

## Our services

### 1. Membership plans

The offers are exclusively targeted at professionals.

The services are generally provided for one online presence (shop) owned by the member, under one domain, in one language version, and aimed at one specific target market. For the performance of services for further online presences (e.g. further language version, further domain), additional certificates must be acquired. All services are performed in the language of the specific target market which has been chosen.

### 2. Additional options

Would you like to profit a bit more from your Trusted Shops Membership? Then book our optional additional packages. Each package can be individually booked for one online presence (shop) owned by the member, under one domain, in one language version, and aimed at one specific target market. The availability of each optional additional package depends on the target market of the online presence for which the additional package is being booked. All available options for your online presence can be seen in the Trusted Shops Online System and can be booked via the Upgrade Center.

### 3. Trustbadge®

The Trustbadge® ist the technology with which you can offer all your services to your customers in the same place. It is always within plain sight of your website visitors and shows, according to the scope of your membership package, your trustmark, your average review score, and your review stars. Moreover, you can offer the buyer guarantee as well as automatically collect reviews via this technology.

The easy to integrate dynamic Trustbadge® does the whole work for you, updates itself daily, and is easily applied in your shop. Thus, you have no more technicalities to bother about after the simple initial integration.

The client can open the Trustbadge® with one simple click to see your extensive review profile at Trusted Shops (average score, individual scores, number of reviews, client opinions).

### 4. Trusted Shops customer reviews

Verifiable positive ratings and customer reviews are an important indication of an online shop's trustworthiness for online shoppers.

The rating system provided in the agreed language includes the following functions:

- Online shop customers have the option of rating the shop using a form provided by Trusted Shops (hereinafter referred to as "rating").
- Rating stars on a scale of 1 to 5 can be awarded for each criterion, with 5 stars being the best rating.
- The ratings and customer reviews (jointly "ratings") can be viewed by you and the Trusted Shops employees in a secure area of the online system for a period of 12 months.

#### Review profile

Your customers reviews can be seen on your Trusted Shops review profile. The review profile contains your customer reviews as well as a summary of the ratings submitted in the last 12 months.

An overall rating is calculated from all the ratings submitted during the last 12 months. Each of the criteria is included in the overall rating, weighted according to the number of ratings submitted.

An average rating is calculated as follows:

Five-star scale	Overall rating
5 to 4.5	Excellent
< 4.5 to 3.5	Good
< 3.5 to 2.5	Fair
< 2.5 to 1.5	Poor
< 1.5 to 0	Very poor

You and Trusted Shops employees can view your ratings from the last 12 months and your rating profile are in a secure area of the online system.

### Control Center

In the eTrusted Control Center at <https://app.etrusted.com> you can easily keep track of all your Trusted Shops reviews.

- **Send review invitations** and check the current status of every invitation you have sent through the Control Center in the **Invitation overview**.
- **The clearly structured and intuitive review inbox:** React to new reviews in real time and reply quickly and proactively to negative feedback.
- **Comment on reviews:** You are going be informed of new reviews via email so that you can quickly reply to customer feedback which might seem in need of explanation to other customers. A good opportunity to engage with comments and criticism, and showcase your openness. This way, you can improve customer satisfaction and turn dissatisfied customers into recurring buyers.
- **Report reviews as unjustified:** Should a customer opinion not match the facts, you can always report a law violation – subsequently, we shall assess the case. If a certain review violates the law in your opinion (e.g. objectively false or offensive reviews), Trusted Shops shall manually examine that review and deactivated if it proves illegal.

### Mobile app.

Read, comment and manage your reviews while on the go by using our Mobile App (iOS).

### Number of ratings per month

There are no restrictions on the number of ratings! It is important for you to be able to receive as much feedback and as many opinions as possible.

### Sharing via Facebook and Twitter

Online buyers are able to directly share their reviews on Facebook and Twitter.

### Rich snippets.

Rich snippets allows you to show your stars in the organic search engine results on Google.

### Reputation Manager

Get good reviews – on all platforms, in one place! With our Reputation Manager Feature, you can use the full potential of our eTrusted review engine in order to quickly improve your reviews and keep them at an excellent level at all times across many different open, SEO-relevant platforms, e.g. Google, Facebook, Trustpilot etc. You can compare your rating status across your platforms of choice, and direct individual review invitations to the ones you would like to improve. You can do this for all or only some of your online shops and touchpoints, permanently or temporarily, automatically or manually. All of these steps you can now plan, control and manage from the comfort of the eTrusted Control Center.

## Social Media Creator

To help you with your review marketing, we offer the Social Media Creator feature in the Marketing section of your eTrusted Control Centre. This allows you to use your best reviews effectively by inserting them into appealing templates, downloading the images in various formats and uploading them to your social media channels. You will find templates for Facebook, Twitter, Instagram or LinkedIn, among others.

## Smart Review Assistant

Dealing with customer feedback is important. Our Smart Review Assistant helps you to respond more efficiently to reviews by using AI to create unique responses to your reviews within seconds. All you need to do is approve the suggested response before it is published for customers on profile pages. In addition, a summary of the review is created and displayed in the Control Centre. The Smart Review Assistant can be managed directly from the eTrusted Control Center.

## 5. Review sticker

The review sticker is as individual as your website. Choose the colour, shape, and number of showed reviews and publish your customer reviews directly on your website. You can profit from the outstanding SEO effects and reviews that integrate themselves in your layout in the best possible way. This is done via the integration of a JavaScript code.

## 6. My Trusted Shops

All in one place. With your personal Show customer feedback from all of your review profiles by linking them together. If you have more than one domain collecting reviews, this is a great way to promote your other websites.

## 7. Also perfect for mobile

If your online shop also has a mobile version, the Trustbadge® adapts according to the end device from which your website has been opened. It moves to the upper end of the screen and keeps the view of your offer unimpeded.

## 8. Trustmark and Guarantee

This package includes a comprehensive audit of your online shop based on the Trusted Shops Quality Criteria as well as the Trusted Shops buyer protection. The Trusted Shops Guarantee, a money-back guarantee, is part of Trusted Shops Buyer Protection and protects buyers from loss of the purchase price. Other services include customer service and mediation.

### Audit of compliance with the Quality Criteria

Your shop is audited to check if the relevant criteria are adhered to. Trusted Shops [Quality Criteria](#) is based on European directives that are important for making purchases on the Internet. Furthermore, you are compliant with the quality criteria of the D21 Network for the digital society and fulfil the requirements of several consumer protection associations. Adhering to our Quality Criteria positively differentiates you from your competitors.

Trusted Shops uses the feedback from your customers from the Trusted Shops guarantees and customer ratings to measure crucial quality features. The Trusted Shops quality indicators give you valuable information about your shop compared with those of your competitors. Are your values in the green? Then you can be satisfied and we, too, need have no qualms about recommending your shop as trustworthy. Are your values in the yellow? Then please keep an eye on them. Do individual or several indicators lie in the red? Then there is an urgent need for action.

Both general trends and short-term fluctuations of the quality indicators are displayed in graphs on your Trusted Shops online system. This means that you can take appropriate action before it's too late and improve the quality of your shop.

### Individual audit report

During the expert audit, Trusted Shops issues an individual audit report based on the Trusted Shops Quality Criteria. The audit report provides information about the extent to which your online shop complies with the Quality Criteria and where there is potential for improvement from the viewpoint of Trusted Shops. You receive

clear explanations about each item and instructions so that you can rectify errors yourself and increase trust in your shop. That means that you get real practical help from experts and understandable tips for a secure shop.

### **Trusted Shops Trustmark**

You present yourself as a secure and certified online shop using the Trusted Shops Trustmark and convince even critical online shoppers that they can enjoy an all-round secure package with a combination of the trustmark, guarantee and service.

If a visitor to your online shop clicks on the Trusted Shops Trustmark, they are provided with a confirmation of the certificate's authenticity as well as other information about the online shop (e.g. company name, company address, legal form etc.) and Trusted Shops' services via a secure online connection (SSL). That way, prior to making a purchase customers are assured that your online shop is trustworthy and safe.

### **Trusted Shops Buyer Protection and Guarantee for your customers**

After making a purchase in your online shop your customers can register for the Trusted Shops Buyer Protection and Trusted Shops guarantee. Buyer Protection and Guarantee are optional services for customers of online shops. Following registration, the customer receives a corresponding confirmation via email.

After making a purchase in an online shop, your customers can, in some countries, register for Trusted Shops membership BASIC (including buyer protection of up to € 100 per purchase) and they can also optionally upgrade to Trusted Shops PLUS with protection of up to € 20,000 per purchase (Trusted Shops guarantee).

In other countries, the registration for the Trusted Shops membership for buyers is not possible. In these countries your online customers may solely register for the Trusted Shops Guarantee free of charge.

The guarantee comes into effect in all cases of non-delivery or non-reimbursement after the product has been returned. In the scope of the Trusted Shops Guarantee, we also mediate in cases of conflict between you and your customers. This way you can expand and optimise your own services by adding the services of the Trusted Shops Guarantee.

During the authorised use of the Trusted Shops brands, Trusted Shops provides the online shop with an online system for their customers.

The online customer has the opportunity to directly notify Trusted Shops about problems (e.g. non-delivery of the goods) via the online system after a guaranteed purchase has been made. You shall then be automatically informed of the customer feedback via email.

### **Consumer service centre via email, web, telephone**

In the event of problems with an online order, end customers can contact our experienced, European service centre via email, online system or telephone and receive support, e.g. claim their money back guarantee. This includes activation of a claim under the guarantee program and general support queries. This way you can expand and optimise your own services by adding a neutral, cooperative service to them.

### **Login and user administration**

You and your employees can analyse and comment on reviews, analyse and handle all subscribed Trusted Shops guarantees and download relevant documents in your secure and personal login area. This control centre provides you with a quick overview of all existing and new reviews and guarantees at all times. Create additional user accounts for other employees responsible for analysing or responding to reviews or guarantees.