

DealerRater Helps Drive Showroom Traffic and Increase Sales at Certified Benz and Beemer

ISSUE

In 2007, when Certified Benz and Beemer opened their doors, their main focus was creating a pleasant environment for their customers. Although doing well in sales, the dealership, however, had not paid attention to their online reputation or search engine optimization and had instead, focused strictly on advertising. In June 2010, an online search on the dealership name revealed two negative reviews and little else. The dealership realized they needed to switch their focus to improving their online reputation. They had so many happy customers but only bad reviews. With the overall increase in car buyers conducting research on the Web, it became clear that the dealership should have their happy customers posting testimonials too. As a result, Certified Benz and Beemer joined the DealerRater® Certified Dealer Program in 2010 to help build positive review counts and improve their online efforts.

APPROACH

Certified Benz and Beemer attended DealerRater's Best Practices online training and were quickly prepared to integrate the many Certified Dealer tools and best practices into their dealership culture. The Dealership started by receiving one positive review per week. Initially, it was a challenge to get all dealer staff on board, as once their sales staff sold a car they were accustomed to looking for their next sale. With online reviews now engrained in the dealership sales process, staff were required to (1) take the time to give them a rating reminder card (2) ask them to write a review and (3) send a follow up email as a reminder.

RECOGNIZE AND REWARD

To help launch the DealerRater Certified Dealer program and make reputation management part of the culture of the entire dealership, Certified Benz and Beemer made DealerRater the focus of each weekly sales meeting. Contests were held and the staff was rewarded with parties for milestones such as gathering an additional 100 new reviews.

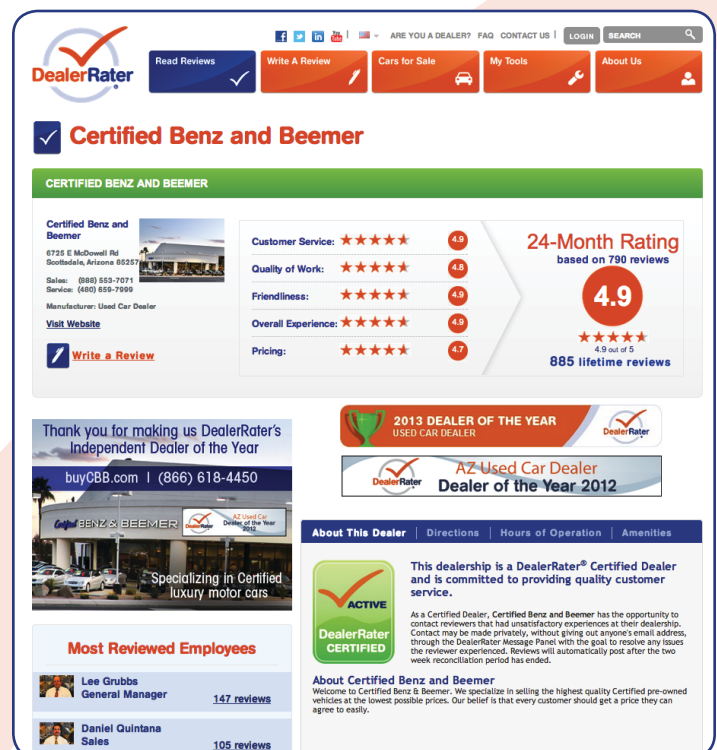
EMPLOYEE SPECIFIC REVIEWS

Certified Benz and Beemer took advantage of the employee-specific MyReviews pages offered in the Certified Dealer toolkit.

Links were built into every salesperson's email signature using a DealerRater template. The email stressed what made the dealership different, asked the customer to visit DealerRater.com to rate both the dealership and the individual salesperson. The salespeople each worked hard to build their own personal reviews on DealerRater.

LEVERAGING REVIEWS IN THE DEALERSHIP

Certified Benz and Beemer completely integrated DealerRater online reviews into the sales process. A three-ring binder is displayed in the sales office containing customer testimonials. The customer is invited to flip through this Evidence Manual while waiting, or the salesperson typically shares the reviews with the customer to help close the sale. Salespeople also view the reviews with the customer online. Reviews are also framed and prominently displayed in customer waiting areas.



The screenshot shows the DealerRater website interface for Certified Benz and Beemer. At the top, there is a navigation bar with the DealerRater logo, social media icons, and links for 'Read Reviews', 'Write A Review', 'Cars for Sale', 'My Tools', and 'About Us'. Below this is a header for 'Certified Benz and Beemer' with a checkmark icon. The main content area features a 'CERTIFIED BENZ AND BEEMER' banner, a 'Write a Review' button, and a star rating summary. The star ratings are: Customer Service (4.9), Quality of Work (4.8), Friendliness (4.9), Overall Experience (4.9), and Pricing (4.7). A large '24-Month Rating' of 4.9 is displayed, based on 790 reviews, with a total of 885 lifetime reviews. Below the ratings, there are several award banners: 'Thank you for making us DealerRater's Independent Dealer of the Year', '2013 DEALER OF THE YEAR USED CAR DEALER', and 'AZ Used Car Dealer Dealer of the Year 2012'. There is also a 'Most Reviewed Employees' section listing Lee Grubbs (General Manager, 147 reviews) and Daniel Quintana (Sales, 105 reviews). The bottom of the page includes an 'About This Dealer' section with a 'Directions' link and a 'Hours of Operation' link.



CASE STUDY

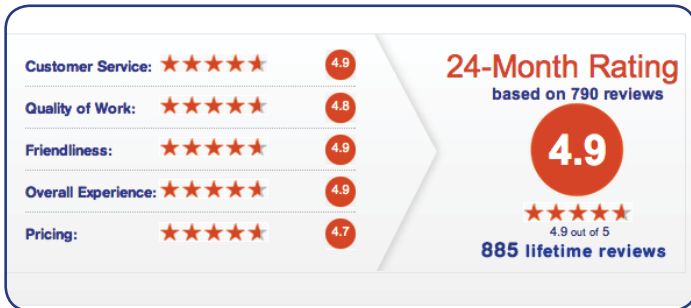
Certified Benz & Beemer

“We joined the DealerRater Certified Dealer Program in June of 2010 and now we have 489 reviews, around 98% of which are positive, with a 4.8 average score. We were even named the 2012 Used Car Dealer of the Year for Arizona! Through managing our online reputation with DealerRater, our sales, which were already strong, have increased by about 20-25%.”

Jack Schneider, President, Certified Benz and Beemer

RESULTS INCREASED SALES

• With DealerRater’s program, Certified Benz and Beemer now has customers sharing with other customers their experiences at the dealership. The Certified Dealer program has been a significant sales booster for the dealership, helping to drive showroom traffic and boost sales by 20-25%.



STRONGER ONLINE PRESENCE VS. COMPETITORS

- Potential customers often arrive and ask for a salesperson by name, having researched online and read both the dealership’s and that particular salesperson’s reviews. Approximately 25% of their customers review them online, which reflects in the 20-25% increase in sales.
- Since joining the DealerRater Certified Dealer Program in June of 2010, the dealership has built more than 880 online reviews (98% of which are positive) with a 4.9 (out of possible 5.0) average score.
- The dealership has now turned its attention to the service staff to increase the number of service customers that rate the dealership; currently 10% of the service customers write a review.

UNIFIED DEALERSHIP OBJECTIVES AND CULTURE BUILT ON SATISFIED CUSTOMERS

- DealerRater enabled Certified Benz and Beemer to deviate from the dealership’s typical thought process and helped instill a customer service- based culture throughout the dealership. All dealer staff strive for as close to perfection as possible for customer satisfaction. In 2012, Certified Benz and Beemer was awarded the Used Car Dealer of the Year for Arizona.
- The dealership prides itself on being a low pressure full disclosure dealership by handing out the CARFAX report, service history, KBB, sharing reviews, etc. Additionally, every time a car is sold, the dealership is assured that the customer was equipped with all the information needed to make a well-informed decision to buy.



FOR MORE INFORMATION
800-266-9455 | DealerRater.com