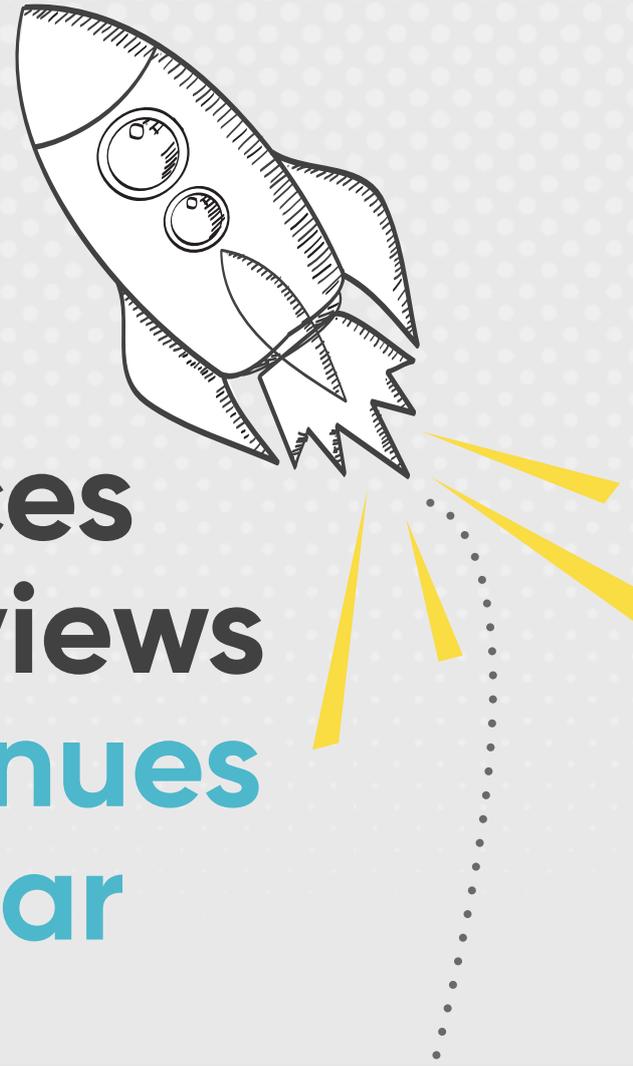




# Totality Services uses Feefo reviews to rocket revenues by 25% in a year



Providing blue-chip IT support to London's small-and-medium-sized businesses, Totality Services has grown its revenues 1,000% since it was founded in 2008.

It now serves more than 100 clients and 1,500 end-users in organisations operating in professional and legal services, architecture, property and the charity sector. Totality Services' wide-ranging expertise covers everything from purchasing and installing hardware, to full support and monitored data-backup.

## The challenge

With extensive experience of working for prestigious companies, Totality Services' senior management places heavy emphasis on customer satisfaction. The IT support industry in London is brutally competitive, which makes high search rankings and SEO optimisation a necessity.

To maximise competitive advantage, Totality Services wanted to use the testimony of clients so it could stand out far more prominently for the excellence of its services. Because the authentic opinions of real customers are the most persuasive voices in marketing, the new mechanism had to be totally trustworthy and work across all marketing channels, boosting SEO rankings.



## The solution

Totality Services had started using the Trustpilot reviews platform, but found it was incapable of integrating with the ticketing system for clients' service requests – a vital requirement.

A decision was then taken to adopt the Feefo review system, one of the primary reasons being ease of integration. It also helped that the Feefo brand was very well-known from TV advertising, increasing the likelihood of client feedback.

The system was installed without any intervention from staff at Totality Services and fully operational from June, 2018. At the conclusion of each assignment, the Feefo platform automatically sends an email to the client, requesting a review of the engineer who dealt with their request.

This leaves Totality Services staff free to concentrate on what they are good at – helping clients with hardware acquisition, digital strategies, cloud-adoption, data-migration, remote working, end-point management and cyber-security.

## The results

Since integrating the Feefo platform, Totality Services' revenues have increased by a remarkable 25% over the financial year, with the conversion rate from website visitors climbing to meet the target of 50%.

The company has garnered more than 600 reviews and an average star rating of 4.9 out of five, earning it a Feefo Gold Trusted Service Award in 2019. This stellar performance is highlighted on the company website and across all channels, broadcasting the company's excellence to multiple audiences.

High Feefo ratings and the Gold award have also boosted Totality Services' position in online searches, which is essential when so much

business comes through Google. In addition, Feefo has helped transform SEO optimisation throughout the Totality Services website, ensuring high rankings.

Luis Navarro, co-founder and sales director at Totality Services, knows the value of Feefo's review platform to his business. **"We are growing our revenues largely because Feefo is so brilliant at using the voices of our customers to let London know about the quality and expertise we provide,"** he said.

**"Trustpilot did not have the ability to integrate with our ticketing system, and for us that was a fundamental requirement. Feefo was just so easy to implement and customise, and it comes with a high degree of automation. The overall package and capabilities proved to be the deciding factors. Now we are ranking higher in searches and generating more leads,"** added Navarro.



Totality Services has seen such fast results from its Feefo implementation it is looking forward to more reviews and further growth, building on its Gold Trusted Service Award status.

**"It's massively important to us that we stand out from the competition and Feefo ticks all the boxes,"** added Navarro. **"Nothing is as convincing as the recommendation of a fellow customer we trust. Such high Feefo review ratings are proof of the consistency of what we do for every one of our clients. Using Feefo is one of the best things we have done."**

