

ELEVATE THE VOICES OF YOUR HAPPY CUSTOMERS

**A case study attracting
new shoppers with more
positive reviews and
improving local SEO using
Dealer.com's Reveiw
Generation and Reputation
Management Services.**



The impact of customer reviews

With an unwavering commitment to excellence in customer service, a large dealership group in the Northeast United States was surprised to learn that less than 2 percent of its sales and service customers responded to requests for reviews. Even more surprising was the fact that only 72 percent of reviews were positive—a figure that felt disproportionately low compared to the number of happy customers the dealership worked with every month.



Telling the Whole True Story

In just the first two months, Review Generation and Reputation Management from Dealer.com increased total review volume, positive reviews, and star rating. (as of December 2021)

4.6 to 4.8
aggregate review
rating increase

+30%
increase in
positive reviews

2x
review volume
in first month

3x
review volume in
second month

Recognizing that reviews were impacting local Search Engine Optimization (SEO), the 50+ store group decided to partner with Dealer.com to incorporate their Review Generation and Reputation Management services. By sending SMS text-based review requests to every customer while the experience was still fresh, the dealer group's review volume dramatically increased by the first and second months, with a 94 percent positivity rating and an aggregate review score of 4.8.

Customer Reviews Made Easy

The client told us that automation is the key to these increases. Before signing up for these services, salespeople were hesitant to request reviews, and the dealer group's email review solicitations weren't generating responses that were representative of actual customer sentiment. With Review Generation, every dealership in the group now sends a text-based review request automatically to 100 percent of its sales and service customers, right from the Direct Marketing System (DMS), and right after each transaction. It doesn't require any apps, accounts, or passwords, making it easy for customers to quickly respond while their dealership experience is top of mind.

Consistent, High-Quality Interactions

Before incorporating Reputation Management services, the group responded to every negative review, but did not have the time or resources to respond to the positive ones. Now, General Managers (GMs) across the group are notified automatically whenever a negative review gets posted. Plus, Dealer.com monitors the most popular review sites to respond to every review, positive and negative,

from a single platform. These responses also contain SEO-rich keywords—including make, model, service terms, and dealership name— to expand the dealership's local search relevance.



A Holistic Approach

With Review Generation and Reputation Management from Dealer.com, this group's online reviews now give a more complete picture of actual positive consumer sentiment. Their culture has always been to provide each sales and service client with a positive experience. The difference is that they now have the right processes in place to ensure that each satisfied consumer is given the opportunity to leave a review. The results have been an immediate and dramatic increase in review volume and a higher star rating. Because they are now leveraging far more new reviews, the group is seeing a more accurate online representation of completely satisfied consumer voices, improved local SEO rankings, more appealing Google Business Profiles (GBPs), and ultimately new sales and service clients.

Dealership Challenge

- Too Few Reviews
- Happy Customers Don't Write Reviews
- Negative Reviews Need Timely Responses
- Inconsistent Response Cadence and Quality

Dealership Solution

- Automated SMS Text Requests
- Everyone Receives an Invitation to Review
- Seamless and Consistent Negative Review Response
- SEO-Friendly Responses

To learn more about Dealer.com Review Generation and Reputation Management, please contact your Performance Manager or a Dealer.com representative at (888) 718-9331.