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PRESS RELEASE

**BILT Partners with Bazaarvoice to Syndicate Reviews**

3D Assembly App Increases Ratings & User Generated Content

Grapevine, TX, March 1, 2021 – BILT Incorporated announced today an integration with Bazaarvoice, the leading provider of product reviews and user-generated content (UGC) solutions.  The partnership will enable mutual customers to seamlessly syndicate user ratings and reviews captured in the 3D BILT app to more than 1,750 retail sites globally in the Bazaarvoice Network.  This data will help consumers in more than 200 countries make more informed purchase decisions on millions of products.

According to the recently released [Bazaarvoice Shopper Experience Index](https://www.bazaarvoice.com/resources/shopper-experience-index-2021/), more than 75% of American consumers surveyed say they always read reviews while researching products online.  [Inc.com](https://www.inc.com/) reports that [84% of people trust online reviews](https://www.inc.com/craig-bloem/84-percent-of-people-trust-online-reviews-as-much-.html) as much as a recommendation from a friend.  Nine out of ten consumers say online reviews influence their purchase decisions and set expectations for their customer experience.  Studies show consumers trust reviews more than advertising, celebrity endorsements, or marketing materials.

“Consumers are most likely to talk about a brand by name within eight hours of opening the box,” says BILT CEO Nate Henderson.  “So the out-of-the-box experience matters more than most other touchpoints on the customer journey.  It’s a socially sensitive time.  If you can wow your customers and help them feel welcome and smart, that’s when they’re most likely to tell their friends about their purchase and mention your brand by name.”

BILT provides official 3D instructions for some of the world’s best-known brands.  With voice and text prompts, the free BILT app guides consumers through product assembly and installation with self-paced steps.  Users can rotate 3D images 360º or zoom in to see intricate detail.  When set up is complete, BILT asks users for a rating and gives them an opportunity to write a product review.

“Whether they have a great set-up experience or a terrible one, consumers are telling their friends and writing reviews,” says BILT Director of Marketing Angela Meek.  “Assembling with BILT can increase ratings by up to two stars compared to using a paper manual, so brands want those BILT reviews syndicated to the brand and retailer websites quickly.  Our clients asked for this integration and we listened.   Bazaarvoice is going to amplify the reviews gathered in BILT, including those positive voices.”

Brands that provide a superior customer experience with the BILT app turn the product set up (typically a stumbling block) into a [competitive advantage](https://biltapp.com/news/how-to-use-assembly-required-to-your-advantage/).  Brand promoters respond by telling their friends.  Best of all, these loyal customers are willing to put their money where their mouth is; [86% of consumers say they’re willing to pay more](https://www.superoffice.com/blog/customer-experience-statistics/) for a great customer experience.

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**About BILT:**    
The award-winning BILT app provides official 3D Intelligent Instructions® for some of the world’s best-known brands.  BILT guides users with voice, text, and image prompts, eliminating frustration caused by paper manuals and product videos.  BILT includes tools required, parts included and allows instant step replay.  Users can zoom in and rotate images to increase clarity.  BILT has proven to increase Net Promoter Scores (NPS), star ratings, product registrations, and brand loyalty while reducing returns, calls to customer support, set-up time, and errors.  BILT empowers brands with analytics on each product and revolutionizes the way companies connect to their consumers.  BILT is based in Grapevine, Texas.  Download the free BILT app on iOS or Android or go to [BILTapp.com](http://www.biltapp.com/) for details.

**About Bazaarvoice:**

Each month in the Bazaarvoice Network, more than a billion consumers create, view, and share authentic user-generated content including reviews, questions and answers, and social photos across more than 6,200 global brand and retailer websites.  From search and discovery to purchase and advocacy, Bazaarvoice’s solutions help brands and retailers reach in-market shoppers, personalize their experiences, and give them the confidence to buy.  Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices in North America, Europe, Asia, and Australia.  For more information, visit [Bazaarvoice.com.](https://www.bazaarvoice.com/)

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