



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE

CUSTOMER CONTACT ACCELERATOR

DEALER REVIEW

# Dealer Review Proactively Surveys Your Customers To Improve CSI Scores & Identify Profit Leaks

## What is Dealer Review?

Obtaining exceptional customer satisfaction is a crucial part of any dealership's business. In fact, at the manufacturer level, customer input about their experience is measured extensively. The manufacturer provides compensation and rewards based on positive customer responses about their dealership experience. Dealer Review is a mobile friendly email survey tool which captures real time customer feedback about their recent sales or service visit to your dealership. Take a proactive approach with Dealer Review to address any issues, work to maintain excellent customer satisfaction, and ensure you obtain excellent scores on your manufacturer's survey.

## How Does Dealer Review Work?

Dealer Review is the successful dealer's survey tool to keep you in sync with your most valuable asset, your customers! Plus, it complements your OneCommand Customer Marketing & Loyalty Automation Platform™. **Enroll now and get started today!**

- 1. Customize Survey Content:** Decide how many questions your survey will include - five or ten. Determine what type of survey questions are most effective in identifying your dealership's key performance indicators: rating scale, yes/no, or open comment. Select from our best practice questions or use your own to generate the content for your dealership's unique survey.
- 2. Collect Data and Receive Alerts:** Your automated, real time survey collects insightful data about your dealership. If at any time a customer scores your dealership poorly, Dealer Review sends you an instant email alert with the customer's contact information so you can address the problem. Dealer Review also provides comprehensive reporting about your survey entries.
- 3. Reward Customers for their Input:** Upon a customer's completion of your survey, you can reward them for their time and honesty with a coupon, redeemable at your dealership. Not only does this demonstrate your appreciation for their time, but it also encourages repeat purchase behavior.

## What Can I Expect from Dealer Review?

Dealer Review provides you the opportunity to capture your customers' opinions and feedback about their recent dealership visit, so you can take action to resolve any issues that may negatively impact the manufacturer's survey. **Sign up for Dealer Review!**



## BENEFITS OF DEALER REVIEW

### Demonstrate Your Commitment

By asking customers and listening to their responses, you can show your determination to provide exceptional customer satisfaction and the importance of their business.

### Highlight Areas of Concern

If something isn't working quite right in your Sales or Service Department, it can be hard to determine the root cause. When you survey customers regularly, it is easier to determine which specific area of your business is reason for concern.

### Increase Customer Retention

The truth is, customer satisfaction is tied directly to retention. The higher satisfaction you can obtain through tweaking your business rules and practices, the more likely you are to retain loyal customers.

### Collect Answers On the Go

OneCommand's Dealer Review solution is an easy way to capture consumer satisfaction even if they're on the go. With its smart rendering capabilities, Dealer Review will allow customers to complete the survey from their mobile phones, tablets, or computers.

Connect with us on:



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