

Collect immediate feedback from verified customers to deliver timely and relevant market insights (no noise or bots).

Hands-on Support From Real People

Support for every account, with no add-on plans required. Our account team partners with you to design survey solutions tailored to your business, while our Client Insights team of data experts makes your data sing for clients of all sizes.

Industry-High Response Rate

Bizrate Insights' standard surveys receive up to a 15% response rate, compared to only 3% for our competitors. More responses = greater accuracy.

Unlimited Invitations and Responses

No invitation caps, ever. Gather feedback at any scale with Bizrate Insights. Your fees won't increase with volume.

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Solutions for Every Team

Empowers your entire organization with relevant, fast insights to iterate quickly.

Marketing

Uncover your customers' priorities, refine messaging, and build marketing campaigns while increasing online visibility and trust.

Click to see how →

CX and UX

Get customer feedback at every key moment and use it to create best-in-class experiences based on real preferences.

Explore solutions →

Ecommerce

Optimize shopping experiences using real-time customer feedback and high-impact insights that help drive revenue and loyalty.

Find out how →

Customer Support

Spot friction faster, resolve problems more efficiently, and win back sales quickly.

Learn more →

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Roadmap to Feedback

Bizrate Insights integration is designed to be quick and seamless. With almost no development work, you can start gathering verified customer feedback, and see the results in minutes—all with our team by your side.

Step 1:	Step 2 (Optional):	Step 3:	Step 4:	Step 5:
Register your account.	**Get hands-on support** from our dedicated team of experts.	**Install code and launch using an integrated plug-in or add directly to your site.**	**Collect verified feedback.**	**See results** right away, with KPIs and verbatim feedback in your dashboard and reviews syndicated across the web.

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Testimonials / Highlights Impact

"Partnering with Bizrate allows us to connect with our customers after each interaction, gaining meaningful input that helps us elevate every aspect of the customer experience."

Trent Nelson
Director of Customer Experience

ROCKY MOUNTAIN ATV•MC

"Bizrate Insights is helping us better understand our customers by giving us direct feedback on how they find us and why they choose to buy from us. [Bizrate Insights allows] us to validate key market research theories and uncover insights we couldn't get elsewhere. This helps us make smarter marketing decisions, refine our messaging, and ultimately improve the customer experience."

Curtis H.

ELECTRIC MOTOR WAREHOUSE

"Bizrate plays a vital role in helping us understand what our customers truly want and need. It also gives us valuable insight into how we measure up against others in our industry."

Kurt Goodwin
Customer Service Representative

CRUTCHFIELD

"Bizrate Insights gave us a sense of how we're doing from an all-in-one perspective. UI, customer experience, checkout, everything."

David Contract
Marketing Team Lead

baby brezza

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FAQs—Frequently Asked Questions

Q **How much does it cost?**

Our Growth plan is always free—includes unlimited Pre-Purchase, Purchase, and Post-Delivery feedback plus syndication to Google, and more.
Learn more about pricing at **bizrateinsights.com/plans**

Q **How long does it take to implement?**

Get started in as little as an hour and start collecting feedback the same day.

Q **How is this different from NPS or other customer satisfaction surveys?**

Bizrate Insights includes journey, not just sentiment scoring, to help you understand the "why" behind your scores.

Q **Can we compare our benchmarks to other brands?**

Yes—standardized questions allow you to see industry and vertical benchmarks instantly.

Q **What if I need help?**

Our team is here for you every step of the way. Reach out and we'll help with installation, understanding data, and anything in between.

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You're Just One Step Away From Smarter, Faster Decisions

Bizrate Insights is built to help your team act quickly using real-time data from your customers. Whether you're optimizing the checkout journey, improving satisfaction, or closing the feedback loop, we're here to help you get started and provide insights along the way.

Your Next Steps

Get Started Today. Set up your account to begin capturing insights within days.

Need more info? Talk to Our Team. Let's discuss your goals and tailor the right Bizrate Insights strategy.

Get started →   **Schedule a meeting →**