



Trust the Reviews:

Honesty is the Best Policy

A JudgeService Automotive Industry Paper

JudgeService®

Trust the Reviews:

We are in an era where trust is at a premium.

Evaporation of Trust in the Past Year in the UK

Trust in institutions, 2012-2017, shown in percent
2017 Edelman Trust Barometer



One fifth of recent car buyers found vague, hard to find or misleading information in their recent research to buy a car, with over a third claiming they delayed or actually put off buying all together*. There are some unscrupulous people, and businesses, in the world who try to 'circumvent the rules' and create fictitious positive reviews with the intent of impressing the masses.

In reality, car dealership reviews should be independent and genuine to help customers make more informed purchasing decisions. Authenticated and validated reviews help ensure that customers know to trust the feedback available.

*Auto Trader

When buying a car, this is no different. The 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.

A person like yourself now tied for the credible spokesperson



Peers Now as Credible as Experts

This image shows the importance of Peer Reviews. It highlights the percentage who rate each spokesperson as extremely / very credible, and change from 2016 to 2017. Peers are the most important spokesperson for your company.

The Power of Negating a Negative

Traditional British reluctance to complain about poor service is being swept away as multiple internet buying channels enable consumers to become more 'opinionated'. It's not realistic to expect everyone to be happy and bad reviews lend credibility. And dealers should learn to see the value in negative comments.

Negating a negative is a genuine thing and, of course, two negatives make a positive! At JudgeService, if you choose to publish your testimonials, we publish all of them (unlike some other review providers that cherry pick and only show the good ones to fudge the results).

“At JudgeService we are proud that we publish all appropriate reviews”

JudgeService Research Ltd.

But 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!**

By replying to negative comments to address the issue and take the conversation offline, you can manage your reputation and integrity.

“Praise/criticism tends to focus on an individual within the company, rather than the company itself and those viewing the ratings are interested in that because it's a people business.

“Typically, if there is criticism, it's because someone is not conforming to standards – not returning the promised call, failing to stamp the service book, or the car is returned from the workshop and not valeted to customer expectations, to give some examples.”

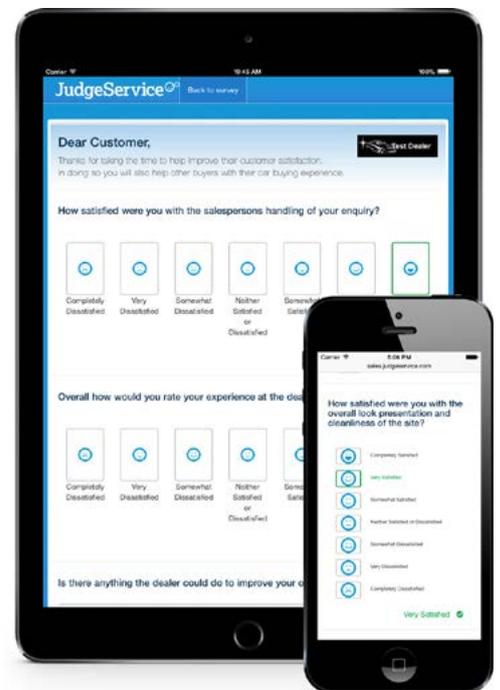
JudgeService Research Ltd.

With this in mind, professional, trustworthy review sites should include a function that allows you to reply to negative comments / feedback. Invespro.com states that responding promptly to negative reviews is the number one way of dealing with negative reviews. JudgeService solutions include this and, in addition, our system sends an alert to a nominated person, immediately notifying your business so you can address it in a timely manner.

Our 'Right-to-Reply' facility enables you to display responses to negative reviews online. This provides the opportunity to resolve the complaint in an open forum and for potential consumers to see how you handle issues generally. This vastly improves your credibility.

**Vandesta

Because they can share something a brand can't — real experience. That's why shoppers trust a personal recommendation above anything else.
Nielsen



Trust the Reviews:

- a best practise checklist.

As the leading online review provider in the automotive industry, with over 25 years' automotive experience, we are perfectly placed to share our knowledge and expertise to help dealerships of all sizes with their online presence and business intelligence.

Consumers rely on online reviews to make purchasing decisions. They also expect reviews to be independent and genuine to help them make more informed purchasing decisions. Using our extensive knowledge, we have developed a best practise car dealer review checklist:

- 1 Review sites should operate rigid testimonial publishing criteria to ensure that consumer reviews are totally unbiased and provide an accurate picture of the consumer experience.
- 2 All endorsements should reflect the endorser's actual experience and opinion. Companies should not use testimonials that make claims about a product or service that can't be backed up with clear evidence.
- 3 Appropriate procedures should be in place to detect and remove fake reviews, and act promptly in response to reports of suspected fake reviews.
- 4 Every testimonial should be checked, prior to publishing, as there is no safer check than a pair of eyes reading content!
- 5 Review sites should not 'pretend' to be a consumer and write reviews about customers – or pay others to do so.
- 6 Money or gifts should never be offered to customers to write positive reviews as inducements. This would dilute the accuracy and honesty of any review.
- 7 Every used car sales review should be published, including negative ones, provided they are genuine and lawful. Customers are becoming increasingly wary and suspicious of only positive reviews.
- 8 Reviews should never be published if they include swearing, abusive language or defamatory remarks.
- 9 Reviews that contain personal details such as a mobile phone number should also never be published.
- 10 Sometimes a customer may request that a review is not made public. These requests must be honoured.
- 11 There should be no unreasonable delay before reviews are published, so consumers get the current picture straight away.
- 12 Businesses should have the opportunity to respond online through a 'Right-to-Reply' facility which should also show responses to the online review. This provides an opportunity to resolve the complaint in an open forum and for potential consumers to see how issues are handled generally.

Earlier this year, Google was forced to hand over IP addresses of people behind fake reviews in the Netherlands. Just in the past few weeks, Airbnb, which operates in 191 countries, has been accused of stopping guests from leaving bad reviews if they cut short their stay.

Only Genuine Reviews

At JudgeService we believe in trust, and as an independent review provider we are dedicated to bringing unbiased, honest and accurate customer reviews. 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, Motors, Facebook and Trusted Dealers.

JudgeService helps car dealers who are committed to customer satisfaction maximise response from consumers and share reviews for social proofing. Credibility is your trustworthiness, believability and honesty – and we help build online credibility and trust from the first impression.

We are proud to publish all reviews whether they are good, bad or somewhere in the middle (based on our market-driven House Rules). And we work with you to guarantee website optimisation and maximum exposure.

Through a data feed from its dealer subscribers, JudgeService issues a 12-point questionnaire to customers, mainly covering sales, to assess overall experience and whether they would recommend friends and family.

Honesty is the best policy!

Peer-to-Peer Reporting

The depth of reporting options with JudgeService is unparalleled in the industry. Our unique traffic light approach enables you to compare results around your group, with others in the industry, provide a comparison with the National average (based on JudgeService national figures) and compare your staff results with those across the country.

	How satisfied were you with the overall look presentation and cleanliness of the site?	How satisfied were you with the attitude of the salesperson during your purchase?	How satisfied were you with the choice of vehicles?	Were you offered finance elsewhere? -yes	Did you know where else to go? -no	How satisfied were you with the explanation of the finance packages available?	How satisfied were you with the explanation of the paperwork and documentation?	How satisfied were you with the attitude of the salesperson during handover?	How satisfied were you with the interior and exterior cleanliness of the vehicle?	How satisfied were you with the mechanical preparation and standard of the vehicle?	Since delivery have you been contacted by someone from the dealership? -yes	Overall how would you rate your experience?	Would you recommend?	Total
Employee 1	95.71%	97.14%	97.86%	68.00%	83.00%	95.24%	98.00%	92.86%	92.86%	92.86%	80.00%	95.71%	100.00%	10
Employee 2	92.86%	92.86%	92.86%	90.00%	100.00%	100.00%	92.86%	92.86%	92.86%	92.86%	80.00%	92.86%	100.00%	2
Employee 3	95.71%	91.43%	98.57%	90.00%	100.00%	95.24%	92.86%	94.29%	91.43%	88.57%	70.00%	91.43%	90.00%	10
Employee 4	84.84%	88.42%	82.86%	82.00%	87.60%	93.43%	96.43%	96.42%	96.43%	94.64%	37.59%	93.67%	100.00%	8
Employee 5	91.43%	97.14%	91.43%	88.00%	100.00%	96.43%	94.29%	97.14%	94.29%	94.29%	100.00%	94.29%	100.00%	6
Employee 6	94.29%	97.14%	88.57%	70.00%	92.00%	95.92%	91.43%	95.71%	90.00%	84.29%	80.00%	92.86%	90.00%	10
Employee 7	94.29%	100.00%	84.29%	68.00%	80.00%	100.00%	91.43%	97.14%	100.00%	97.14%	100.00%	97.14%	100.00%	5
Group Average	94.61%	95.67%	93.72%	72.73%	87.88%	94.94%	93.07%	95.24%	94.16%	90.89%	68.18%	93.51%	96.97%	68
National Average	94.57%	96.00%	93.14%	78.00%	90.00%	95.51%	92.57%	95.14%	93.43%	91.14%	70.80%	93.43%	96.00%	50
JudgeService Average	83.18%	84.85%	81.74%	84.29%	82.33%	88.98%	82.24%	84.71%	82.72%	81.14%	67.21%	81.62%	95.68%	30566



Why 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 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.
- 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.
- Our digital know-how means our users have a fully-responsive online presence and marketing opportunity.
- Our surveys and online tools are constantly re-evaluated and we strive to keep up-to-date with customer demand and market changes.
- 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 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.
- 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.
- 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.
- Our knowledge will support your 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 over 750,000 reviews, visit: business.judgeservice.com, email: sales-enquiry@judgeservice.com or call 01423 225166

www.judgeservice.com

Telephone: 01423 225166
Email: info@judgeservice.com

JudgeService Research Ltd
11 Cardale Court
Cardale Park
Harrogate, North Yorkshire
HG3 1RY
United Kingdom

Copyright © JudgeService Research Ltd. All rights reserved.

The information contained in this document is intended for general information only, as it is summary in nature and subject to change. Any third-party brand names and/or trademarks referenced are either registered or unregistered trademarks of their respective owners.

JudgeService®