



Top 12 tips for best practise car dealer reviews

Introduction

There are some purchases that don't require much thought: ordinary, everyday things such as chocolate bars, magazines or shampoo. Most people simply pop them in a basket and pay for them, without pondering for too long over the decisions they have made.

Other items demand much more care and attention. Cars for example, for many people, will be the second costliest thing they spend their money on after a house.

As car shoppers do more online research and engage with other customers before making a decision to head into a dealership, online reviews can be gold. With over 50% of all new and used car buyers claiming that dealership testimonials and reviews were an important factor in the car buying process, NOW is the time to make sure you are managing your reviews properly.

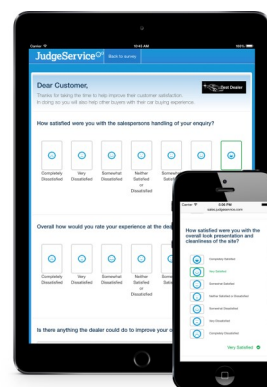
JudgeService is the UK's most effective automotive online review provider and understands how powerful reviews are in influencing buyer behaviour and aiding a conversion.

We help car buyers find great car dealers. Our surveys are developed from market demand and our expertise in the automotive sector. Over 25 years' motor trade experience has enabled us to ensure the questions we ask your customers provide answers that will drive your business.

This industry knowledge and expertise means we are perfectly placed to share our **top 12 tips for best practise car dealer reviews**:

1. Make sure you have the right tools for the job

Make sure you have systems in place to get qualitative and quantitative customer feedback. You will also need to have sufficient management information to be able to improve your sales processes and manage an individual's performance. But remember, there is no point in getting feedback if you aren't planning to act on it!



2. Survey to measure your performance

Independent reviews provide you with unbiased feedback about your customers' experience. This provides the opportunity to act on the results, to resolve general issues in training programmes, pinpoint and rectify a specific problem on a particular site or recognise good performance. You can create raving fans who will recommend you to their peers and return to you for their next purchase.

3. Spread the word

Make sure you share your reviews! It's great if people are saying wonderful things about you, but we want prospects to see this too. Customer reviews should at the very least be on your website and social media, using either APIs (data feeds) or widgets. Why not print out your reviews and put them up in your showroom as well?

4. Make them feel wanted

Genuine used car loyalty is, on average, only 14% and yet some retailers can achieve double this. How? It is partly down to delivering first class customer service, but it is also about just keeping in touch and, ideally independently, checking on how the customer is feeling about the experience.

5. Catch people in, don't catch them out

It's all too easy to spot people making mistakes, but it is more powerful – whether it is based on observation or using reporting tools like JudgeService – to catch people doing a great job and congratulate them for it. This can increase motivation among your staff and drive your business forward.



6. Share your success

Whether it is a ringing endorsement of a team member or a customer just genuinely happy with their overall experience, make sure you share the news both internally and externally, across multiple platforms including social media.

7. Shout about your business

'He who has a thing to sell and goes and whispers in a well is not so apt to get the dollars as he who climbs a tree and hollers'. This applies to promoting your independent reviews on your website and in your marketing too, as well as when you are seeking referrals. Don't be afraid to show the world how good you are.

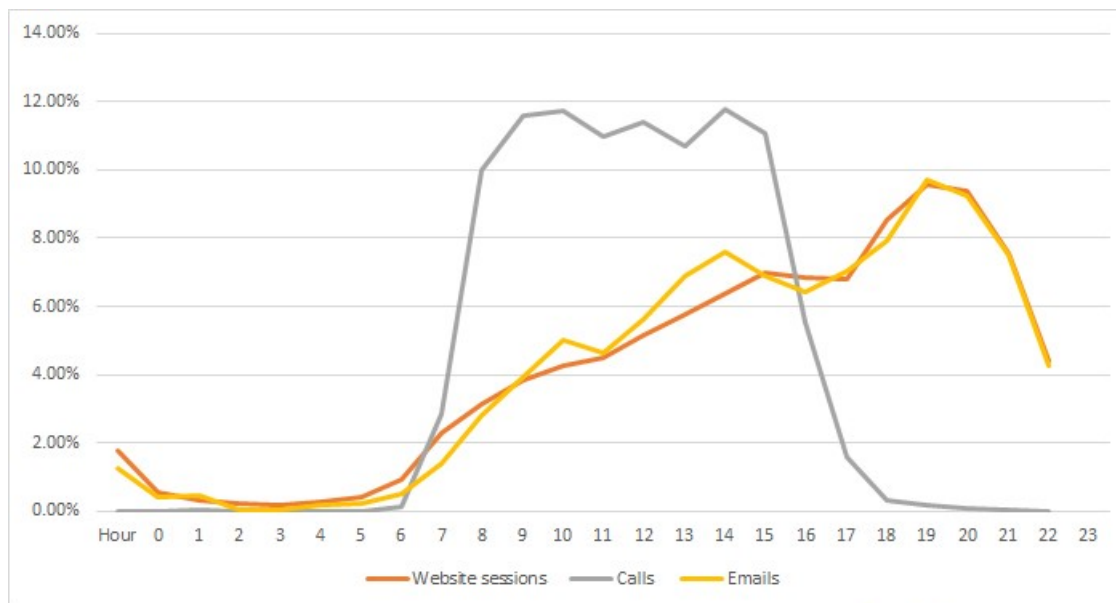
8. Don't judge a book by its cover

When we review lost sales with our clients, we still find that some customers have been put off by an errant sales person assuming the customer is not in a position to make a decision because of their attire, age and yes, sometimes still, their sex. Assumptions can be damaging, especially when they were in your showroom ready to be converted into a sale!



9. Be seen 24/7

Shopping, of all kinds, is now an anytime, anywhere activity. New research, undertaken by Trusted Dealers, emphasises this:



The graph above shows all emails, calls and website sessions made to car dealerships from January to March 2017.

- 46% of dealer website visits are between 6pm and 11pm.
- 46% of emails submitted are also sent when dealers are shut.

This means that potential customers are searching for vehicles, and even enquiring about vehicles, without visiting a showroom. And this is where online presence is vital.

Car dealers should ensure that any reviews are on their website so that people can see how good they are, even when they can't speak to a representative. This way, dealers are starting to convert them before they come to a site, providing valuable competitive advantage.

10. Share how much you care and build trust online

Showcasing ALL independent customer testimonials, satisfaction and recommendation scores online is known to boost website traffic, accessibility, engagement, visitors and sales. Showing any negative feedback and a positive outcome online demonstrates commitment to customer service for all to see.

11. Record contact details for every enquiry, whether online, telephone or in person

Confirm spellings in email addresses, digits in telephone numbers and full name details. This basic information allows you to follow up to understand your customers' experience, win back lost prospects, measure customer satisfaction and create raving fans. And definitely, definitely make sure you get consent and are legally compliant with the new General Data Protection Regulation coming into effect on the 25th May 2018!

12. Stay legally compliant with the changes to legislation

The General Data Protection Regulation changes will come into effect on the 25th 2018. The new laws will make changes to marketing consent.

You must also be compliant with the Privacy and Electronic Communications Regulations – a guide for organisations that wish to send electronic marketing messages (by phone, fax, email or text), use cookies, or provide electronic communication services to the public.

You can check with the Information Commissioner's Office, who regulate these laws and publish marketing guidance, to understand what you need to do to be legally compliant.

Why JudgeService?

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- Our surveys are developed from market demand and our expertise in the automotive sector. Over 25 years' motor trade experience has enabled us to ensure the questions we ask your customers provide answers that will drive your business.
- Our digital know-how means our users have a fully-responsive online presence and marketing opportunity.
- We specialise in automotive surveys which provide business intelligence which is critical to effective sales process and performance management. We are ALL about providing the tools to measure your customers' experience.
- We have been chosen by thousands of car dealerships, and have clients ranging from the largest dealer groups in the country to the single site car dealer, because of our specialist knowledge and experience.
- Our knowledge will support your business in enhancing customer satisfaction, gaining competitive advantage, increasing sales and retaining existing customers.
- Our surveys and online tools are constantly re-evaluated and we strive to keep up-to-date with customer demand and market changes.
- We have established successful partnerships with leading web, CRM and media providers to allow us to integrate with existing systems. This provides a seamless approach for dealers who want to achieve all the benefits of their online presence and drive sales in today's competitive environment.
- Clients can choose to use our research for internal purposes only but where we publish any reviews we publish them all – good or bad. Reviews are published on our client's websites, our website, Auto Trader, Google, Motors, Facebook and Trusted Dealers.
- JudgeService customers have access to unique levels of reporting. The reporting suite provides unparalleled granular detail, making it easier for dealers to identify buying trends and/or potential issues.

Discover more

To find out more about JudgeService, and why we are able to boast nearly 750,000 reviews, visit: business.judgeservice.com, email: sales-enquiry@judgeservice.com or call 01423 225166



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