



How Mizuno USA Gains Insights from Customer-Generated Content to Enhance the Customer Journey

A case study on Customer Content Management and Influencer Content Acceleration.

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About the Company

Mizuno USA, a global sporting goods company, offers high-performance equipment, apparel and footwear for a wide range of sports, including golf, baseball, running and more. With hundreds of products aimed toward a diverse audience of sporting enthusiasts, it's important for Mizuno to provide new and existing customers with the information they need to make an informed purchasing decision.



The Opportunity

Recognizing the need to facilitate the customer journey with authentic content, Mizuno partnered with PowerReviews to gather content and insights at scale. Since 2016, Mizuno has leveraged PowerReviews to reach new audiences, make critical improvements to their product and services, and increase consumer confidence.

Highlights

The company:

Mizuno USA

Industry:

Sporting Goods

Challenge:

Improve the customer journey and the portrayal of products.

Solution:

Incorporate the voice of the customer by increasing review collection and coverage.

Amplifying Visibility & Reach With Customer Content

As Mizuno develops and launches new products into a competitive market, capturing the authentic customer voice is critical to success.



“Our consumers are always looking for honest feedback and opinions on our products,” said Whitney Conner, Director of Customer Support at Mizuno USA. “When we prepare for a launch, it’s essential for us to ensure that reviews are displayed alongside the product, so we can add social proof and build credibility.”

With PowerReviews, Mizuno quickly gathers authentic reviews to ensure the product pages showcase the customer-generated content prior to launch, allowing shoppers to make confident purchasing decisions on new products.

At a recent tradeshow, Mizuno unveiled a new shoe concept and allowed participants to test the product and provide feedback. Leveraging an engaged audience, the team used PowerReviews to gather their comments during the event, **collecting over 150 reviews before the product even launched**. By collecting authentic feedback before launch, Mizuno is able to maximize the impact of their product as soon as it enters the market.

“Reviews are critical for our product launches. Whether a product is in its early stages or in need of enhanced visibility in the market, PowerReviews’ collection capabilities ensure that the reviews are always available, ready for consumers who are looking for product feedback.”

WHITNEY CONNER

DIRECTOR OF CUSTOMER SUPPORT, MIZUNO USA

Big Wins Through Syndication

Mizuno has not only been able to gather content at scale; they've also reached new audiences across more brand sites and retailers, setting them apart from the competition.

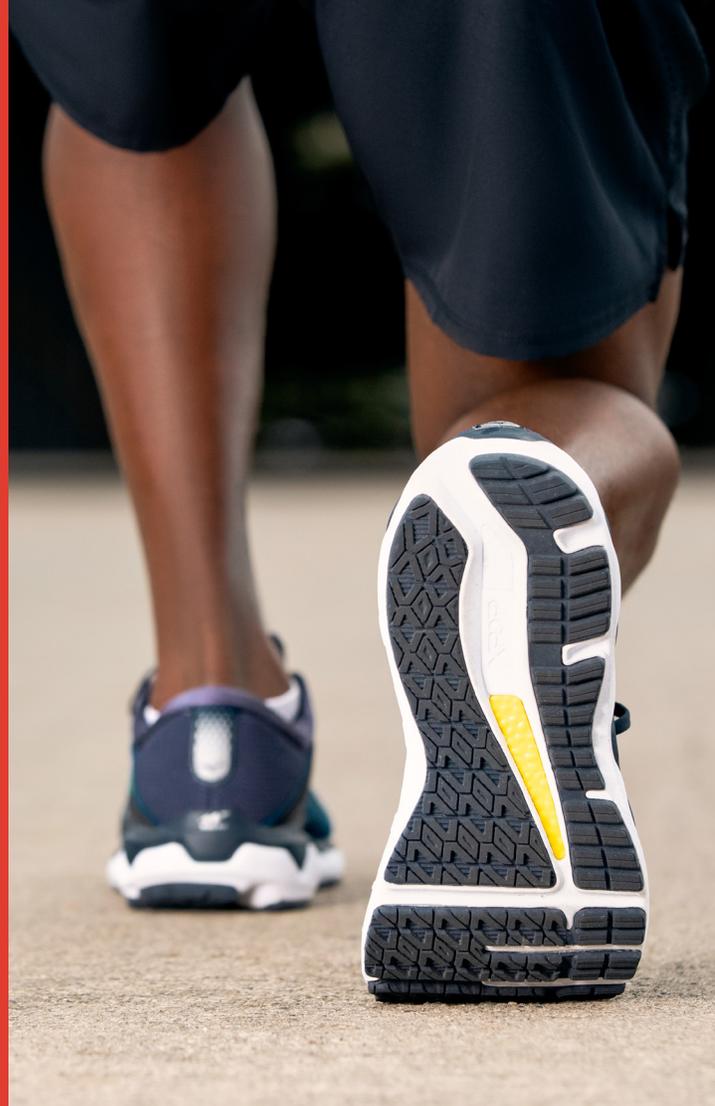
Since partnering with PowerReviews, Mizuno **increased syndicated reviews by 89%**, expanding their reach and visibility across all sales channels.

"The ability to syndicate reviews across a wide range of retailers helps us reach more customers than ever. This is vital to increasing consumer confidence in their purchasing journey," explained Conner.



Gathering Insights to Drive Customer Engagement

By harnessing PowerReviews' collection capabilities, Mizuno benefits from the breadth and depth of feedback shared within their customer content. The rich consumer insights available from reviews allows Mizuno to implement critical product improvements.



For example, a key opportunity emerged when their own product reviews revealed a trend of order-related questions, such as how to follow up if the product doesn't arrive or how to make a return.

Using PowerReviews analytics, the Mizuno team easily tracks customer feedback concerns. Their customer sentiment data provides valuable insights on how to improve their service policies—such as their return policy—to streamline communications between the consumer and the brand.

“The insights available from consumer feedback allows our team to identify and leverage key learnings on how to provide customers with the information they need,” said Conner.



Powering the Journey

“The PowerReviews team is always proactive in helping us explore new ways to reach and connect with customers,” said Conner. “With their ease of use, fantastic support and valuable insights, PowerReviews has been critical in improving how we provide customers with the information they need to guide them through the purchasing journey.”

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