

References and testimonials straight from your customers to your website

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Appruvo.com (<http://www.appruvo.com>), a new web-based service, has been launched to help businesses acquire references and testimonials from satisfied customers.

Appruvo makes it super-simple for businesses to ask their customers for testimonials, and provides an easy way to display the approved references on the homepage of their website}}. Users can generate as many references as they wish, and the site can automatically remind referees who have forgotten to reply to a request for a reference.

In a survey conducted by Appruvo, 81% of companies agreed that getting references and testimonials from customer was important for their business, yet only 34% actually had references on their website, and only 2% displayed them on the homepage. Appruvo makes the process of generating references and testimonials from customers and displaying them on a website quick, easy and painless.

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