

# Win Sales & Loyalty with Smart Reputation Management


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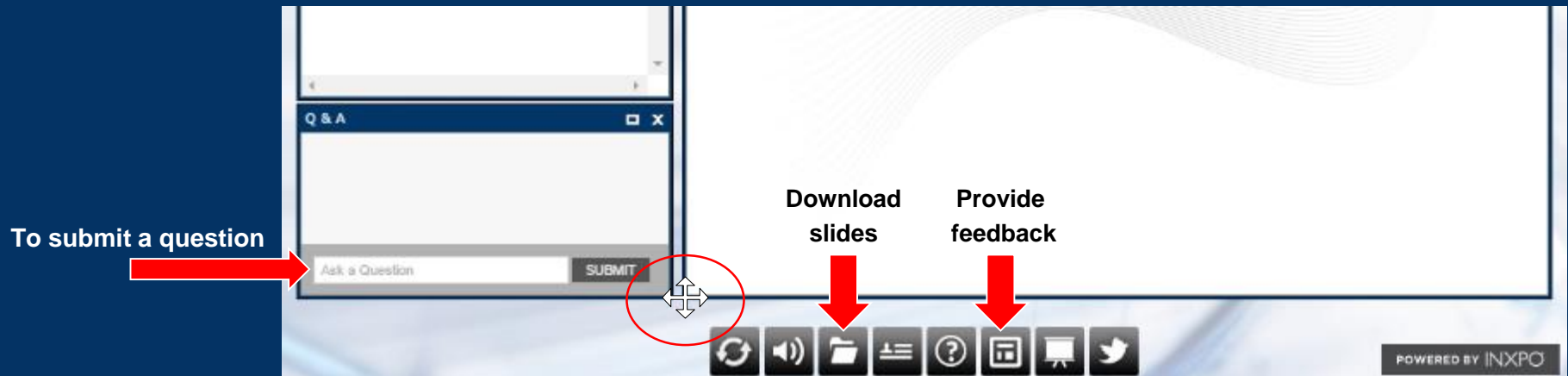
# WELCOME



Mary Beth Vander Schaaf  
Managing Editor  
*Automotive News*

# NAVIGATION TIPS

- For a better webinar experience, we recommend closing email and other open programs/browsers, as these applications may cause glitches in the streaming audio.



# Win Sales and Loyalty With Smart Reputation Management

Presented by Amy Mueller, CarGurus Director of PR  
July 26, 2016

# Agenda

## Why Reputation Management Matters

### Winning Sales With Reputation Management

- Respond to Reviews in Real Time

- Market Your Reputation

### Building Loyalty With Reputation Management

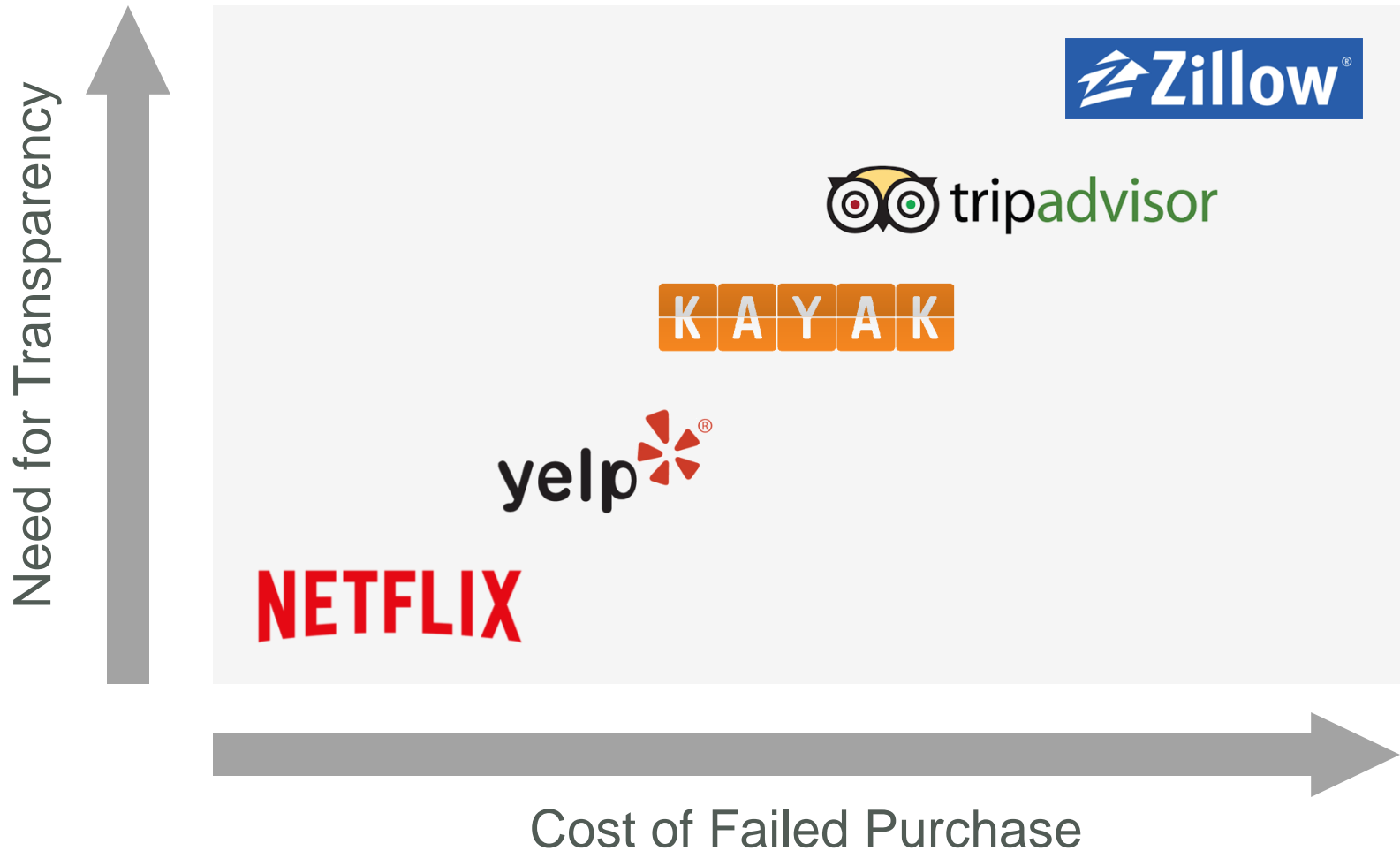
- Drive Reviews at Point of Sale

- Connect After the Sale to Grow Engagement

# For Consumers, Browsing Reviews Has Become the Norm



# With the Rise of E-Commerce, Transparency Matters



# Reviews Provide the Transparency Shoppers Want





# Auto Shoppers Are Especially Information-Hungry

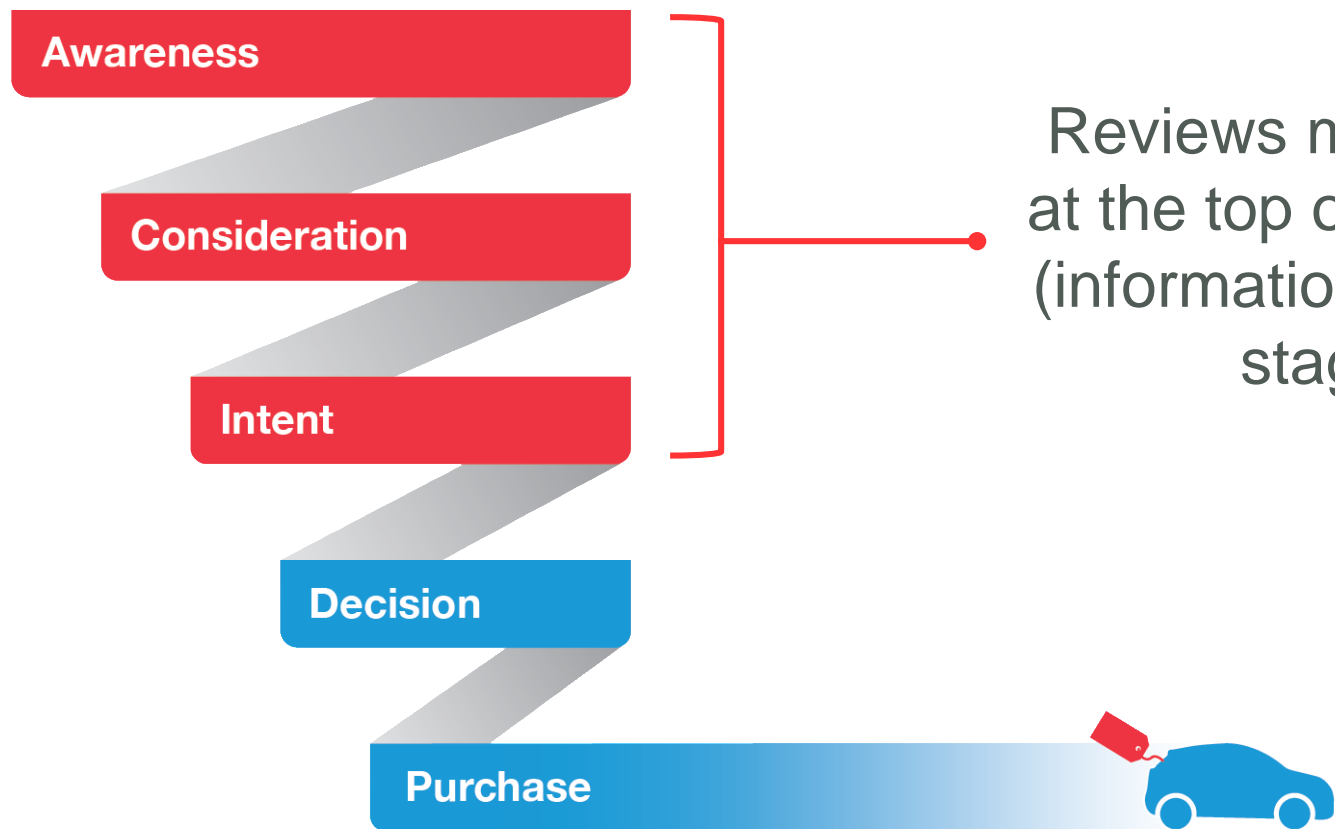
**16.75**

Number of hours spent researching vehicles before making a purchase



# Reviews Are Important at the Top of the Sales Funnel

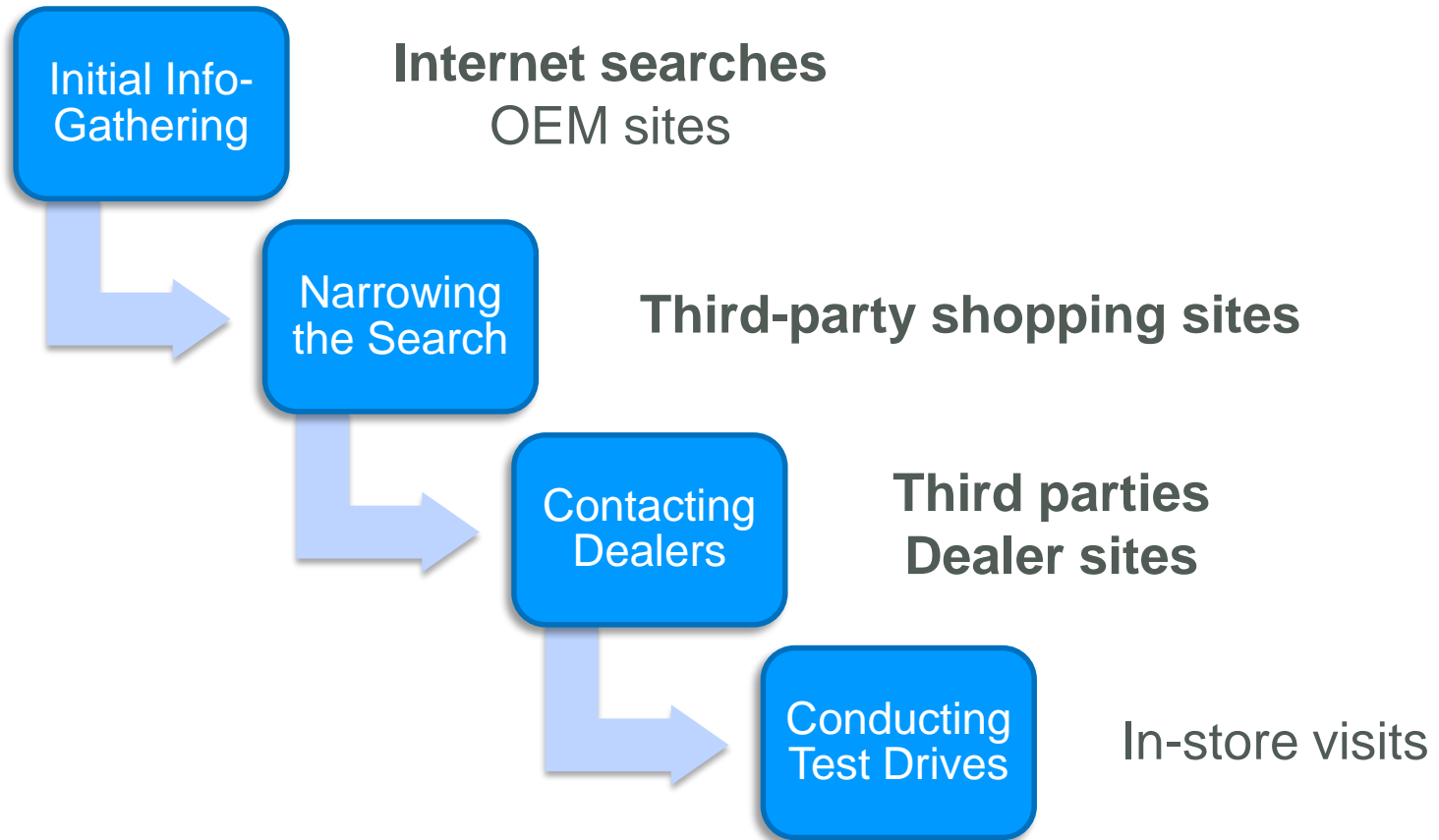
## Automotive Purchase Journey



Reviews matter most at the top of the funnel (information-gathering stages)



# Multiple Channels Feature Reviews



**71% of shoppers  
always or sometimes look at  
a dealer's reviews before  
contacting them.**



# What's In a Negative Review?

Top complaints in negative reviews:

1. Communication breakdowns
2. Bait and switch
3. Vehicle already sold



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# Think Like a Shopper: Discover Reviews With Web Searches



Star Mazda ★  
3.4 ★★★★★ 49 Google reviews  
Mazda Dealer

Address: 1401 S Brand Blvd, Glendale, CA 91204  
Phone: (818) 502-1480  
Hours: Open today · 7:30AM–8PM ▾

Suggest an edit

Popular times <sup>?</sup> Tuesdays ▾

Now: Not usually busy

**Star Mazda**  
★★★★☆ 234 reviews Details

Car Dealers, Auto Repair, Auto Parts & Supplies

1401 S Brand Blvd  
Glendale, CA 91204

Get Directions  
(818) 247-1903  
star-mazda.com

Search engines are the first destination for a majority of auto shoppers



# Case Study: A Real CarGurus Review

Julia



★★★★☆ Had vehicle priced \$1000 over price listed on your site.. won't give me a bottom dollar. price over the phone or email.. not interested in dealing with them

Response from **Eastside Auto:**

I apologize for the information you were given. After checking our system you are correct about the price listed on CarGurus. We will gladly honor the previous price you seen on CarGurus and will provide you a total price including taxes at your convenience. In addition we will provide an additional discount for the inconvenience we caused.

# Apologize and Commit to Fixing the Situation

Julia



★★★★☆ Had vehicle priced \$1000 over price listed on your site.. won't give me a bottom dollar price over the phone or email.. not interested in dealing with them

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1. Apology
2. Willingness to match the agreed-upon price
3. Extra step: Offer of a discount

# Strive for Professionalism

I apologize for the information you were given. We will gladly honor the price, with an additional discount.



# Close the Loop By Providing Contact Information

Julia



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Please give me a call at (617) 555-1212 or email me at [support@dealership.com](mailto:support@dealership.com) so I can get to work on making things right.

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Why Reputation Management Matters

**Winning Sales With Reputation Management**

Respond to Reviews in Real Time

**Market Your Reputation**

Building Loyalty With Reputation Management

Drive Reviews at Point of Sale

Connect After the Sale to Grow Engagement

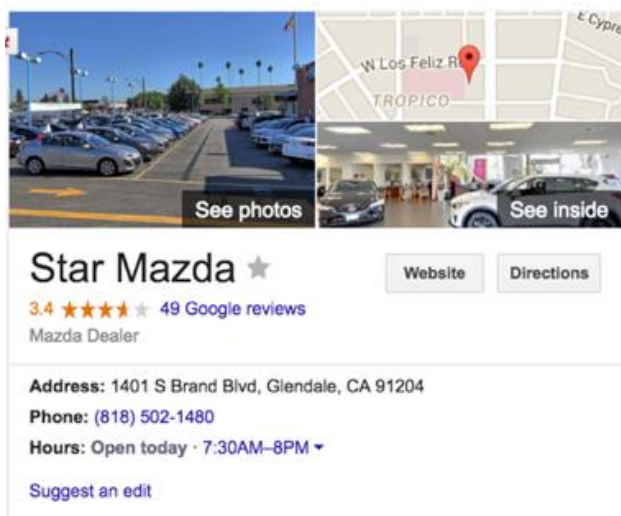
# Shoppers Look to Star Count for Guidance



- 43% of consumers will only do business with 3+ star companies
- Another 38% of consumers require 4+ stars



# Leverage Free Google Tools to Better Manage Your Reputation in Search



 10%

## Google My Business

- Upload pictures
- Edit contact information
- Respond to reviews

## Consumer ratings

- Activated automatically
- Estimated 10% higher click-through rate



# Third Party Shopping Sites Are a Popular Source of Reviews

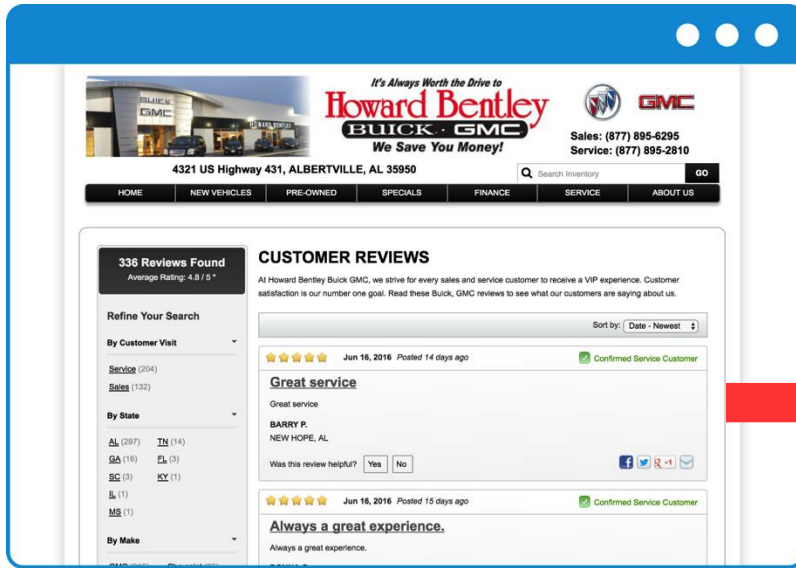
Sales Reviews (32) ★★★★★

Reviews are the second most valuable piece of information on 3<sup>rd</sup>-party sites

The screenshot shows the CarGurus website interface. At the top, the CarGurus logo is visible along with navigation links for Used Cars, New Cars, Car Values, Sell My Car, Research, and Questions. The main content area displays the profile for Howard Bentley Buick GMC, including their address (4321 US Highway 431 South, Albertville, AL 35950), phone number, and service information. A red box highlights the 'Sales Reviews (32) ★★★★★' section, which is linked to the text on the left. Below this, there are search filters for 'New Search' and 'Filter Results' (326 listings). The 'All Listings' section shows three car listings with details such as price, mileage, and location.

Year	Model	Price	Mileage	Location
2016	GMC Yukon XL Denali 4WD	\$62,383	12,625 mi	Albertville, AL 5 mi
2016	GMC Terrain SLE2	\$25,773	3,489 mi	Albertville, AL 5 mi
2015	Buick Verano Sedan	\$15,984 \$16,605	481 mi	Albertville, AL 5 mi

# Dealer Sites Are a Valuable Review Platform for Shoppers



★★★★★ Jun 16, 2016 Posted 14 days ago Confirmed Service Customer

**Great service**

Great service

**BARRY P.**  
NEW HOPE, AL

Was this review helpful?

[f](#) [t](#) [G+](#) [✉](#)

---

★★★★★ Jun 16, 2016 Posted 15 days ago Confirmed Service Customer

**Always a great experience.**

Always a great experience.

**DONNA O.**  
ALBERTVILLE, AL

Was this review helpful?

[f](#) [t](#) [+1](#) [✉](#)

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★★★★★ Jun 16, 2016 Posted 15 days ago Confirmed Service Customer

**best gmc service dept. in Alabama!**

best gmc service dept. in Alabama!

**RONALD M.**  
ASHVILLE, AL

Was this review helpful?

[f](#) [t](#) [G+](#) [✉](#)

# Collect Reviews for Use on Your Website

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**Great service**

Great service

**BARRY P.**  
NEW HOPE, AL

Was this review helpful?

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Was this review helpful?

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"Great service"



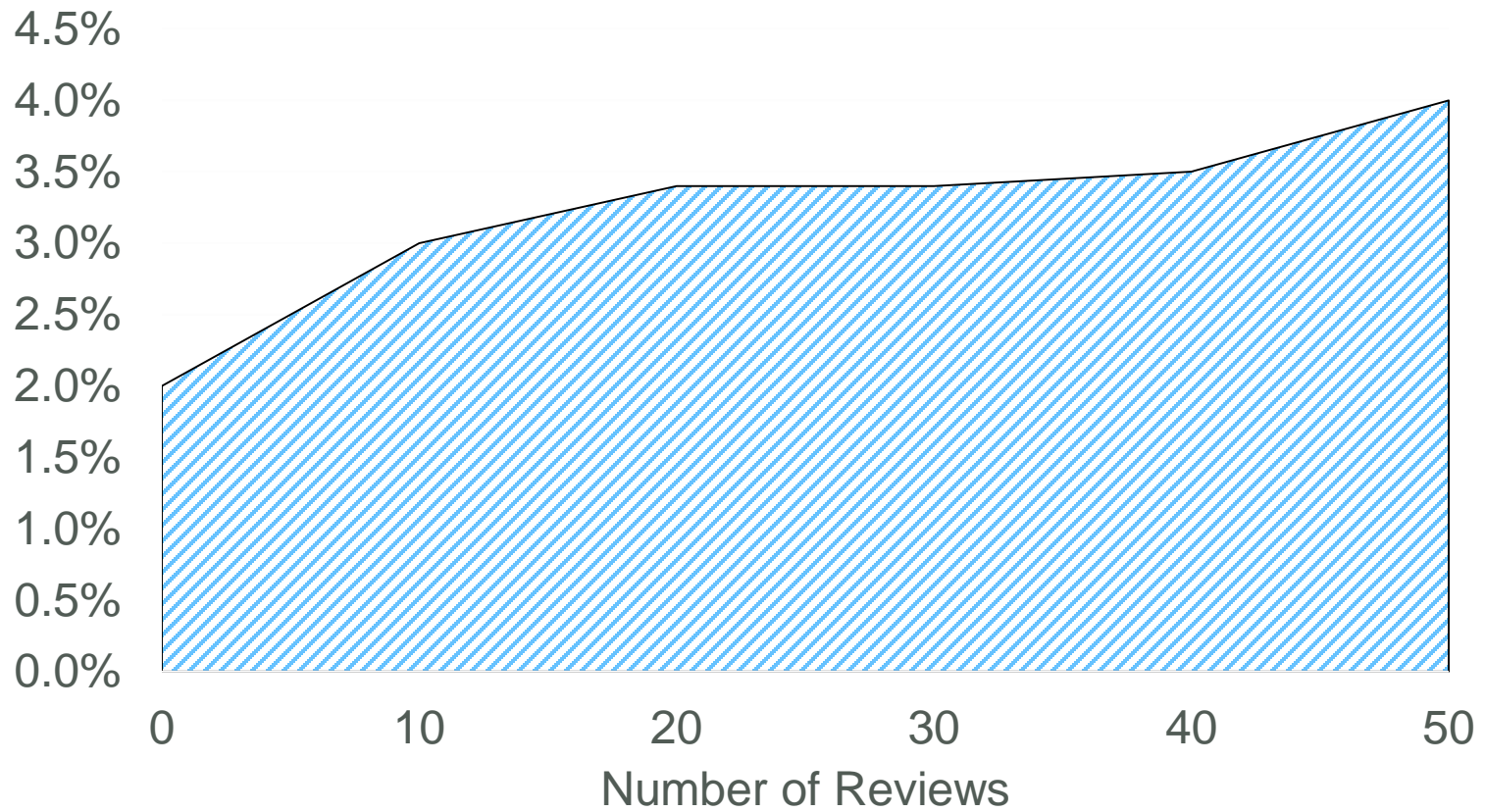
"Always a great experience."



"Best GMC service dept. in Alabama!"

# Promote Review Count: More Reviews Lead to Higher Conversions

Conversion Rates Increase With Review Count



# Offer Printed Materials to Remain Top of Mind With Shoppers



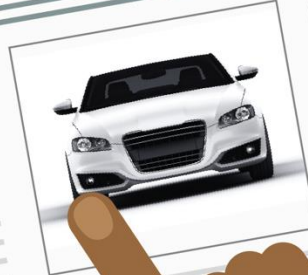
North Bay  
ABC  
Authorized  
Dealer



**North Bay ABC**

2001 Juniper Street, Los Angeles CA  
Sales: (123) 456-7890 Service: (123) 456-7890

**"Outstanding Service"**



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Market Your Reputation

Building Loyalty With Reputation Management

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Connect After the Sale to Grow Engagement

# Building a Pipeline Helps Boost Review Totals



# Dealerships Are the Most-Reviewed Local Business Type



1. Auto dealers



4. Auto repair



2. Bars



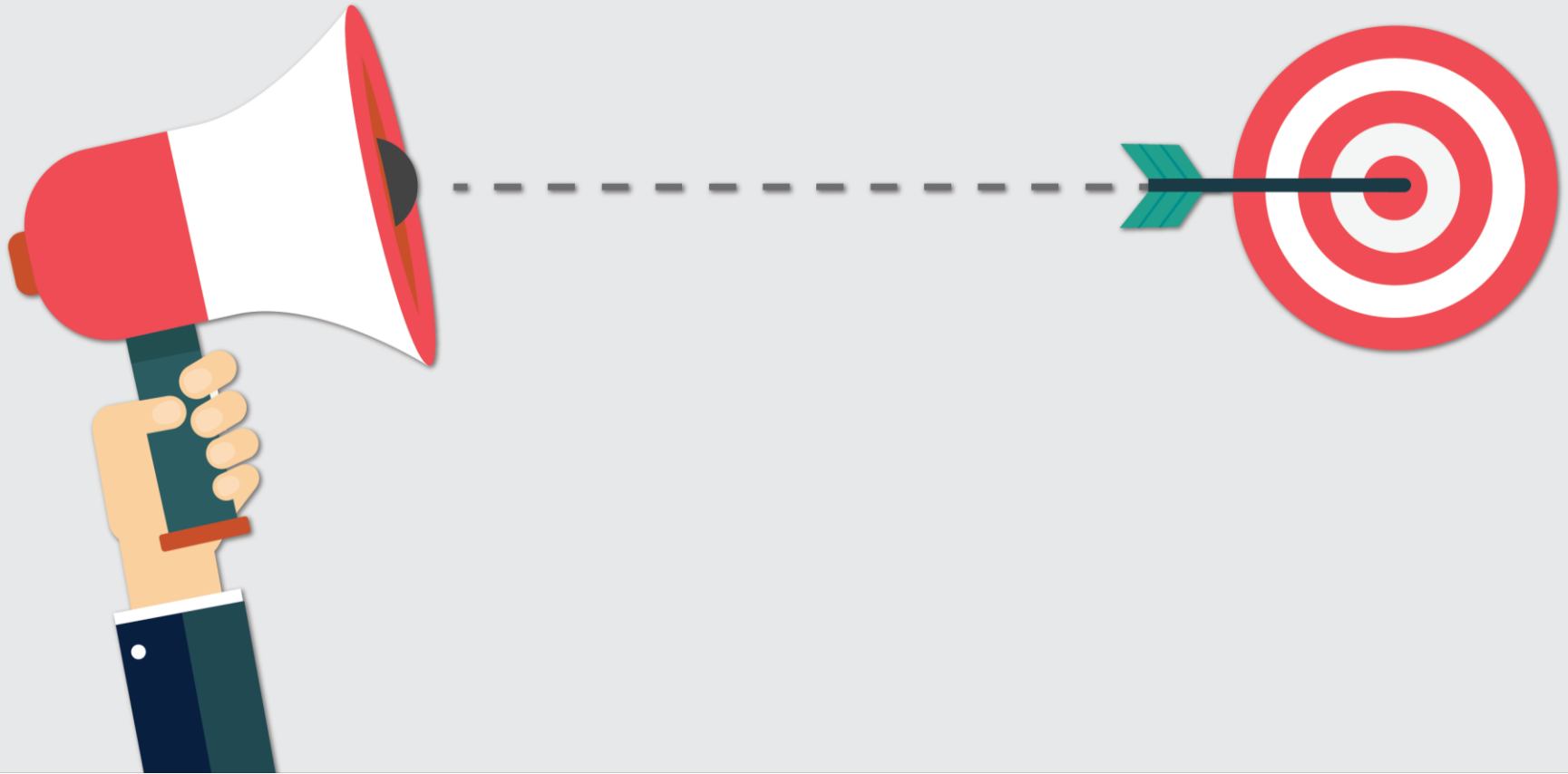
5. Storage



3. Restaurants



# Aim for Clear Communications in Every Shopper Interaction



# Make Customer Satisfaction Integral to Every Sale

**Aim for  
review  
scores of  
4 or 5**



# Inquire Whether You've Done Enough to Deserve a Positive Review

- Was this experience everything you were hoping for?
- Is there anything we could have done better?
- **Would you recommend us to friends and family?**

# Ask for the Review at Point of Sale

If you're satisfied with the service you received today, can I ask you to review us online?



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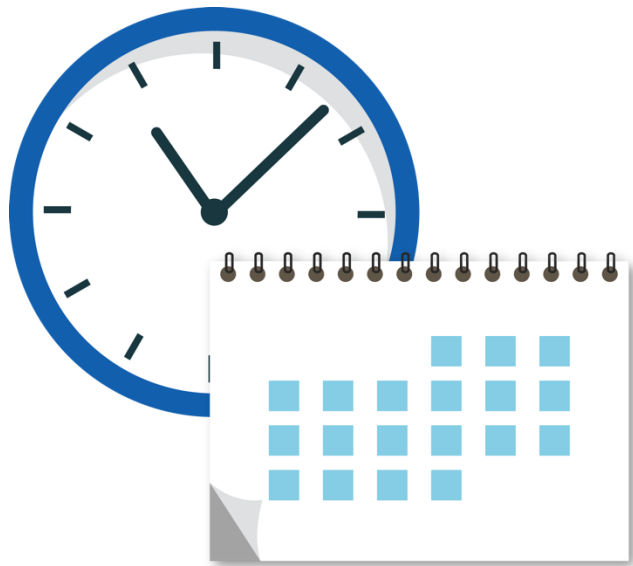
Connect After the Sale to Grow Engagement

# Make Review Reminders Part of Your Follow-Up



Reviews mean a lot to us. If you're happy with your shopping experience, would you mind writing a review?

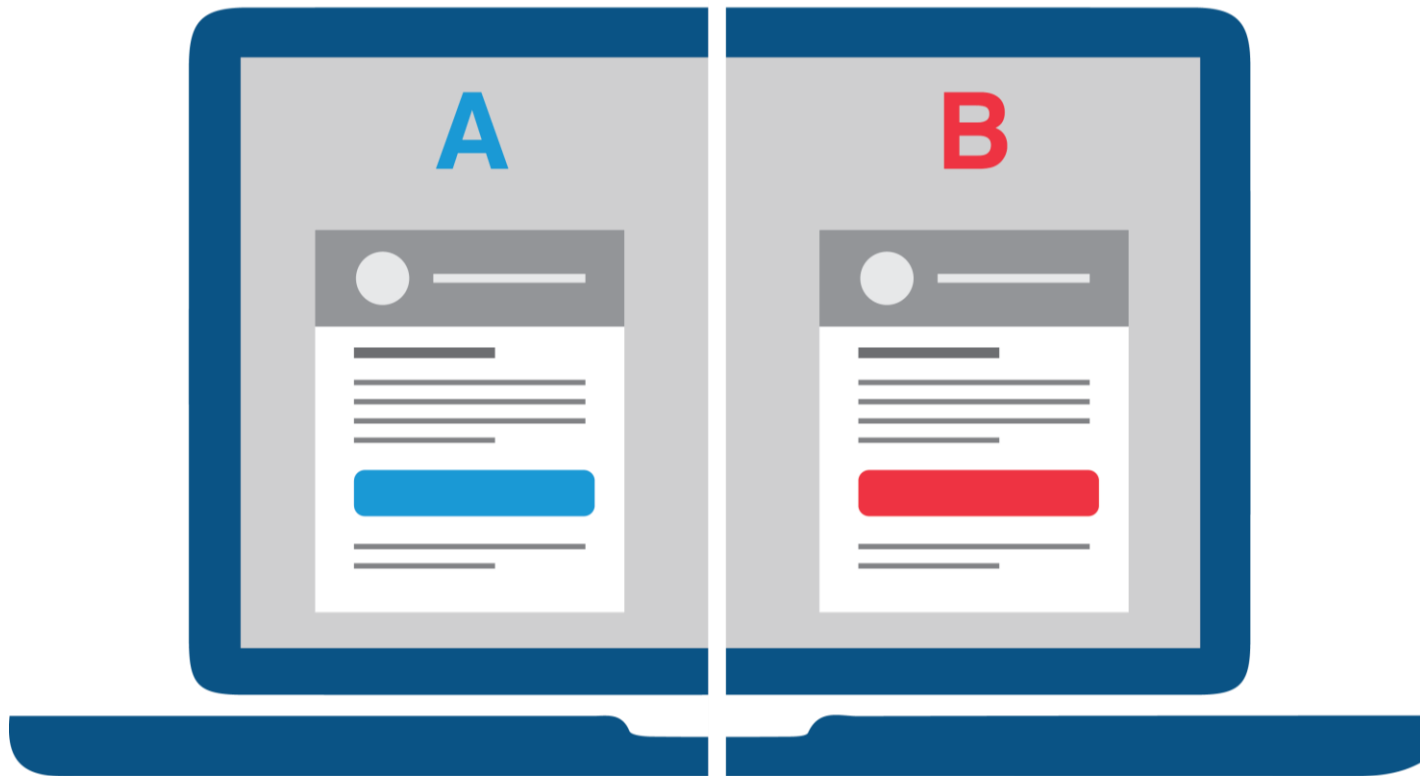
# Automate Email to Engage Customers Post-Sale



1-2 Weeks



# A/B Test Review-Request Messages



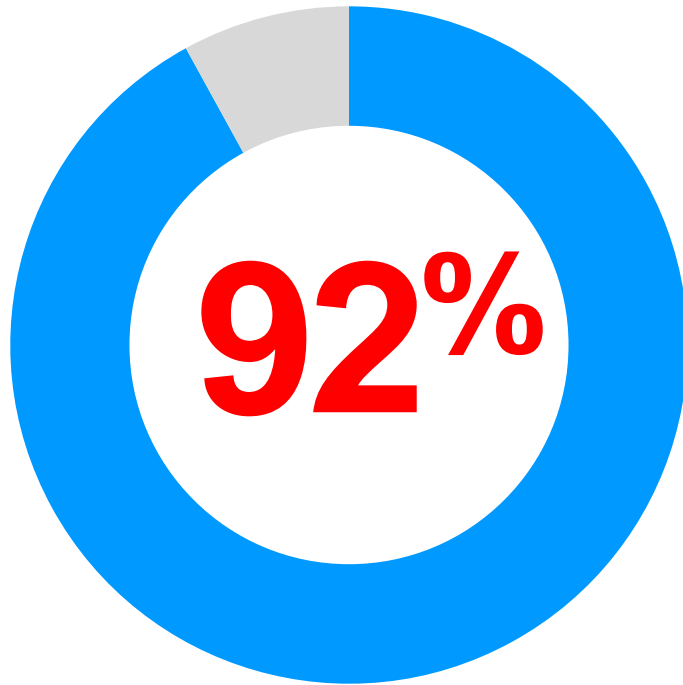


# Overview: How Reputation Management Enhances Sales and Loyalty

1. A large majority of shoppers read reviews to make informed decisions
2. Many shoppers demand high review scores in order to do business with a company
3. Taking control of reputation management can repair and enhance your image
4. Bringing in more reviews compounds the benefits

# Reputation Management Takeaways

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of consumers  
rely on the  
transparency that  
reviews provide

# Reputation Management Takeaways

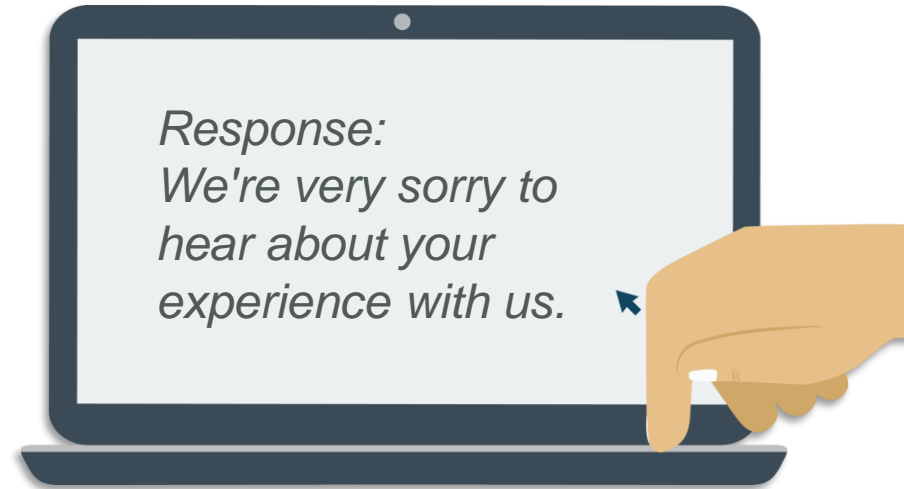
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# Reputation Management Takeaways

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Respond professionally to all reviews, positive and negative. When dealing with negative reviews, do your best to make things right.



# Reputation Management Takeaways

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Ask shoppers to review you at point of sale, and follow up post-sale to encourage even more reviews to come in.

# THANK YOU

The recorded webinar will be available for 12 months at [www.autonews.com/powertraining](http://www.autonews.com/powertraining).

You will receive an e-mail when it is available.

Email additional comments/questions to [powertraining@autonews.com](mailto:powertraining@autonews.com).