

# Importance of positive CX feedback can't be overstated

As the internet's role as the car retail sector's "front door" continues to grow, Reputation is providing the tools that help ensure OEMs and dealers leverage customer experience (CX) to entice increased numbers across the threshold.

Survey responses gathered as part of Reputation's annual automotive sector report showed 85% of consumers consider reviews important – highlighting the importance of consumer feedback to customer acquisition – with 65% stating that a dealership needs to have at least a four-star rating to consider purchasing from them.

Emphasising the fact that consumers are willing to vote with their feet in response to review ratings and comments, 70% said they would travel 20 miles to deal with a top-rated dealership.

"The rapid rate of innovation within automotive, and across all industries, means that customer expectations are continually on the rise," says Matthew Patchett, a Senior CX Strategist at Reputation.

"How are customer expectations

set? One of the key factors is the juggernaut that is Google. It's the front door to your brand/dealership. First impressions matter now more than ever. If customers see negative ratings and reviews, they will scroll down the list and take their business elsewhere. Their mind has been made up in a split second."

Reputation is a CX software company that helps businesses drive retention, advocacy, awareness and conversion.

"Central to this is our ability to help businesses improve their reputation and presence online. Our single platform means that your business listings, reviews, surveys, actions and more, can be managed in one central place," adds Matthew.

"As well as this, Reputation is increasingly bringing in people like myself that have been client side and know what it's like to build and develop customer experience programmes."

Before joining Reputation, Matthew spent 12 years at Volkswagen Group UK and led its Customer Experience Management programme.

He says: "We use our expertise and



**GOOGLE IS THE FRONT DOOR TO YOUR BRAND/ DEALERSHIP**

**MATTHEW PATCHETT**

lived experiences to help businesses understand where they are on their CX journey, the gaps that they need to bridge, and how best to do this in order to drive positive business change. The theory of CX is simple to understand but it's not straightforward to deliver, and that's where our team of CX practitioners can support."

## Automotive sector report

Reputation's annual automotive sector report draws on data from five million customer reviews, correlating a range of customer service metrics including online ratings, search impressions, social engagement and review responses to assign a 'Reputation Score' for automotive retailers and brands out of 1,000.

Snows topped the 2022 car retailer rankings, scoring 775 to beat Pendragon (727), Renault Retail Group (714), Lookers (706) and Steven Eagell Group (704), respectively.

Kia was the top-rated car brand, meanwhile, scoring 710-out-of-1,000 to finish ahead of Renault (703), Hyundai (695), Lexus (692) and Mazda (665), respectively.

Within the data analysed to create

the report, the Reputation Data Science team found that the majority of positive consumer reviews cited service, sales and staff, with salespeople often referred to by name for their knowledge, attention to detail, and commitment to helping customers.

On the flip side, customers were less positive about dealerships' aftersales provision, with long wait times, inadequate repairs, pricing and administration featuring in many negative reviews.

Matthew believes that the way we approach CX in automotive still needs to evolve.

He says: "Everyone wants to ensure that their customers have a great experience, and therefore it's essential to focus on the 'why?' behind the scores. This will help drive a positive and empowered CX culture, which will deliver longer-term business benefits.

"If you don't deliver a great experience on occasion, understand what went wrong and how you prevent it from happening again in the future. Both positive and negative feedback, as long as you close the loop, can contribute to a narrative of customer care that drives online visibility and engagement. Evidencing positive outcomes from difficult situations has the potential to provide some of the biggest CX wins. Every negative review holds a lesson and an opportunity."

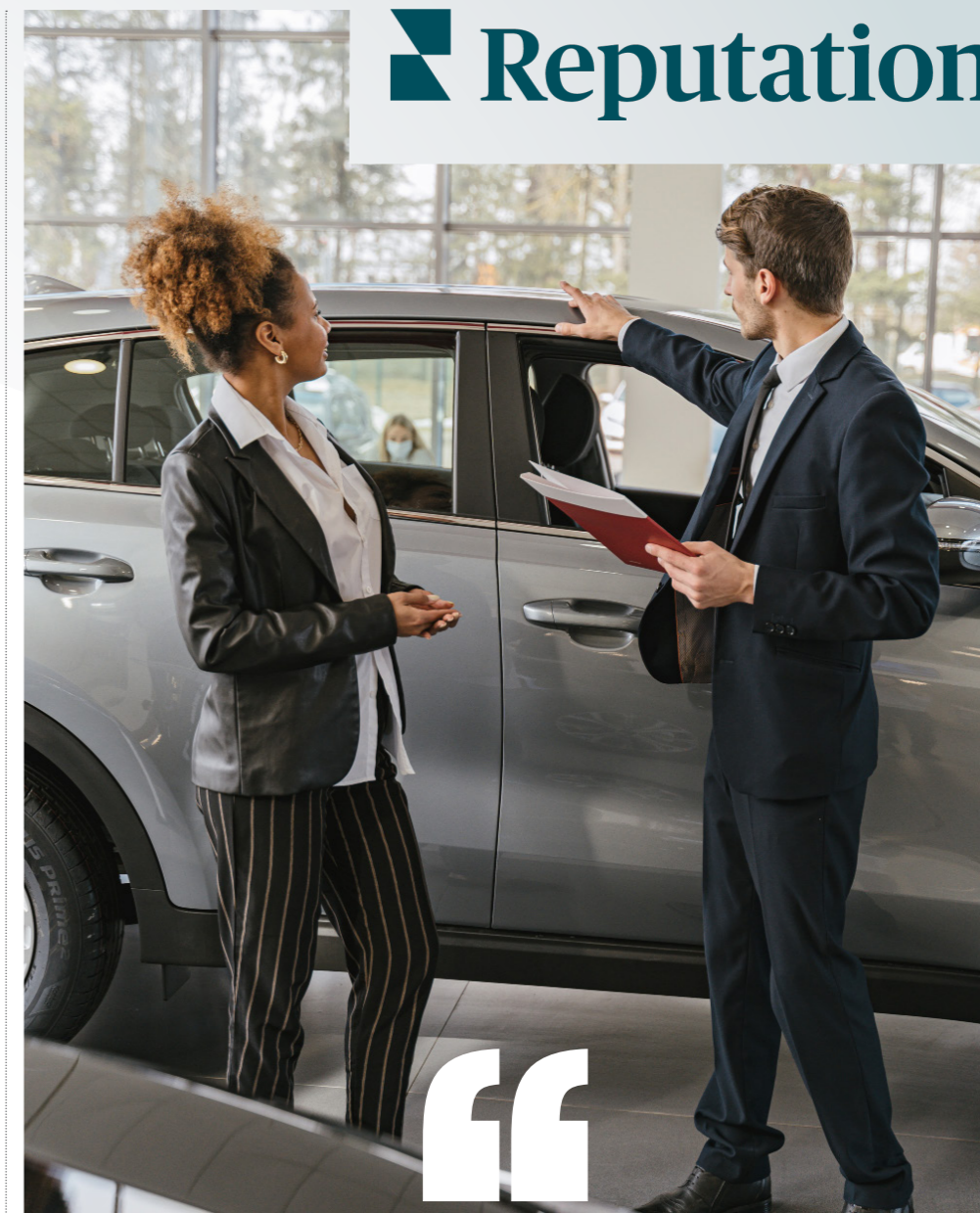
## CX platform of choice

Reputation is the CX platform of choice for more than 35,000 dealerships globally and is trusted by 11 of the AM100's top 20 to help facilitate improvements that will drive an increase in business.

One OEM partner has seen a 25% increase in market share since working with Reputation after a 754% increase in total review volume helped to drive a 46% increase in listing views (from 23.2 million to 33.9m) over a two-year period.

This resulted in an 18% increase in calls from listings and 13% increase in website visits from listings.

AM recently reported how current AM Awards Manufacturer of the Year Kia UK amplified the voice of its customers and ramped-up online interactions as part of a focus on brand reputation that delivered a 20-fold increase in engagement for



**THERE IS A CORRELATION BETWEEN ONLINE REPUTATION... AND THE VOLUME OF LEADS GOING TO OUR DEALERSHIPS ONLINE**

**KATE McLAREN, KIA UK**

its retailers after partnering with Reputation.

Reviews trebled to around 80,000 a year at the growing Korean car brand, according to Reputation's CX strategy director Chris Sparling, with more than 80% of those reviews receiving a response, compared with around half when the project started.

"What soon becomes apparent is that there is a clear correlation between online reputation, our levels of online visibility and the volume of leads going to our dealerships online," Kia UK's general manager for customer quality Kate McLaren said.

Giving more insight into the positive impact of the changes made by Kia, McLaren says: "Dealer listing accuracy is now 97% while listing views have increased from 4m in 2019 to more than 60m in 2022. Clicks to phone call and website have increased more than 20-fold, reaching more than 700,000 and 1.7m respectively in 2022.

Matthew says: "Seeing those tangible results really can make business leaders sit up and realise just how fundamental CX is to their growth and profitability in an increasingly online world."

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