

75 of UK consumers still think that the majority of travel customer reviews are “mostly genuine”

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Despite recent press coverage surrounding the legitimacy and nature of travel customer reviews, 75% of consumer still think that the majority are 'mostly genuine', according to research from eDigitalResearch. The research also found that 61% would be more likely to make a booking after reading a positive review.

Since June 2009, the eTravel Benchmark has been documenting the changes to the online travel arena during one of the toughest trading periods for the industry. Covering over 50 sites the study often highlights the poor level of telephone and email customer service experienced by customers. Those sites that fell drastically in this latest wave of results often did so because of a drop in satisfaction with customer contact.

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