The Trueshopping Group Reveals its New Google Certified Shops

Thursday 31 October, 2013

The Trueshopping Group is pleased to announce that a host of its digital retail stores have obtained the status of a Certified Shop by Google. Online retailers proven to demonstrate reliant and efficient shipping, with a dedicated level of customer service are awarded the accreditation.

As the owner of multiple websites, the Trueshopping Group believes that transparency when shopping online is vital. Its stores achieve this by giving customers clear information at all times, whether it's about deals and promotions, customer feedback or the specifications of product. The aim is always to ensure of loyalty and confidence, which Google's accolade strongly compliments.

A Google Certified Shop is recognised by the badge on a store's website. The scheme, launched as Trusted Stores in the US, is being introduced in the UK this week.

The Trueshopping Group's flagship store, Trueshopping.co.uk, is just one of the corporation's brands to become a Certified Shop. Following in the success of other USA companies to have participated in the program, the Group expects to see healthy uplifts in conversions.

Alongside customer support systems Trustpilot and nanoRep, which the company are currently using, it is hoped that the scheme will enhance the public's shopping experiences further.

Commenting on the collaboration with Google Certified Shops, Peter Lilley, Director at the Trueshopping Group, said:

"We are very excited to be a part of the Google Certified Stores programme. The Trueshopping Group has always been extremely proud of our service offering, and being a part of this programme will further enhance the trust relationship we have with our customers. Customer expectations when buying online have developed significantly in recent years and being part of the Google Certified Stores programme will reassure our customers that we are not only capable of meeting their expectations, in terms of prompt delivery and high quality customer service, but can hopefully exceed them."

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