

THE POWER OF PEER REVIEWS FOR ESTABLISHING TRUST WITHIN NEW GOVERNMENT VERTICALS



EXPANDING IN NEW VERTICALS

For over 40 years, Safeware has been equipping governments, police and fire departments, military and first responders with safety products and services. When the COVID-19 pandemic struck in 2020, it created additional demand for personal protective equipment across new government verticals and education customers in K12 and higher ed.

Working with public sector buyers can be challenging given the varying regulations across each state, city and county. Safeware needed a way to navigate the complexities of the SLED (state and local government and education) market and reach a new target audience that it had not historically worked with. Furthermore, it needed a way to build its reputation and establish trust with customers within these new verticals.

REFERRALS AND WORD-OF-MOUTH MATTER

Rick Bond, VP of Sales for Safeware, travels frequently for work, meeting with customers and attending industry tradeshows. During these trips, Rick regularly searches sites like Yelp or Tripadvisor for dining recommendations so when he first learned about Procurated, he immediately understood the opportunity to leverage the platform to spread the word from satisfied customers. He understood that Safeware is more likely to gain a potential customer's trust when the customer can easily access positive reviews and ratings from their peers who have worked with Safeware.

PROACTIVELY USING THE PRO PROFILE

Safeware wanted to make sure that it maximized its opportunity to get in front of government buyers on Procurated. Becoming a Pro Profile supplier allowed Safeware to put its best foot forward and add custom content to its profile page so that buyers searching on the platform could readily learn more about the company and what it has to offer.

Once Safeware finished building out its Pro Profile page, it focused on proactively sharing its page in a variety of channels. The Pro Profile page served as a valuable review gathering platform as well as a sales and marketing tool for Safeware. The company added its Procurated score and profile page link to its email signatures, it displayed table toppers with a QR code at industry tradeshow, and it ran a competition among its sales reps to encourage customers to submit reviews.

In a short amount of time, Safeware quadrupled the number of reviews it had on its page. Its overall rating also went up as more satisfied customers submitted reviews, and it climbed several positions on its category page since Procurated's search algorithm prioritizes suppliers with more reviews.

"Procurated is a great solution for companies who are proud of what they do and want to get their name out there and share their reputation. It also helps government buyers find the right choice."

Rick Bond
VP of Sales, Safeware



CONCLUSION

By leveraging its Pro Profile page as a valuable sales and marketing tool and actively growing its customer reviews, Safeware is now discovered more easily by the government and education buyers it is trying to reach.

At the end of the day Safeware takes customer satisfaction seriously, and it has developed a core customer base over the years, many of whom are eager to share about their positive experience with the company. Procurated was the exact solution that Safeware needed to be able to share that positive feedback with the government and education market in a meaningful way to amplify its solid reputation to new customers.

4x

of reviews

↑ 4.9

rating

↑ 6

positions in search
results