

Reputation Management DMS Integration CASE STUDY

THE CHALLENGE

Public facing review platforms like Google, Facebook, and DealerRater can drive business based on reputation - and lower ratings may deter customers from doing business with a dealership. Unhappy customers are more likely to go out of their way to leave a negative review, while happy customers do not take the initiative to write about their good experience. So how do you turn around a dealership's poor scores and build a good reputation? This was the challenge for Village Jeep, who had high marks in their manufacturer CSI scores but a below average rating on Google.

THE APPROACH

To increase the number of positive reviews and raise their overall reputation scores, we needed to take a volume approach and send a review invitation to every sales and service customer each day. By canvassing all customers with a text message and/or email invitation to leave a review, we increased the likelihood that many of the very happy Village Jeep customers would write about their experience on Google. We did this through a DMS integration.

THE RESULT

Within the first month of implementing a DMS integration and sending all sales and service customers text/email review invites, we saw a dramatic increase in the quantity of public facing reviews for Village Jeep. **In one month, they got more than 5x the average number of reviews** and achieved a remarkable reputation boost, raising their Google rating from 3.7 to 4.0 stars in 4 months.

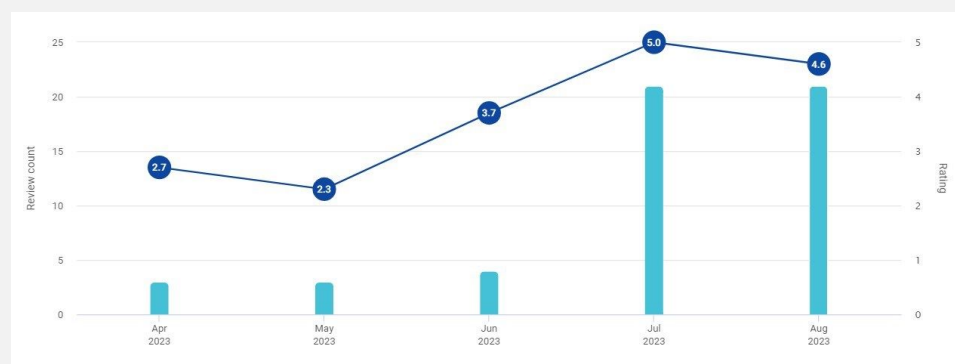
Since we were now inviting all customers to provide feedback with just a few clicks, we made it simple for satisfied customers to leave a review and the quality of their scores increased significantly. **Their two month average scores went from a 3.0 to a 4.8, a 60%+ increase** after the DMS integration.

We also provided a direct link for Village Jeep's customers to contact the dealership if they were not satisfied with their experience. This **diverted negative reviews from public platforms.**

**5x
review
increase**

**Average
review score
increased
60%+**

**Decreased
negative
reviews**



**"Thank you!
All we needed
was CF's help
to get the
recognition!"**
Bill Hahn, JR
Village Jeep