

# Brightpearl

by Sage

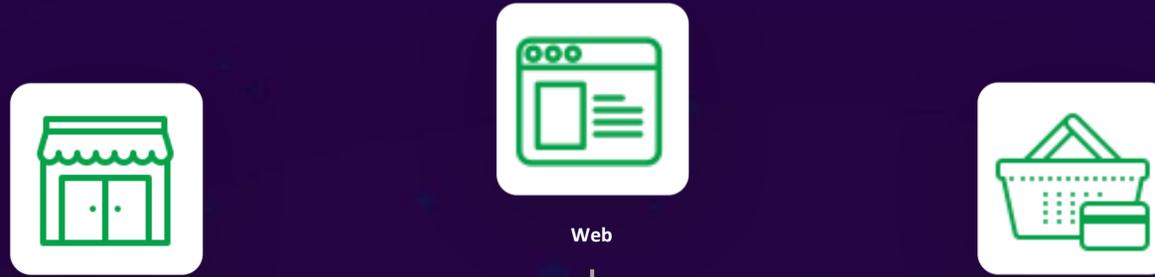
## **Nailing down customer loyalty after the buy button**



Allie Kern  
Partner Manager

# Agenda

- About Brightpearl
- The cost of customer acquisition
- The impact of reviews on your business
- Where most merchants tend to go wrong
- How Nooz Optics went from 1 star to over 4 on Trustpilot
- Takeaways



Bricks & Mortar

Web

Marketplaces



**Brightpearl**

- Order Management
- Automation in the Business
- Advanced Fulfillment
- Real Time Trading Data
- Replenishment and Purchasing
- Real time accounting



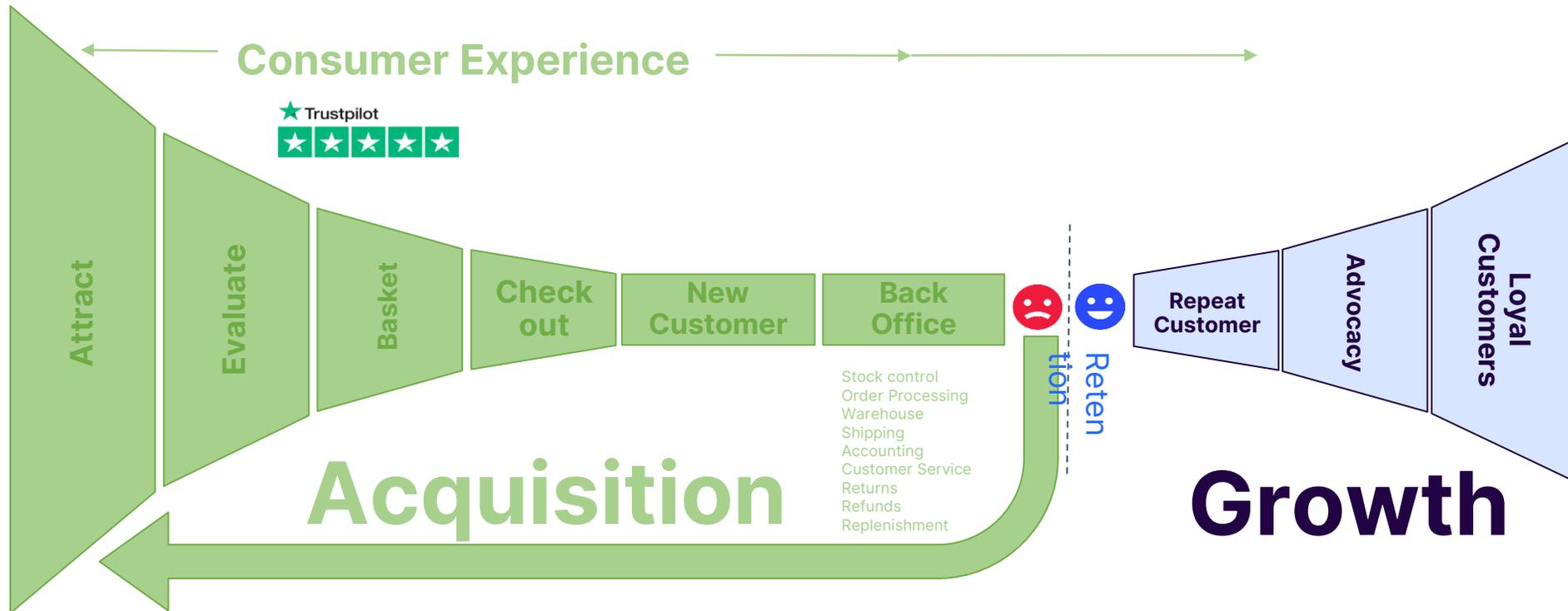
BI Tools



WMS and/or 3PL



Custom Apps



“77% of all negative feedback is not due to the **products**, but the **service** as a direct result of operational issues”

Source: Rise of the Review Culture, Brightpearl & Trustpilot

# Shoppers tell us...

92%

Of shoppers

Say ratings are important to their **buying decision**

95%

Of shoppers

**Read online reviews** before making an online purchase

89%

Of shoppers

Stop doing business with a brand after just **one bad experience**

# NOOZ<sup>®</sup>

## OPTICS

“Our **processes were very fragmented** and it was becoming really problematic, There was a complete **lack of consistency** – one person might use a specific spreadsheet or method to get a task done, but the person sitting next to them had a completely different approach. When we hired new people, it was really difficult to show them what to do.”

*-Co-founder Antoine Doolaeghe*

# **Nooz Optics Zooms in on International Domination After Joining Brightpearl**



“Brightpearl is like a central brain that keeps everything **streamlined**. We can **easily control the data** that flows into our business and use it to our advantage.

*-Co-founder Antoine Doolaeghe*



## Nooz Optics

Reviews 6,448 • Excellent



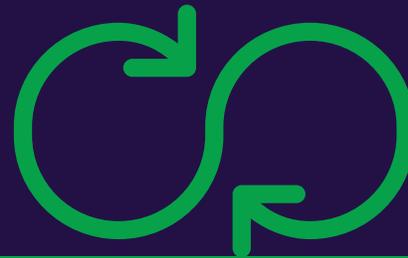
4.3 ⓘ

✓ VERIFIED COMPANY

# Summary



**Adapt** your business to meet trends and be agile



**Implement** the changes across the business



**Consider** what technology is available to help



QUESTIONS?

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