THE CHALLENGE

📖 Staying on top of feedback
This client listened to what customers were saying about its dealerships and had a system for collecting customer feedback through a series of surveys. But the surveys only covered feedback generated by existing customers.

THE SOLUTION

“ReviewTrackers is a turnkey program for us. This is exactly the product that honestly we thought we were going to have to build ourselves.”

Department Manager

“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.

The company also needed to keep up with feedback visible to the public. Says the Department Manager, “We know how difficult it is for one dealer to watch his reviews. Imagine corporate watching them for hundreds of locations.”

重整 review monitoring and management

The company signed up for ReviewTrackers in 2013, monitoring sites like Yelp, Google, and Facebook, as well as industry sites like Cars.com, DealerRater, and Edmunds.

“ReviewTrackers is a turnkey program for us,” says the Department Manager. “This is exactly the product we thought we were going to have to build ourselves. It’s a way to listen not only to buyers, but also to shoppers.”

Effective engagement tools

The company has used ReviewTrackers’ Review Request tool to send 8,200+ Review Request E-mails, helping it achieve an impressive Reputation Score of 4.5 stars out of 5 for all dealership locations.

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 simple to reach out to a happy customer and ask them to leave a review.”

For more information, visit ReviewTrackers.com

* For competitive reasons, the ReviewTrackers client requested not to be named for this case study.