

CASE STUDY – TOTAL ENERGIES

**How did Total Energies
increase its SEO traffic by
40% with the help of
customer reviews?**



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The Client



Total Energies is a French supplier and producer of electricity and gas.

Present on the market since 2003, it is the **leading alternative energy supplier** in France.

But the company's impressive track record doesn't end there. They have also been awarded Best energy supplier (Selectra Award - 2018-2019-2020), No. 1 in online customer relations (Qualiweb Trophy-2018-2019-2020), and Customer Excellence award (2019-2020)

All of these distinctions have one thing in common: they demonstrate the importance placed on customer culture.

Since 2015, the collection of online reviews is one of the levers for developing their award winning customer culture. In June 2020, the company was ready for a change of their third party review collection partner and decided to partner with Verified Reviews by Skeepers.

It has been about a year since we took over and the results are in!



**INDUSTRY**

Energy

**WEBSITE**

Totalenergies.com

**CLIENT SINCE**

June 2020

**PRODUCTS**

Website Reviews

**Thierry MOUSSU**

Customer Experience Innovation Manager

“We chose Verified Reviews by Skeepers based on their reputation, the availability of the team, and their intent focus on our needs. The solution has been stable and reliable since June 2020 and our SEO and conversion indicators have been on the rise thanks to customer reviews.”



Challenges



Optimize SEO and conversion through the **voice of the customer**

In June 2020, when the company decided to trust our solution, various changes were put in place:

- Abandon the standard long questionnaire to increase the completion rate.
- Instead implement 2 shorter questionnaires, which make it possible to collect customer reviews at different stages of the customer journey. These questionnaires are sent during the onboarding of the customer and his contract, and a great novelty, the day after the subscription.



Challenges



Collect reviews at **different points** in the post-purchase journey

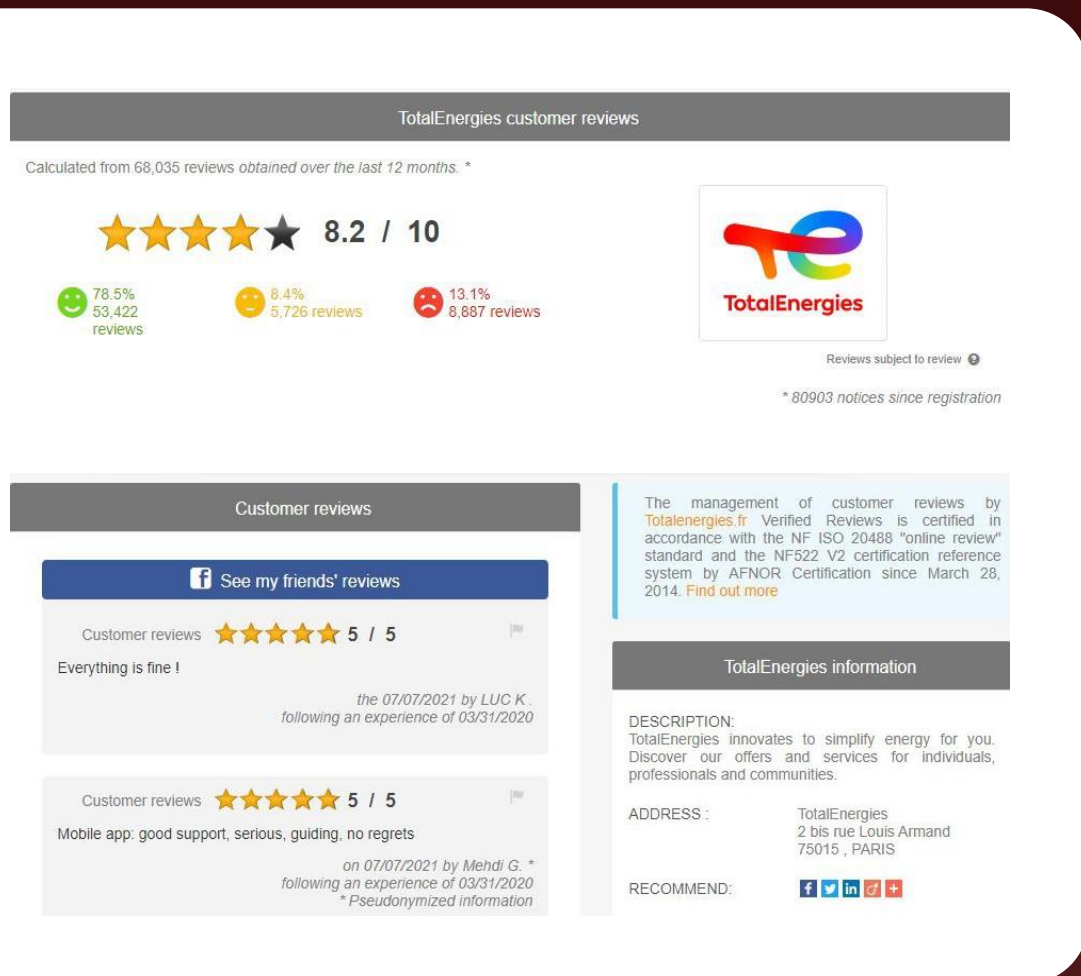
"With Verified Reviews by Skeepers, the duplication of questionnaires and the reduction in length allowed us to multiply the volume of reviews collected by 10! This new post-subscription solicitation now represents two-thirds of the reviews received."

In just a few months, the company entered a virtuous circle. By switching to 2 separate questionnaires, the volume of reviews collected has increased considerably. This increase had a positive impact on the visibility of the company, by boosting its organic ranking. Thanks to better SEO, conversions have improved. These results have shown an increase in customer knowledge and satisfaction, and it's all thanks to the Verified Reviews by Skeepers all-in-one solution.



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Solutions



Customer reviews reassure customers

“The Verified Reviews by Skeepers solution enables Total Energies to collect, manage and disseminate customer reviews post-subscription and “during their lifetime”.

Reviews are then posted on Google, on the company's review certificate (via the Verified Reviews page), but also on the company's website!

In the “Why choose us?” Part of the site, a complete section is devoted to customer reviews. These are vectors of reassurance for Internet users, throughout their customer journey. Positive and negative opinions and concrete explanations are disseminated by the company, to better detail their customer-centric approach.



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Solutions

TotalEnergies customer reviews

Calculated from 68,035 reviews obtained over the last 12 months. *

★★★★★ 8.2 / 10

78.5%
53,422
reviews

8.4%
5,726 reviews

13.1%
8,687 reviews



Reviews subject to review ⓘ

* 80903 notices since registration

Customer reviews

f See my friends' reviews

Customer reviews ★★★★★ 5 / 5

Everything is fine !

the 07/07/2021 by LUC K.
following an experience of 03/31/2020

Customer reviews ★★★★★ 5 / 5

Mobile app: good support, serious, guiding, no regrets

on 07/07/2021 by Mehdi G. *
following an experience of 03/31/2020
* Pseudonymized information

The management of customer reviews by [Totalenergies.fr](#) Verified Reviews is certified in accordance with the NF ISO 20488 "online review" standard and the NF522 V2 certification reference system by AFNOR Certification since March 28, 2014. [Find out more](#)

TotalEnergies information

DESCRIPTION:

TotalEnergies innovates to simplify energy for you. Discover our offers and services for individuals, professionals and communities.

ADDRESS :

TotalEnergies
2 bis rue Louis Armand
75015 , PARIS

RECOMMEND :



+8

Crossing points in the tunnel when the notices are at the top of the offer page



Results

+25%

Number of SEO positions

This is the improvement in the number of SEO positions in the top 3 Google results. From the first months of use the results were immediate.

+40%

Increase of SEO traffic

This number indicates the increase in SEO traffic. The result goes hand in hand with the improvement of positioning in the SERP and with the increase in the reviews collected.



Results

+1.2%

Increase in CTR

This is the **increase in CTR** (click-through rate) seen on SEO ads using Verified Reviews by Skeepers stars. When a user discovers the opinions of their peers on a company, their chances of clicking on the company site increase!

+40%

Increase in SEO traffic

This is the **increase in the conversion rate** that occurred between May and June 2020, thanks to customer reviews. The excellent feedback collected by Total Energies (over 77% positive reviews) strongly contributes to the subscription increases and therefore to the conversion rate.



Review Management

Customer culture is at the heart of the company

At Total Energies, all departments take part in spreading customer culture.

To achieve this, the organization is as follows:

- **Every review less than 2/5 stars is subject to systematic moderation.**

The review is read, a response is provided to the customer, and they will even be reached by phone to discuss the issue. Two teams are responsible for internal moderation: the “Acquisition” service for post-subscription reviews and the “Customer Relations” service for “during the life of the contract” reviews.



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- **The reviews processed are then fed back to weekly exchange points.**

A meeting allows teams to analyze customer reviews in order to understand recurring problems and implement solutions. This continuous improvement process is also continuing in a paperless fashion, by sending published notices to more than 35 people every week.

- **In early 2020, a Customer Experience department was created.**

A dedicated team is in charge of in-depth analysis of all customer feedback, including reviews collected with Verified Reviews by Sweepers, to make the best use of these and to effectively resonate the Voice of the Customer!



The Next Steps

3 main stages to continuously improve the customer experience

The three steps to continue to resonate Customer Voice are as follows:

- 1. Use customer reviews in the sales funnel and on specific landing pages.**

For example, the company would like to be able to recommend to Internet users feedback from customers from the same geographic area.. “Local” reviews may soon appear as an option!



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2. Promote moderation of reviews from 3/5 stars.

Satisfied customers can then in turn receive a personalized response. The idea is no longer to intervene only with detractors ... but also with promoters!

3. Professionalize the response made to reviews.

The idea is to standardize the corporate voice by defining a language charter. New online instructions with the relationship promise of Total Energies will soon be shared with all stakeholders in customer relations.





Verified
Reviews

by  Skeepers

Every Opinion Matters

[Book a Demo](#)

