

From: The Trustpilot Team <info@marketing.trustpilotinfo.com>
To: "Brodies@REDACTED.email" <Brodies@REDACTED.email>
Subject: See how putting feedback at the forefront can help your business
Date: Sat, 23 Nov 2024 22:00:50 +1100

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Here's how this Trustpilot customer struck a chord with its customers



Hi Legionkillfeed@outlook.com,

[hmv](#), started with a TrustScore of 1.5 before they began their journey with Trustpilot to put their customer experience at the center of their business.

By teaming up with their Customer Success Manager and using invitations API to automatically send review invites after purchases, they reached more customers and boosted their TrustScore to a 4.6 star-rating.

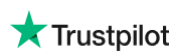
What's just as important is how they've used this in their strategy. hmv loves hearing from customers both in-store and online by checking Trustpilot reviews weekly to keep improving. Plus, they reply to **every review single review**—giving thanks for the good ones and offering help for the not-so-good ones, helping them get a better view of what they need to improve on. Read the full story [here](#).

Want to seize the opportunity hmv did? Start responding to your reviews today.

Respond to your reviews

All the best,
The Trustpilot Team

We are rated **4.4** out of **5**



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