

Proof in the Percentages: GM SFE Reputation Management

Situation: The need for dealership reputation management is undeniable. It is a crucial part of the customer service process that helps bring back current customers, and gives prospects a favorable first impression of your dealership.

Dealership Need: OEMs know the importance of reputation management and how dealer reputations reflect on their brands. Several, including GM, now make reputation management a requirement for certain co-op and bonus program eligibility.

Testing: As a provider in the GM SFE Reputation Management Program, Naked Lime accepts responsibility for providing a good return on investment for the dealers who choose to work with us.

To illustrate this, we analyzed year-over-year data for dealerships new to Naked Lime to see how their reputation metrics were impacted by our services.

Results: Naked Lime offers two service levels for GM SFE Reputation Management. We measured the review activity across the four main review sites for dealers in each program level.



Identify

The **Identify** package is a dealer-managed monitoring tool designed to meet basic program requirements. It helps dealers monitor review sites, forums, blogs and social sites and gives daily feedback. It also publishes customer-approved survey results to the dealer’s website.

Review Site	Posted Reviews		
	2015	2016	Growth
Google	1677	3168	88.9%
Dealer Rater	1973	2079	5.4%
Facebook	2028	2256	11.2%
Yelp	611	899	47.1%

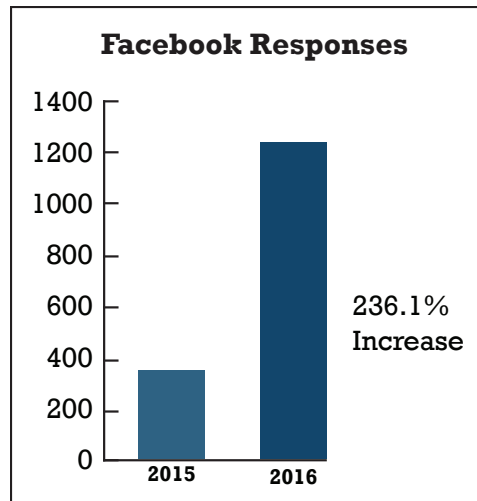
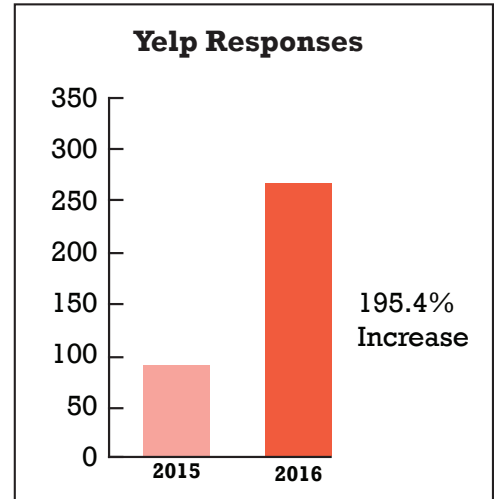
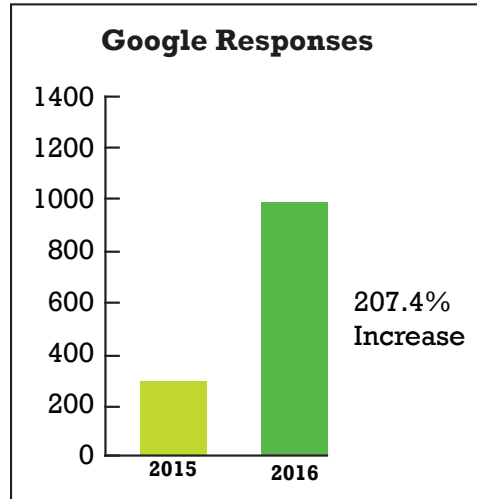
Fortify

The **Fortify** package takes the service a step further by providing a dedicated reputation specialist to handle all activities. The specialist investigates negative reviews, writes and posts personalized responses to all reviews with approval, and pushes on-site reviews to dealership social media.

With Fortify, we also measured the rate at which dealerships responded to customer reviews. Using our dedicated specialists to respond to review activity, Google, Yelp, and Facebook responses all increased by well over 100%.

Review Site	Posted Reviews		
	2015	2016	Growth
Google	750	1350	80.0%
Dealer Rater	535	717	34.0%
Facebook	809	1351	67.0%
Yelp	281	473	68.3%





Conclusion: Dealers saw increased review activity using the base level Identify package from Naked Lime. However, customers expect two-way communication as part of good online customer service. Using a specialist to respond to reviews and communicate with customers, as provided in the Fortify package, produces better results and stronger benefits than monitoring alone.

