Major Auto Manufacturer

Find out how ReviewTrackers helps businesses like yours.

📊 **Automotive**   🎖 **Reputation Score of 4.5 stars**   📍 **631 locations**   🕐 **Customer since August 2013**   💬 **135,000+ reviews**

THE CHALLENGE

🛒 Reaching out to shoppers, and not just buyers

This ReviewTrackers client recognized early on the importance of listening to what its customers were saying about its dealerships and implemented a refined system for collecting customer feedback through a series of surveys. A problem became apparent as the surveys only covered feedback generated by existing customers.

"We didn't have a way to reach out to potential customers who may have shopped, either online or in person, and chose not to buy," says the company's Department Manager.

💬 Staying on top of public feedback, across multiple sites and locations

Another challenge for the client was to keep up not only with internal feedback, but feedback that's visible to the general public. "Our internal feedback survey results are only shared from corporate with the franchisees," says the Department Manager, "but they're not shared with the general public."

The company was aware that this public feedback — such as those in the form of online dealership reviews and ratings — could significantly influence consumer behavior and purchase decisions. How could the company, along with its dealerships, keep up with all this information?

"We know there is a ton of feedback out there... and that it has a major impact on the (shopper's) buying decision," says the Department Manager. "(Since) public feedback has grown at alarming rates across ten or more sites, it's very difficult for a business today to actively monitor and respond in a timely and appropriate fashion. We know how difficult it is for one dealer to watch his own reviews. Imagine corporate trying to watch them for hundreds of locations."

THE SOLUTION

⭐ Easy review management

In August 2013, the automotive manufacturer signed up for ReviewTrackers, an award-winning review monitoring and reputation management software platform designed to meet the needs of enterprise-level organizations.

"ReviewTrackers is a turnkey program for us," says the Department Manager. "This is exactly the product that honestly we thought we were going to have to build ourselves."

The client is now able to listen and respond to public, consumer-generated feedback that, previously, the company couldn't systematically track. Says the Department Manager: "ReviewTrackers is a way to listen not only to buyers, but also to shoppers." The feedback so far collected includes 2 years' worth of review data and a total of over 135,000 reviews.

〰 Industry-specific monitoring

For this client and similar businesses in the automotive industry, ReviewTrackers collects and centralizes reviews not only on major review sites like Yelp, Google, Insider Pages, and Facebook, but also on industry-specific sites like Cars.com, DealerRater, and Edmunds.

👥 Team collaboration and multiple user management

The client's ReviewTrackers account has been set up to allow both its corporate management and all its 631 dealership GMs to monitor and manage online reviews. Because ReviewTrackers also has a white-label offering, the client is able to partner with a third-party agency to maintain the administration of the account, and to create and assign multiple ReviewTrackers users with varying levels of access.

The dealerships' usage of the software platform is very specific. They each have a company dashboard, and on this dashboard's ReviewTrackers-powered "Reputation Management" tab, they can track and respond to public customer feedback involving their respective dealerships.

According to the Department Manager, ReviewTrackers easily allows each of the client's hundreds of dealerships to organize their reviews and ratings "in a way that they can identify if service is getting better or getting worse."

📈 Critical performance-driving data

Corporate management serves as the administrator of the company's ReviewTrackers account while a group in the company's marketing department leverages the information provided by ReviewTrackers to drive the performance of the company's dealerships.

Says the Department Manager: "When consulting with the dealerships on how to be more successful, we use ReviewTrackers as a way to support what our survey data is telling us and to encourage improvement."

↺ Effective response and engagement tools

The company and its dealerships have embraced the power of online reviews, with the understanding that, in the auto industry, these reviews can serve as significant word-of-mouth advertising. "The customer feedback we collect (internally) is important," says the Department Manager, "but in some cases it's even more important to monitor the feedback that's visible to the general public."

The client also recognizes the importance of responding to this feedback, and of driving customer engagement levels in ways that boost the performance of its dealerships. Using ReviewTrackers' Review Request tool, which creates customizable E-mail templates that are sent to happy customers, the company is able to minimize the impact of negative reviews while also generating additional positive reviews.

To date, the company has sent over 8 ,200 Review Request E-mails, which has helped it achieve an impressive Reputation Score of 4.4 stars out of 5 for all its dealership locations. (Another signature feature of ReviewTrackers is its ability to calculate a business' overall Reputation Score, a proprietary algorithm that serves as a numerical indicator of customer sentiment across all review sites being tracked.)

"Everyone's going to get unfavorable reviews: it's a fact," the Department Manager says. "When the dealership gets unfavorable reviews, they can dilute them with more positive ones. The Review Request tool is spectacular. It makes it very simple and unimposing to reach out to a happy customer and ask them to leave a review."

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