

Turning bad reviews into good: How Ownit Broadband uses Trustpilot’s Freshworks integration



Company:
Ownit Broadband AB

Industry:
Telecommunications

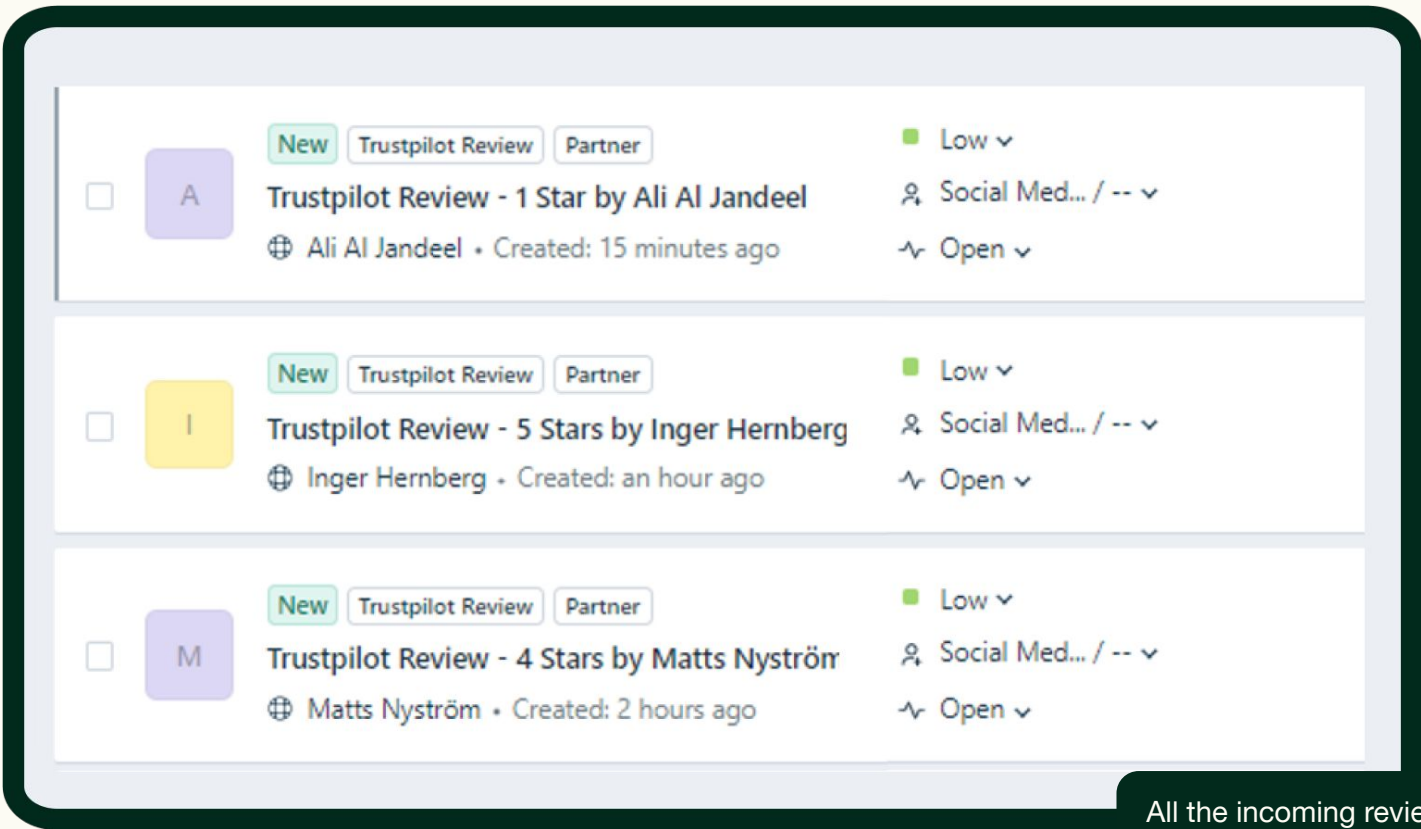
Website:
<https://www.ownit.se/>

Company size:
>100

Region:
Sweden



Ownit Broadband aims to stand out by providing its growing list of 175,000+ customers with fast, frictionless service. They use Trustpilot to capture and highlight customer feedback and use Freshdesk from Freshworks as their go-to helpdesk solution. By integrating the two platforms, Ownit Broadband responds to reviews, handles support requests, and engages customers from one platform.



All the incoming reviews are created as cases

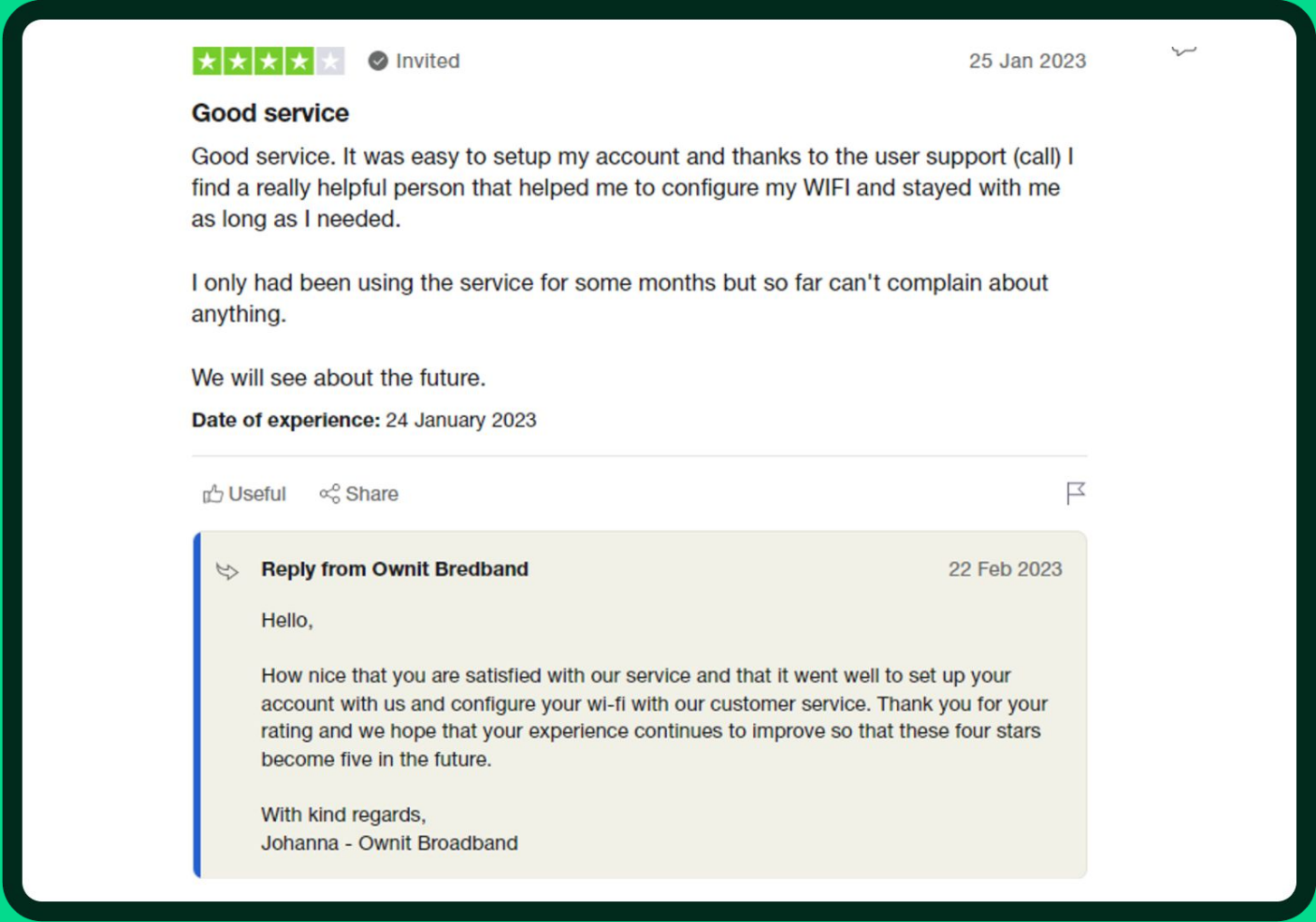
Using the integration

Ownit Broadband’s Trustpilot reviews appear as cases in Freshdesk. New cases alert the service department so the team can deliver quick and effective responses. They classify each case by the review rating and summary, enabling them to learn from reviews and improve their procedures and processes.

Our [research](#) shows that 64% of consumers prefer to buy from a business that's responsive over one that seems superficially perfect. Learn more about Trustpilot's Freshworks integration [here](#) to find out how your business can easily manage and respond to reviews too.

“For us, the Trustpilot integration with Freshdesk is significant because we need to know what our customers think about us year-round. It's also important for our customer service team to have the ability to respond directly from Freshdesk.”

Kadir Kaya
Digital and SoMe Specialist



The results

Thanks to the integration's ease of use, Ownit Broadband is able to respond to new reviews quickly and effectively. This has a real impact on the customer experience and even Ownit Broadband's reputation.

In fact, some reviewers even update their negative rating to positive after Ownit Broadband responds with a resolution. By classifying their Trustpilot reviews in Freshdesk, Ownit Broadband uncovers underlying issues and identifies opportunities for improvement. By acting on customer feedback to improve their service, Ownit Broadband builds happier customers.

Having a better understanding of our reputation and what our customers think about us is extremely important to us in adapting to our customers' viewpoints and feedback.

Kadir Kaya
Digital and SoMe Specialist