

Raving fans buy cars faster

Judge Service's latest research shows that a 20% improvement in recommendation levels reduces the time it takes to sell a used car from 40.3 days to 34.4 days – that's nearly six days quicker

This is based on analysis of more than 100,000 customer surveys matched with stock data. JudgeService offers a range of surveys that give retailers insight into the customer experience, as well as reviews and star rankings. Working with more than 1,000 retailers across the sector, JudgeService uses industry-specific questions to provide actionable insight to improve the customer experience.

Customer journey
"At JudgeService, we believe that insight enables our clients to make the world a better place one customer at a time," said Neil Addley, the founder of JudgeService. "The core to this is understanding the customer journey, which is where

ProAct from our Lost Sales Survey starts, by enabling you to understand why customers haven't bought from you. As with all our surveys, we provide the data back to the dealer in real time, enabling them to act on any hot leads and secure new business. But also, using our reporting, particularly our traffic light report, you can highlight key businesses or individuals that need attention by comparing them with their peers. "You can also highlight any process or systemic issues within a dealer group by highlighting where there is an area of concern. So, improving customer service really does start with lost sales. Key causes of dissatisfaction are poor attentiveness to meet and greet, and badly explained finance options. The single most important driver of



customer satisfaction is the salesperson. "Once a customer has bought a car, our clients use ReAct, our post-transaction survey, to understand their customer satisfaction, but also to drive review content and star rankings. 97% of people look for reviews when they are buying something and 87% of people expect to see well above three stars before they consider a business. Our clients are able to celebrate their reviews by publishing them using our widget or, better still, pulling the content through to their own website using our API. Our reviews index well on Google for great natural search benefits and are also featured on Auto Trader and Motors.co.uk. Unlike some review companies, we don't allow our customers to cherry-pick what reviews are published, or indeed who is asked to complete them. We believe that, in the long run, only authentic businesses will survive. "To complement our sales surveys, we also offer clients Snap 'n' Share,

part of the JudgeService App, which allows customers to celebrate the joy of handover. Not only does the customer get a photo of the handover to keep, but they are also able to share it on the dealer's site, Facebook and their own social media. For customers using ReAct and Snap 'n' Share, the handover image and the review are combined when they are presented on the dealer's website. "We also recommend dealers follow-up service customers with our ReAct service survey, which gets really good snapshots of customers after they have had vehicles serviced and repaired."

How does it work?
JudgeService takes feeds of customer data from the retailer on a regular basis, which is critical for it to be able to send out surveys and also conduct analysis. Surveys are sent by email and text, with added reminders to ensure maximum response. Response rates are typically 35-40%, as the customers

THE MAGNIFICENT SEVEN

Based on our insight, these are our top tips for dealers to improve customer satisfaction, stock turn and profitability

1. Meet and greet – attentiveness matters
The results are conclusive. Customers want to know you care about them and are available to help. Make sure your magic meerkat is on the lookout for customers on the forecourt or display. Rain or shine, customers want to be acknowledged. Sure, they probably don't want to be pestered, but they sure as hell don't want to be ignored.

2. Train your team to explain paperwork, documentation and finance
You probably spend time training closes and objection handling, but how much time do you spend teaching your team to explain paperwork and finance documents? Is it even in your training plan? Yet it has a huge impact on customer satisfaction. Get it right and you'll sell more cars more quickly. Get it wrong and customers will walk.

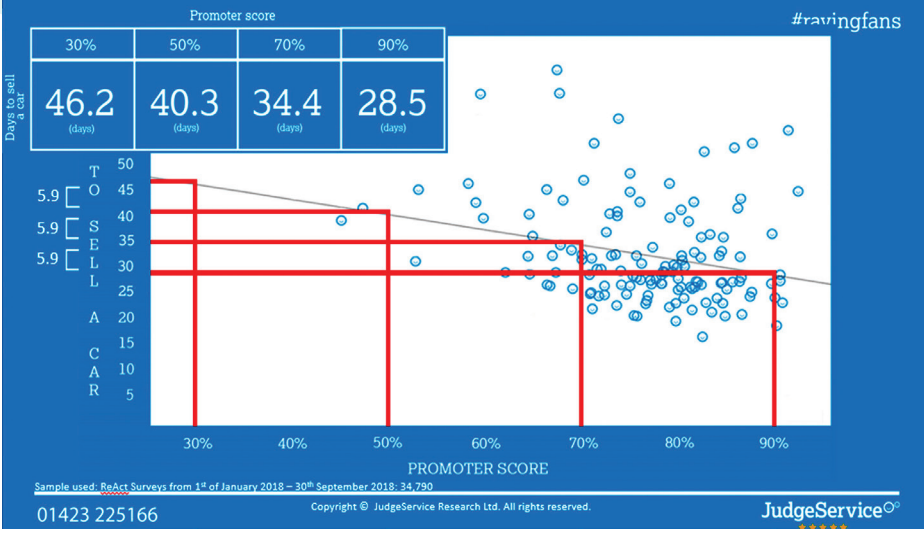
3. Keep it clean
Whether it's the car being cleaned before being put on display or the forecourt, customers notice your attention to detail and judge your business by the standards you set.

4. Maximise your web presence
As well as accurate pricing, good specs and great photography, ensure you carry your reviews, recommendations and star ratings on your website. Customers are looking for who to choose and if you don't have the information they're looking for, they will go elsewhere.

5. Invest in customer feedback
Don't lose sales because someone, somewhere has decided the customer won't deal "today". One man's tyre-kicker is another woman's hot prospect. Use a third-party follow-up to get feedback from "the ones that got away". More than 35% of "lost sales" are still very much in the market to buy.

6. Measure customer satisfaction
"What's measured is managed and what's managed normally improves." If you're not measuring your used car customer satisfaction or lost sales, then you have no barometer on your performance. It's like driving without a speedometer. Ongoing measurement of the customer experience will highlight where you can make improvement as your processes and team change and evolve. Recognise excellence and coach out the crap!

7. Coffee and car mats
Coffee, a tank of petrol and car mats. People notice these things. Plastic cups and vended coffee may have been all right 20 years ago, but people expect more now. Decent coffee and a proper cup. Or a can of Coke or bottle of water. Explain whether they have to pay for a full tank or whether they'll get mats. Don't risk spoiling the handover by "bottling it," not explaining what's covered and what has to be paid for. People are used to paying for upgrades – just get the offer right.



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