



How dealers can **improve costs, profits and efficiencies** using online reviews

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.

Following the trend of online research, where 84% of consumers say that they trust online reviews as much as personal recommendations (*BrightLocal*), car buyers are increasingly looking online to find out more about the dealers they are considering. User reviews are proven sales drivers, and something the majority of customers will want to see before deciding to make a purchase.

Dealership reviews give consumers insight into the experiences of other car buyers, so if they're not sure who to buy from they can easily see what others have said about a particular dealer. Consumers now know how important it is to find out what kind of reputation a dealer has before a visit and, in this digital age, the reviews that a dealer's customers create can help consumers make great choices.

JudgeService®

Remain open, even when closed

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. Many dealerships use digital channels such as email marketing, digital advertising and social marketing, but when it comes to the final decision of which dealership to actually visit, positive online reviews can be the deciding factor in tipping the balance.

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

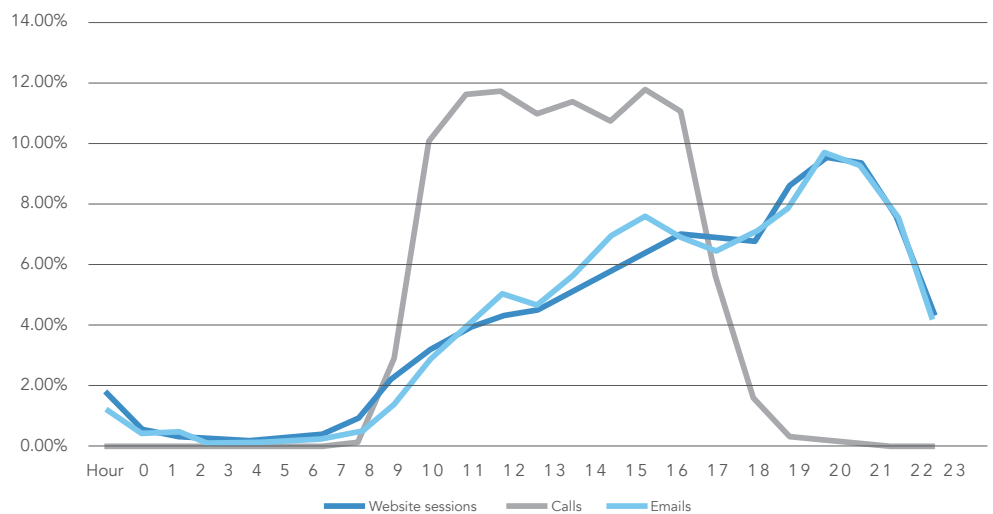
Figure 1 shows all emails, calls and website sessions made to car dealerships in January and February 2017.

- 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 even 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.

Figure 1



The importance of trust

We are in an era where trust is at a premium, and when buying a car, this is no different. Reduced trust in businesses means that transparency and accuracy are imperative. And this is where online reviews can help. The availability of unbiased reviews about local car dealers, to help customers make the right choice, has never been more important. Verified ratings and reviews can drive conversion and quicken the purchase journey. Customer interactions can actually convince prospects at that critical point of purchase.

The power of online reviews

Independent reviews should provide unbiased feedback about a 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. Dealers can create raving fans who will recommend them to their peers and possibly even return for their next purchase.

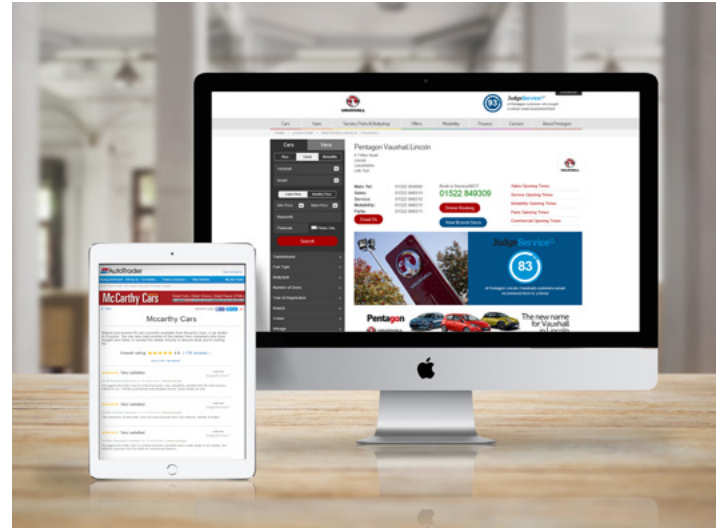
Showcasing ALL independent customer testimonials, satisfaction and recommendation scores online is also known to boost website traffic, accessibility, engagement, visitors and sales. Showing any negative feedback and a positive outcome online demonstrates commitment to customer service for all to see.

Negating a negative is a genuine thing and, of course, two negatives make a positive! These negative reviews actually help aid conversions too. At least, they do if they are handled correctly. 30% of consumers assume online reviews are fake if there are no negative reviews! (Vendesta, 2016).

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 form of encouragement is great for morale and great for a business.

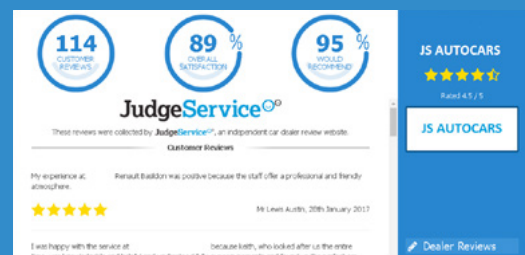
And let's not forget, whether a small or a large dealer, reviews are free and give them the opportunity to build their reputation regardless of budget. Reviews that are accessible and displayed across reputable

websites help establish and grow a reputation at no cost, while also increasing confidence in a business. They give consumers insight into the experiences of other car buyers, so if they're not sure who to buy from they can easily see what other consumers have said. And these benefits can be extended further when reviews are also available on well-known, classified third party websites such as Autotrader, Trusted Dealers and motors.co.uk.



Create raving fans

Genuine used car loyalty is, on average, only 14% and yet some retailers can achieve double this. First class customer service is vital, but it is also about just keeping in touch and, ideally independently, checking on how the customer is feeling about the experience. If a company doesn't have a clear and methodical way of following up a lead / enquiry, they'll never know exactly how they've done!



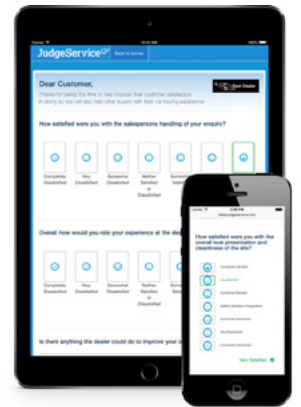
About JudgeService

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 good 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 customers provide answers that will drive business.

Our survey results can be shared on Social Media, as well as the JudgeService website. We can also create a specific widget that dealers can include on their website and this, combined with our partnerships with motors.co.uk, Autotrader and Trusted Dealers, ensures that the reviews get maximum exposure.

We have been chosen by over a thousand 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 any business in enhancing customer satisfaction, gaining competitive advantage, increasing sales and retaining existing customers.



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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