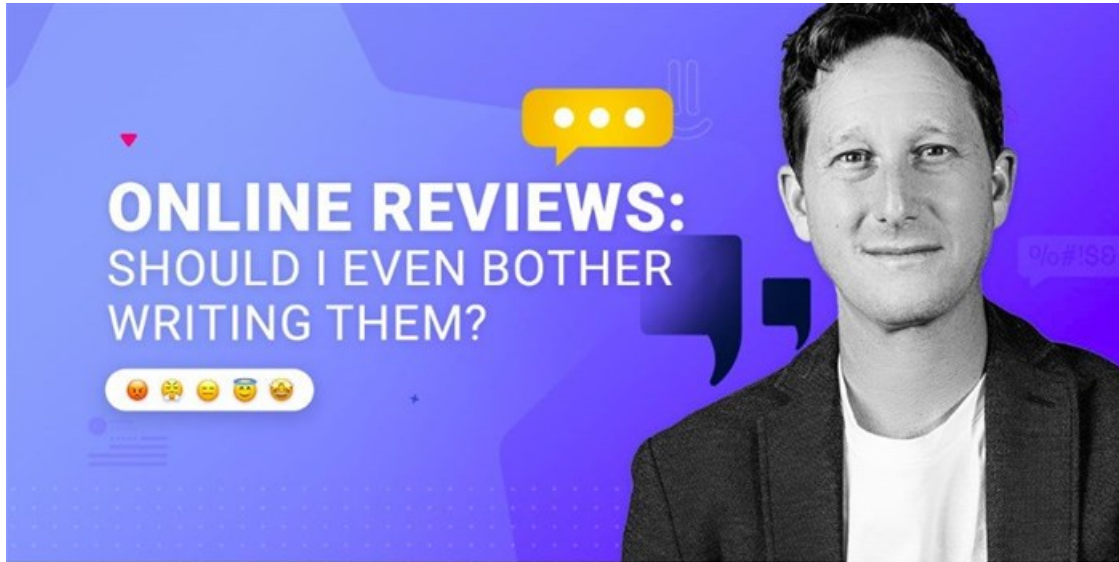


# Why should I even bother writing reviews?

Issued by [Hellopeter](#)

12 Oct 2023

In today's fast-paced digital world, consumers have no shortage of options when making purchasing decisions. For this reason, many people will consult online customer reviews when choosing where to spend their money to avoid disappointment.



Beyond just being a collection of opinions, these customer reviews can shape purchasing decisions, build brand loyalty, and transform how businesses engage with their audience.

Regardless, many still think: 'Why should I even bother writing reviews?' Your review can seem like a little ripple in a vast ocean, especially when so many people are putting their voices out daily.

However, the reality is that reviews are shaping the consumer landscape in South Africa more than ever before.

## Other consumers trust your experiences

The power to equip consumers to make the best decisions is at the heart of review writing. When we take the time to share our experiences with a product or service, we provide potential buyers with invaluable first-hand insights by offering them a transparent window into real experiences.

In fact, unlike traditional marketing campaigns, consumer reviews carry a unique element of authenticity that resonates with today's discerning customers. This is why over [90%](#) of consumers use online reviews to inform their buying decisions, and [68%](#) of people form opinions about companies after reading between one and six online reviews.

"Online reviews and the buyer journey are more important than ever. Whereas word of mouth used to be the most powerful form of marketing, it's even more effective today. And anything a consumer says in the digital landscape has a far-reaching impact," says Alon Rom, CEO of [Hellopeter](#).

## Your review helps inspire trust in a business

Trust is the cornerstone of any successful [business-consumer relationship](#), and potential buyers are more likely to rely on a business that publically showcases customer feedback, resolves issues, responds to reviews, and is open to suggestions.

Since people trust consumer product reviews almost [12 times](#) more than the manufacturers' descriptions, positive reviews carry great power in instilling confidence in potential customers. On the other hand, negative reviews push businesses to improve and show they care about customer satisfaction.



### You're a voice for continuous improvement

Hellopeter has come a long way since being known only as a space where people come to complain. However, although it has become a more balanced platform with over 50% positive reviews, its core purpose of being a place where customers can voice their opinions still holds strong.

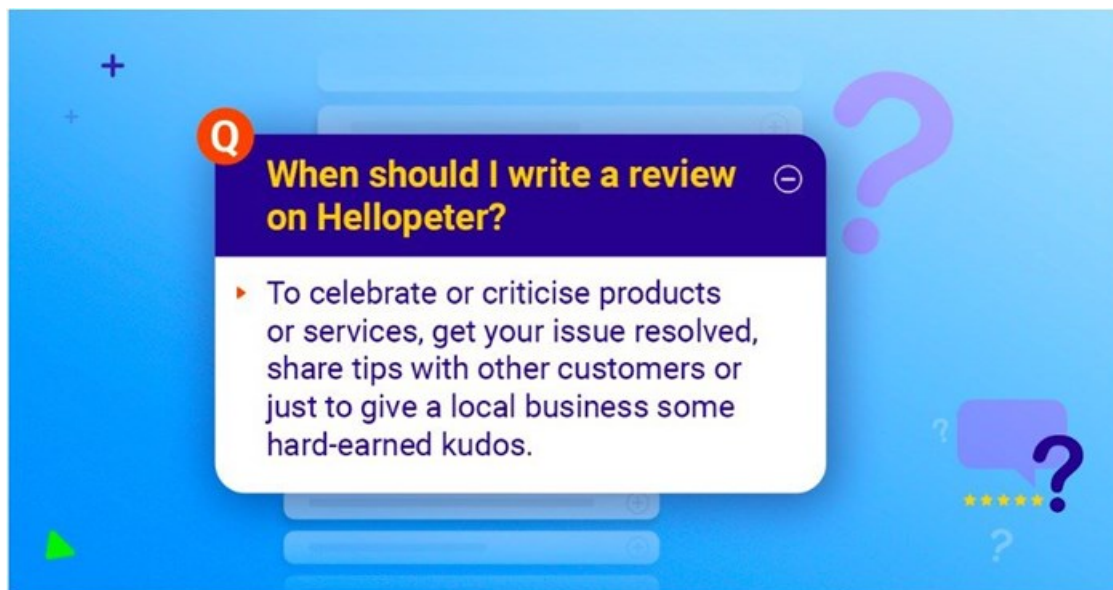


For innovative companies, this type of feedback is key to continuous growth and improvement. When we share our thoughts, businesses get [valuable insights](#) that can help them improve products, streamline processes, and enhance service delivery. This, in turn, helps them stay ahead of the competition and remain responsive to the market's changing demands.

### Your feedback has a far-reaching impact

In the era of social media, a single review can have a domino effect, shaping perceptions and swaying decisions on a larger scale. By [writing reviews](#), we actively participate in the dynamic world of social influence, using our voices to drive market trends.

It can be a rewarding experience, potentially influencing the market and encouraging businesses to excel in customer satisfaction. Imagine suggesting your ideas to a business and getting a reply from the company saying they've implemented your feedback!

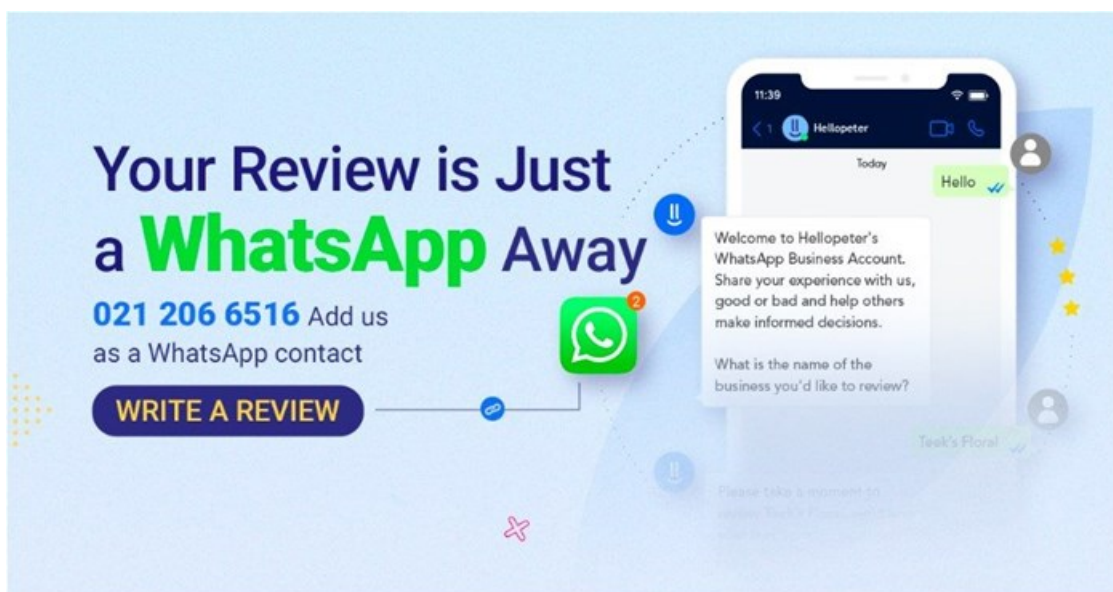


### Write your review and inspire positive change

Year after year, research continues to show consumer reviews' immense impact in influencing consumers' decisions and inspiring positive change in businesses. So, the next time you wonder, "Why should I even bother writing reviews?" remember that your voice matters and the impact of your words can extend far beyond your own purchase.

Embrace the opportunity to make a difference and help shape a consumer landscape that values informed decisions and fosters trust between businesses and customers. Together, let's pave the way for a more accountable, customer-centric marketplace.

[Click here](#) or simply send 'hi' to 021 206 6515 on WhatsApp to write your review now.



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