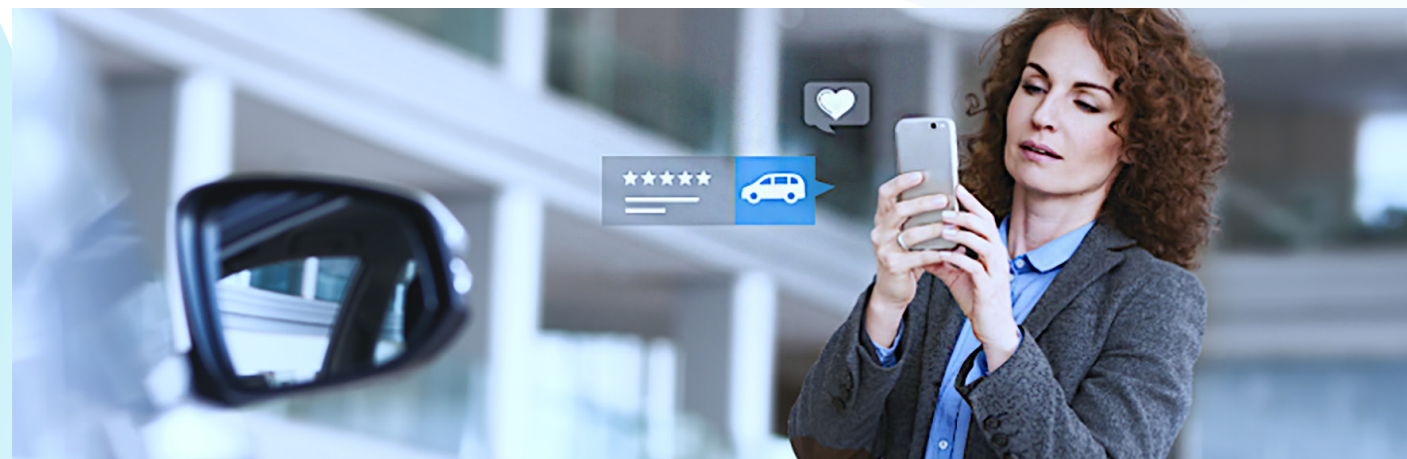


CHOOSE YOUR SUPPLIER SPOTLIGHT



Keeping your good name is vital to business success

The UK's motor retail industry is crammed with competition, and a dealership's reputation can be a defining factor of whether that business is chosen for a purchase.

But the business of understanding consumer sentiment has moved on from the single, multi-question, post-purchase survey that the motor industry traditionally loved and hated in equal measure.

Consumers are publishing their views and experiences for each other, as well as for businesses to take note of. Word-of-mouth still carries a lot of weight and, although it's mostly moved online in terms of online reviews and social media posts, for a high-ticket item like a car, your reputation matters immensely.

People will do their research and what they read or are told about a brand exerts a massive amount of influence.

Reputation.com helps dealer and manufacturer customers manage these digital interactions by providing a software solution that supports them at every touchpoint. And the data it harvests can ensure clients can efficiently address patterns of problems and drive improvements in the medium- and long-term.

"There are so many different ways

for consumers to communicate with a business, so many different environments that need to be monitored by that organisation. It's probably humanly impossible," said Anthony Gaskell, EMEA managing director at Reputation.com.

Analytics is key to success for those larger brands and dealers. It's not just a case of how many followers they have on social media, or how many reviews they've received as a group last month. Using the right software, there's a wealth of information which they can put to good use.

Reputation.com's systems and experts help to take unstructured data and turns that into insight the dealership or group can act upon.

Gaskell added: "Managing that whole environment, and understanding whether you're heading in a positive direction or things are going wrong and you need to make changes, is actually extremely difficult to do, when you think about all the different environments where a consumer

Reputation.com's SaaS platform is used by household brand names across 77 unique industries. It operates globally from eight offices with more than 400 experts in the service.

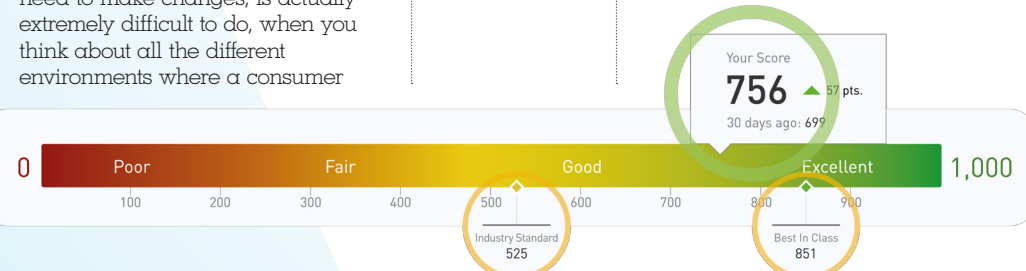
may choose to engage with a business.

"That's where our Reputation Score comes in, as a real-time calculation of your online reputation and performance across all those consumer touchpoints."

He said the best-performing brands have an end-to-end programme. They know when to interact with consumers, but also when to respond and close the loop. They have a process to take on board the feedback.

Multiple sources of feedback, both online and internal, feed into Reputation.com's software and build the Reputation Score in real-time.

That Reputation Score provides the business with a benchmark, based on online visibility, engagement, consumer sentiment and responses to negative feedback, so they can track whether what they're doing has a positive impact. It gives them a plan,



Advertising feature

by indicating the areas of low performance. Reputation.com's data science team will identify trends, and its customer success managers will work with the client to develop a plan that tackles those trends.

And thirdly, Gaskell said, clients will see that there is a direct correlation between the Reputation Score and the business's revenue and car sales. A dealer's return on investment analysis calculates the online traffic and revenue that better visibility and reputation will drive, plus the efficiencies gained from the services and the analysis provided.

Gaskell outlined that 52% of all automotive searches done on Google are no-click, and in the past two years the use of the term 'near me' in Google searches for dealers has grown more than 200%. And 79% of consumers take a relevant action on their smartphone at this point, such as making a call to the dealership or clicking onto directions to get there, giving clear indications that they are in the market to buy.

Such statistics clearly indicate the importance dealers should place on presenting the right impression through the Google My Business tool if they want to secure more sales.

Gaskell said they can help to influence their reputation by ensuring a steady volume of reviews, improving the trend in customer sentiment, and by responding to the feedback.

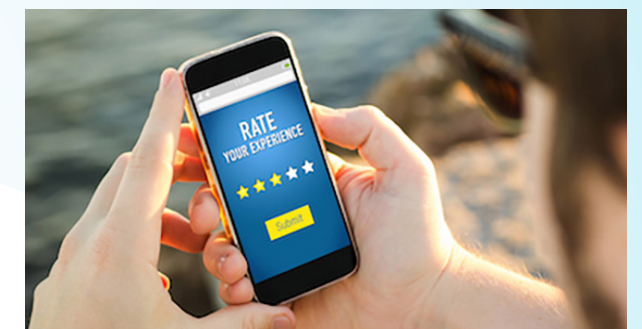
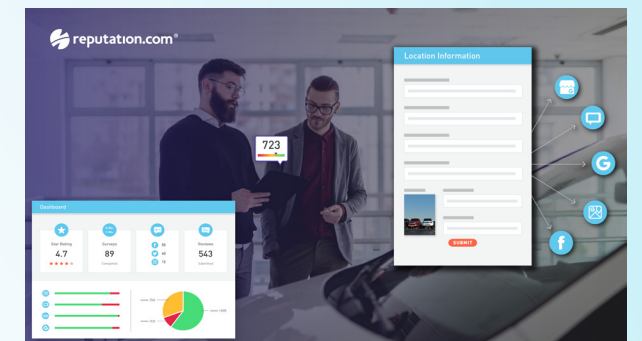
"If you're not managing this space, you're likely not appearing in the top three served by Google. And if you are appearing, but with a star rating below four stars, alongside another two that have four-plus ratings, you're probably not going to be the one the consumer acts upon."

A campaign of 'pulse surveys' allows the dealer to ask the customer their views on specific parts of their process, and give them the option to post these views as a Google review.

Gaskell said it is important to ensure as much feedback as possible goes online to give the business the best chance of converting new prospects searching. He adds that responding to feedback is just common sense and the right way to conduct business.

"It's becoming the norm and extremely important. Businesses cannot get everything right 100% of the time. Most consumers understand that. But they expect when they're doing their research online to see that a business cares and has responded giving a simple thank you for the review or addressing concerns."

At times, the resource to deal with responding to reviews online can be a strain for small and large businesses alike. Reputation.com's software can help here, providing templates, but it also offers a



managed services team able to take on the responsibility of responding in an appropriate tone of voice and escalating issues up the management chain, in line with the client's service level agreement.

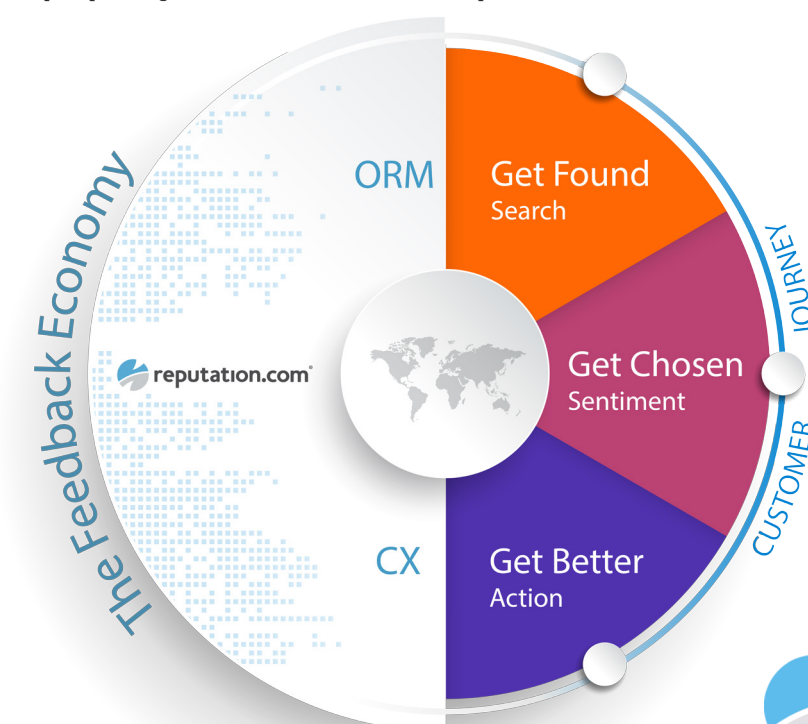
Reputation.com describes the overall combination of online reputation management and customer experience management as 'the feedback economy' and Gaskell warned that any business today unable to monitor all these datasets and understand how their brand is being regarded is really not in an optimal position.

Brands no longer control what consumers are able to read, the content out there from customers is everywhere and it will impact on a business's success.

"Your reputation is built from every interaction a person has with your brand – from search to sale, first use to renewal, customer service call to service review. If you're not proactively soliciting, consolidating, promoting and acting on feedback at every stage of the journey, consumers will take their business elsewhere."

"That's why we're dedicated to building the only integrated platform that helps companies foster lasting loyalty," he said.

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