



TIPS ON MANAGING CUSTOMER REVIEWS



WHY REPUTATION MANAGEMENT MATTERS

Word of mouth and user-generated reviews are the most trusted sources of information about businesses, according to Nielsen. Seven in 10 auto shoppers won't contact a dealer without first checking its reviews online.

HOW TO RESPOND TO REVIEWS

Responding to reviews reflects to customers that you hear and value their opinions. Taking the high ground in your responses and keeping things professional will enhance your image – even when the reviews are negative.

Most shoppers understand that it's not possible to keep everyone happy. They're more interested in seeing how you respond to criticism: Are you going to be pleasant or combative?

If the customer feels you've turned their experience around, they could even be open to revising their original review. Negative reviews can lead to positive outcomes – it's all in how you respond.

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OUR TIPS

1. Monitor the web for reviews of your store. A simple Google Alert can keep you in the loop any time someone mentions you.
2. Respond in a professional manner to every review you receive – positive and negative.
3. If you receive a review that you believe to be fraudulent, respond to the review BEFORE submitting a dispute to CarGurus - the review will remain live on CarGurus.com until the CarGurus content team can examine it.
4. Positive reviews are a great, and free, marketing tool. Highlight them with shoppers on your website and in your advertising, when possible.

WHAT ELSE YOU CAN DO WITH REVIEWS

Customer reviews, good and bad, can help set the tone for how you want your customer experience to be. Use reviews to reinforce what employees are doing well and provide awareness of where there's room for improvement.

OUR TIPS

1. Share reviews with your employees on a regular basis.
2. Use both positive and negative reviews for coaching.
3. Encourage employees to ask happy customers if they'll review your store. Seek to build a pipeline of positive reviews.

To manage your reviews on CarGurus.com, log into your Dealer Dashboard. See the Dealer Dashboard Overview document to learn how to respond to and dispute reviews. Note that CarGurus will only remove a review if you can provide evidence that the review is fraudulent.