

Three incentive packages ideally tailored to you

	START	PRO	PREMIUM
Collect and analyse your customers' ratings and reviews - optimise your margins!			
Number of reviews per month	unlimited	unlimited	unlimited
Collect customer reviews via email/rating form	✓	✓	✓
Check customer reviews for trustworthiness	✓	✓	✓
Comment on customer reviews	✓	✓	✓
Veto customer reviews	✓	✓	✓
Customer rating statistics	✓	✓	✓
Customer review analyses	--	✓	✓
Login and user administration	1 user	unlimited	unlimited
Customer review form with logo	--	✓	✓
Calculate reliability index	--	--	✓
Promote your shop with your customer reviews - increase conversion, boost your sales!			
Display customer rating application in your shop	✓	✓	✓
Daily updates of the rating application	✓	✓	✓
Trust at first sight - stars, average rating and mark ("excellent")	--	✓	✓
Configurable reviews via RSS-feed/API	--	--	✓
Detailed retailer profile page with information for your customers!			
Summary page of customer reviews	✓	✓	✓
Customer rating application with stars and average rating	✓	✓	✓
Customer review listing	last 10	unlimited	unlimited
Detailed customer review (pos/neg; cost/delivery etc.)		✓	✓
Your company logo on summary page		✓	✓
Search engine optimized profile		✓	✓
Show reliability index		✓	✓
Create trust with seal of approval, legal compliance and money back guarantee!			
Arbitration by professional Trusted Shops team	--	✓	✓
Compliance manual with quality criteria and text modules	--	✓	✓
Audit of all quality criteria	--	--	✓
Detailed, individual report	--	--	✓
Use of the seal of approval following acceptance	--	--	✓
Verifiable certificate as a link in your shop	--	--	✓
Premium support provided by our certification department	--	--	✓
Buyer protection: money back guarantee for your customers	--	--	✓
Service and marketing benefits from Trusted Shops and partners			
Technical documentation	✓	✓	✓
Free email support	--	✓	✓
Price advantages from a number of partners	--	✓	✓
Online press release + PR work	--	--	✓

Package-specific services in detail

Collect and analyse your customers' ratings and reviews - optimise your margins!

Number of reviews per month

We permit an unlimited number of reviews! This is important to ensure that you receive the maximum level of feedback and opinions.

Collect customer reviews via email/rating form

We provide you with the best templates for invitations to customers to submit their reviews. You can integrate these invitations into existing forms and emails. The customer reviews obtained are based on four criteria (website, delivery, merchandise, customer service) along with customer remarks.

Check customer reviews for trustworthiness

Whenever new reviews are received, a notification is sent to you and you can then confirm the reviews.

Comment on customer reviews

You may comment on customer reviews that may call for some explanation. This is a good opportunity to respond to remarks and criticism, demonstrating your openness. It also permits you to increase customer satisfaction and turn dissatisfied customers into returning customers.

Veto customer reviews

You may veto customer reviews that are unjust at any time. We enlist proven methods to investigate the circumstances and mediate the settlement of any disputes.

Customer rating statistics

View statistics about customer feedback in your personal Trusted Shops member area.

Customer review analyses

In your Trusted Shops member area you can find detailed reports about what your customers say.

Login and user administration

You and your employees can analyse and edit reviews in your secure and personal login area. This control centre provides you with a quick overview of all existing and new reviews at all times. Create additional user accounts for other employees responsible for analysing or responding to reviews received.

Customer review form with logo

To create an even stronger tie to your shop, we feature your shop logo on your individual customer review form.

Calculate reliability index

For Trusted Shops members, the reliability index is automatically calculated based on the transactions confirmed to date. This measure of reliability complements the customer reviews and provides further assistance in creating trust.

Promote your shop with your customer reviews - increase conversion, boost your sales!

Display customer rating application in your shop

70 percent of all online shoppers trust customer reviews and use them as a source of information (Nielsen Research 2009). As soon as you have received 60 ratings, the composite mark will be displayed directly in your shop. The dynamic application developed for this purpose saves you the effort of making the calculations whilst presenting your current rating at all times, along with a changing positive remark. This makes customer satisfaction visible – finally!

Daily updates of the rating application

The easily integrated application is updated once a day and automatically added to your shop. No further effort is required once you have integrated the application into your shop.

Trust at first sight - stars, average rating and mark ("excellent")

The Trusted Shops application for your shop displays stars, an average rating and a written mark, e.g. "excellent".

Configurable reviews via RSS-feed/API

Via the Trusted Shops review API, we deliver the reviews so you can integrate them in your shop application or publish them on Twitter!

Detailed retailer profile page with information for your customers!

Summary page of customer reviews

We create your individual summary page of customer reviews.

Customer rating application with stars and average rating

The application is similar to the application you display in your shop, depending on the package you choose.

Customer review listing

Customer reviews will be listed on your profile page.

Detailed customer review (pos/neg; cost/delivery etc.)

Detailed customer feedback regarding cost or delivery is crucial for monitoring and is a key benefit for your Trusted Shops customer reviews.

Your company logo on summary page

To create an even stronger tie to your shop, we feature your shop logo on your individual summary page of customer reviews.

Search engine optimized profile

The profile and your reviews will be found and displayed in search engines such as Google and aggregated listings such as Google base.

Show reliability index

The reliability index is a combined rating from customer ratings and Trusted Shops compliance.

Create trust with seal of approval, legal compliance and money back guarantee!

Arbitration by professional Trusted Shops team

Where disputes between consumers and online shops arise, Trusted Shops' Legal Team of Excellence acts as a go-between. Our successful mediation and dispute settlement procedure is supported by the European Commission thanks to its practicality and cost efficiency. Going to court has not been necessary in any of the disputes dealt with by Trusted Shops because our mediation has always resulted in an amicable solution for all parties.

Compliance manual with quality criteria and text modules

The Trusted Shops Compliance Manual - a catalogue of specifications - is continuously improved and amended by our Legal Team of Excellence to incorporate the latest developments in jurisprudence and consumer protection

Audit of all quality criteria

Your shop will be audited to check its compliance with the Trusted Shops quality criteria, which are based on current recommendations by consumer protection associations and on statutory regulations. This catalogue of specifications is continuously improved and amended to incorporate the latest developments in jurisprudence and consumer protection. The Trusted Shops quality criteria are based on national and European guidelines relevant to online shopping

Detailed, individual report

As part of the accreditation process, Trusted Shops compiles an individual audit report with over 100 criteria based on the Trusted Shops quality criteria. The audit report advises to what extent, from the point of view of Trusted Shops, your online presence complies with the Trusted Shops quality criteria and where there is room for improvement. Each point is clearly explained and advice is given so that you can correct errors yourself and increase trust in your shop. For you that means: real practical help from experts and understandable advice to enable you to develop an internet presence that people have confidence in.

Use of the seal of approval following acceptance

The Trusted Shops Seal of Approval enables you to present yourself as a secure and audited online shop and to gain even sceptical online shoppers' trust who can then enjoy an all-round secure package provided by a combination of the Seal of Approval and Guarantee & Service.

Verifiable certificate as a link in your shop

If a visitor to your online shop clicks on the Trusted Shops Seal of Approval, confirmation will be sent that the certificate is genuine as well as further information about the services provided by Trusted Shops via a secure online link (SSL). Your visitor is therefore convinced prior to purchase that your online shop is reliable and secure.

Premium support provided by our certification department

In addition to the standard level of email support provided during accreditation, our Accreditation Team of Excellence can also be contacted directly by telephone to answer all your questions and to enable you to display the Trusted Shops Seal of Approval as quickly as possible.

Buyer protection: money back guarantee for your customers

Consumers can contact our experienced, multilingual service centre by email, telephone or online if they experience problems when ordering online and thus obtain support, e.g. in reversing transactions. In this way you can extend and optimise your service using an unbiased and cooperative resource.

Service and marketing benefits from Trusted Shops and partners

Technical documentation

Our technical documentation makes it easy to integrate the application in your shop.

Free email support

During accreditation, you can use our free-of-charge email support service to submit questions to our Accreditation Team of Excellence.

Price advantages from a number of partners

Benefit from valuable packages from our partners such as hosting providers, shop software providers and payment providers in the UK!

Online press release + PR work

Trusted Shops is represented at all important eCommerce events in the UK. We do steady and thorough PR work with a PR agency as well as in social media such as blogs, Twitter, Facebook and so on - join us!