

/ Make the Case With Confidence

Pitch Bizrate Insights' Solutions to Your Leadership

You're ready to use Bizrate Insights' Voice of Customer solutions—now let us help you make your case to get the tools you need.



Value to Leadership: Drive Revenue with Actionable Insights

Your goal: Position Bizrate Insights as a strategic imperative, not just another tool.

This document provides key talking points, prepares you for objections, and frames Bizrate Insights as a must-have solution that directly impacts:

- Higher conversion rates
- Enhanced customer delight
- Significant churn reduction
- Accelerated speed to insights

Delaying means lost revenue from customer drop-off, without knowing why. This isn't a data gap; it's a revenue risk your leadership already recognizes. **Speak to that concern.**



Throughout this deck, you'll find AI prompt suggestions in these boxes to help you to frame Bizrate Insights as a must have solution.



Your Pitch Cheat Sheet



The Problem

"We're making assumptions, but it isn't based on actual customer feedback."



The Value

"This feedback helps us spot friction points, make smarter changes, and ultimately drive growth, improve experience, and build loyalty."



The Opportunity

"Bizrate Insights gives us real-time, buyer-verified feedback across the journey that we can easily install on our website ourselves."



The Ask

"I'd like to test Bizrate Insights' free Growth Plan. If it doesn't clearly deliver value, we can walk away risk-free."

QUICK TIP

Personalize these for the features that are most important to your company at this point in time. As you work with Bizrate Insights, you can always layer in more products and value!



AI PROMPT: "Write a concise pitch for our company, [company description], to introduce Bizrate Insights as an easy, low-risk way to get actionable consumer feedback we can use to make better decisions. My audience is a [Title or Titles]."

How Bizrate Insights Helps You

Grow revenue & boost loyalty with strategic insights, enhanced visibility, & hands-on support.

Grow Your Business

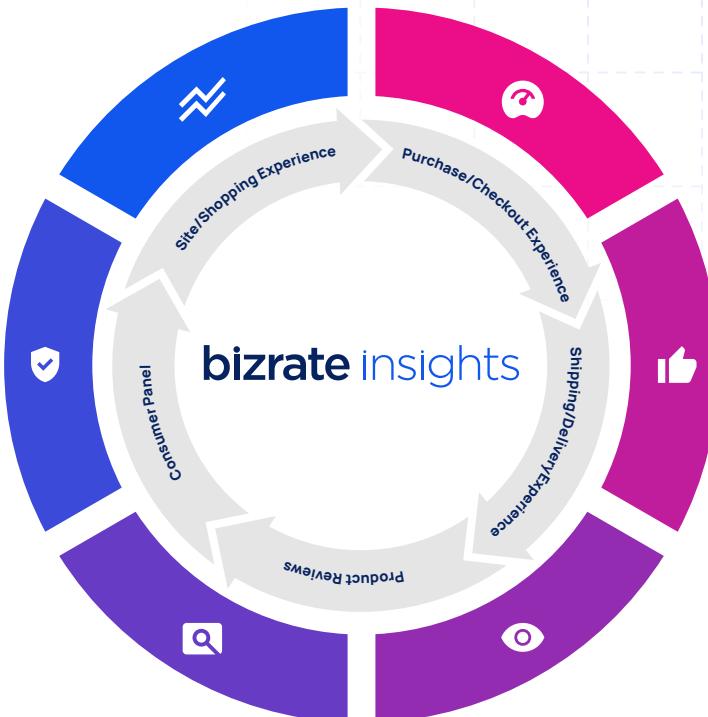
Increase satisfaction and retention by quickly addressing customer pain points and enhancing the shopping experience.

Manage Your Reputation

Display and promote brand credibility, using UGC, awards, and badges as social proof.

Turn Insights into Action

Create strategy and fuel growth using digestible insights based on your data and customer feedback.



Track Net Promoter Score

Use NPS to track performance at key points in the customer journey compared to benchmarks.

Understand the Customer Journey

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

Boost Search Visibility

Drive qualified traffic from organic (SEO) and paid search (SEM) with reviews syndicated directly to Google.

Solutions



Pre-Purchase

Uncover friction points before the purchase is complete

- Identify reasons they're leaving your website
- Recover lost sales
- Prioritize improvements that reduce drop-off and increase shopper flow



Post-Purchase

Understand the full purchase experience

- Collect insights about the shopping and purchase experience
- Understand where else your shoppers buy, why, how often
- Gauge initial satisfaction and understand expectations



Fulfillment

Close the loop on fulfillment, product experience & support

- Evaluate product satisfaction, shipping, packaging, support
- Uncover post-purchase issues that impact loyalty, retention, and reorders
- Available for any type of delivery, including traditional shipping, in-store, and curbside pickup



AI PROMPT: "Help me map Bizrate Insights' three survey types (Pre-purchase, Post Purchase, Post Delivery) to [company name's] funnel stages and current blind spots. We're not currently capturing enough insight during [abandonment/post-purchase satisfaction/fulfillment delays]."



Handling Leadership Objections

Objection	Response
"We already collect NPS."	" Bizrate Insights' NPS is unique – it's rolling, so it's always up-to-date. They gather NPS across the journey, benchmark against our competitors, and clarify everything with AI-powered verbatim comments.
"We don't have the resources to implement this right now."	"It's plug-and-play. It integrates with Google Tag Manager, Tealium, Shopify, Woo Commerce, Adobe Commerce, other systems with almost no dev work required."
"Will this actually drive results?"	"After implementing changes that were driven by survey results, Other brands saw a 12% lift in overall conversion rate and a 5% increase in AOV."
"We don't have time or a team to look at the results right now (or take action on them)"	"The longer we wait, the more insight we miss. Bizrate Insights is hands-on and helps with interpretation. Plus, their AI-powered dashboard is easy to use."
"Who else is using this solution? I don't want to be the only one."	"Bizrate Insights is trusted by leading brands like Estée Lauder, Yankee Candle, Baby Brezza, and more. They use it because it's fast, low-lift, and delivers actionable insight across their ecommerce journeys."
"How do I know this is going to help?"	"They get results. Bizrate Insights' solutions were credited for the 21% increase in mobile revenue, 25% drop in bounce rates, and 17% lift in mobile orders for Dover Saddlery ."



AI PROMPT: "Help me write short responses to likely objections from my execs. They'll ask about ROI, resourcing, and timing. We already use [a legacy NPS tool], and we don't want dev lift. We use [Google Tag Manager] for easy installation, and prioritize high-impact, low-friction tools."

The Entire Team Will Benefit

Data backed decision making for your whole team to increase revenue



Marketers

Uncover your customers' priorities, refine messaging, and build marketing campaigns with higher ROAS.

[Click to see how →](#)



UX/CX Professionals

Get customer feedback at every key moment and use it to create better experiences based on real preferences.

[Explore solutions →](#)



Ecommerce Teams

Use on-time customer feedback for high-impact insights that help you turn visitors into happy, loyal customers.

[Find out how →](#)



Customer Support Specialists

Spot friction faster, resolve problems more efficiently, and create experiences that customers love.

[Learn more →](#)



AI PROMPT: "Suggest examples of how each department – Marketing, CX, Ecommerce, and Customer Success – would benefit from Bizrate Insights based on our use case: [e.g., struggling with email conversion, unclear friction points in checkout]. Also, align benefits to our goal of increasing [AOV/loyalty/conversion rate]."

Testimonials



“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




“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.




“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




“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


Tips for Success

- Keep it short
- Focus on outcomes, not features
- Lead with risk of inaction
- Low risk and no commitment
- Highlight your roadmap to launch and quick launch timeline
- Be confident – you're solving a real problem



AI PROMPT: "Write a confident 60-second leadership pitch that highlights urgency and low-risk evaluation. We're a [growth-focused ecommerce brand] using [Shopify/Adobe Commerce], and I want to lead with the risk of inaction, not just features."



QUICK TIP

Try phrasing like "This is something that makes us more agile, more informed, and more customer-focused with almost no lift."

Optional: Use This Email Template

New Message – ↗ X

To Cc Bcc ⌂+

Subject Bizrate Insights – A way to deliver actionable customer insights that drive growth

Hi [Leader],

I've been exploring ways to improve how we understand our customers and prioritize experience updates. I came across Bizrate Insights who helps companies like ours collect real-time, verified feedback from buyers across our funnel.

Their solutions are used by brands like Estée Lauder, Yankee Candle, and Baby Brezza. It's designed for fast, no-dev implementation. I'd love to explore a short pilot period to see if it could help us uncover friction, improve conversion, and drive better decisions.

Would you be open to testing with them?



AI PROMPT: "Help me rewrite this email to my execs in my own voice. I want to introduce Bizrate as a fast, low-lift tool we could test for real-time buyer feedback. Our company sells [products] via [Shopify/WooCommerce], and we're trying to solve for [abandonment/lack of direct buyer input]."

/ We've Got Your Back

You've Got This!

You're not just pitching a solution—you're championing smarter, faster decisions with direct customer input.

Need help? We're here to support you with:

- | Use cases and examples
- | Additional slides
- | Custom Stats
- | Hands-on demos and discussions

Ready for the next step?

[Schedule a meeting →](#)

[Launch now →](#)

[Additional Slides →](#)

