

BY SARAH™
LONDON

By Sarah London inspires customers to find their natural glow with Feefo

By Sarah London, an award-winning natural skincare company founded by two sisters after a personal trauma, needed a transparent review system at its launch in 2017.

The selection of Feefo gave consumers the confidence to buy the company's distinctive, organic, plant-based products, nurturing a real sense of connection and all-important transparency.

By Sarah London is an award-winning skincare company founded in unique circumstances in 2017. After Lauren Murrell recovered from acute leukaemia thanks to a stem cell donation from her sister Sarah, she found it hard to entrust her fragile skin to the skincare products she tried. It was never sufficiently clear what their

ingredients were. With Sarah already having worked in the skincare industry for ten years, the two collaborated, creating the products the company they founded now makes and sells.

Using only the highest quality cold-pressed ingredients, By Sarah London has quickly established an enviable reputation for the excellence of all its products and its environmental sensitivity. Given the circumstances of its founding, the company is committed to transparency, printing the full details of ingredients on the front labels of its infinitely recyclable glass bottles and jars.

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Lauren Murrell, By Sarah founder

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The challenge

As a new company selling new products directly to consumers, it was a priority for By Sarah London to have a review and feedback system that gave potential customers confidence. Yet it was equally essential for the review system to bear out By Sarah London's strong commitment to transparency.

Since Feefo only allows verified feedback of authentic customers, the Feefo reviews and insights platform was the natural choice. The platform was up and running in April, 2018, just a few months after the launch of the new skincare company.

The solution

By Sarah London has to date, received more than 350 reviews, with each one read and responded to by the founders. No review is wasted and each is regarded as essential in giving customers the confidence to purchase.

Any customer visiting the By Sarah London website can see the Feefo customer ratings next to the products and click through to read how efficacious the products are, learning from the unbiased opinions of those who have already experienced them.

Automation of feedback requests frees Sarah and Lauren, the co-founders, to concentrate on their business. **"One of the biggest challenges is wearing so many different hats, from customer service to marketing and finance,"** said Lauren. **"But that's also where some of the best moments come as it means you're really close to the consumer and get to see the real joy when they discover the transformative benefits of our organic, plant based skincare."**



The results

Implementation of Feefo has given By Sarah London a crystal-clear view of how its products are performing and what customers honestly think of them. The insights are used by the two sisters in their overall strategy of growth and product development.

Positive results emerged almost from the start, with early reviews demonstrating the love customers had for the company's Organic Facial Oil. When it won several respected industry awards, customers were quick with their praise.

To date, By Sarah London's Organic Facial Oil has won 187 five-star ratings from 199 reviews – a 94 per cent success rate, which is why it features prominently on the company's website and social channels.

By any measure, deployment of the Feefo platform has been a real success for By Sarah London. Lauren said: "Feefo helps us to build on our brand principles of bringing greater transparency, clarity and authenticity to skincare. Prospective customers can see the feedback from real, verified customers which further builds that positive feedback loop of trust.

"At By Sarah London we are about quality, transparency and trust, which is why Feefo works so well for us. That sense of connection it gives us informs much of what we do. We can connect with customers in a way many other legacy brands cannot."



The future

With new product launches coming this year, By Sarah London is looking forward to more honest reviews submitted by its loyal community.

"Listening to customers and taking the time to read their reviews, many of which are incredibly heartfelt and personal, will continue to be an important part of our business today and going forward," said Lauren.