



iSERVICE

YOUR BRIDGE TO SUCCESS

MyReview

Reputation Management



**“This dealership is horrible!
Don’t ever go there!”**



ONLINE REPUTATION MANAGEMENT SERVICES

72%

OF CONSUMERS
TRUST ONLINE
REVIEWS AS MUCH
AS PERSONAL
RECOMMENDATIONS
FROM REAL PEOPLE
SEARCH ENGINE LAND

68%

OF CONSUMERS
GO TO SOCIAL
NETWORKING
SITES TO READ
PRODUCT REVIEWS
VOCUS

90%

OF CONSUMERS
SAY THAT POSITIVE
ONLINE REVIEWS
INFLUENCE THEIR
BUYING DECISIONS
DIMENSIONAL RESEARCH

Managing your online reputation

is vital to the success of your business. Enlist **MyReview** to help protect your brand!



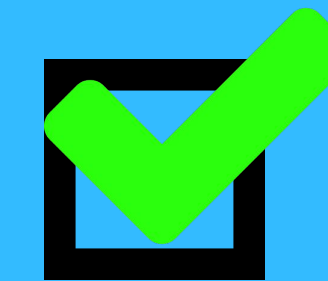
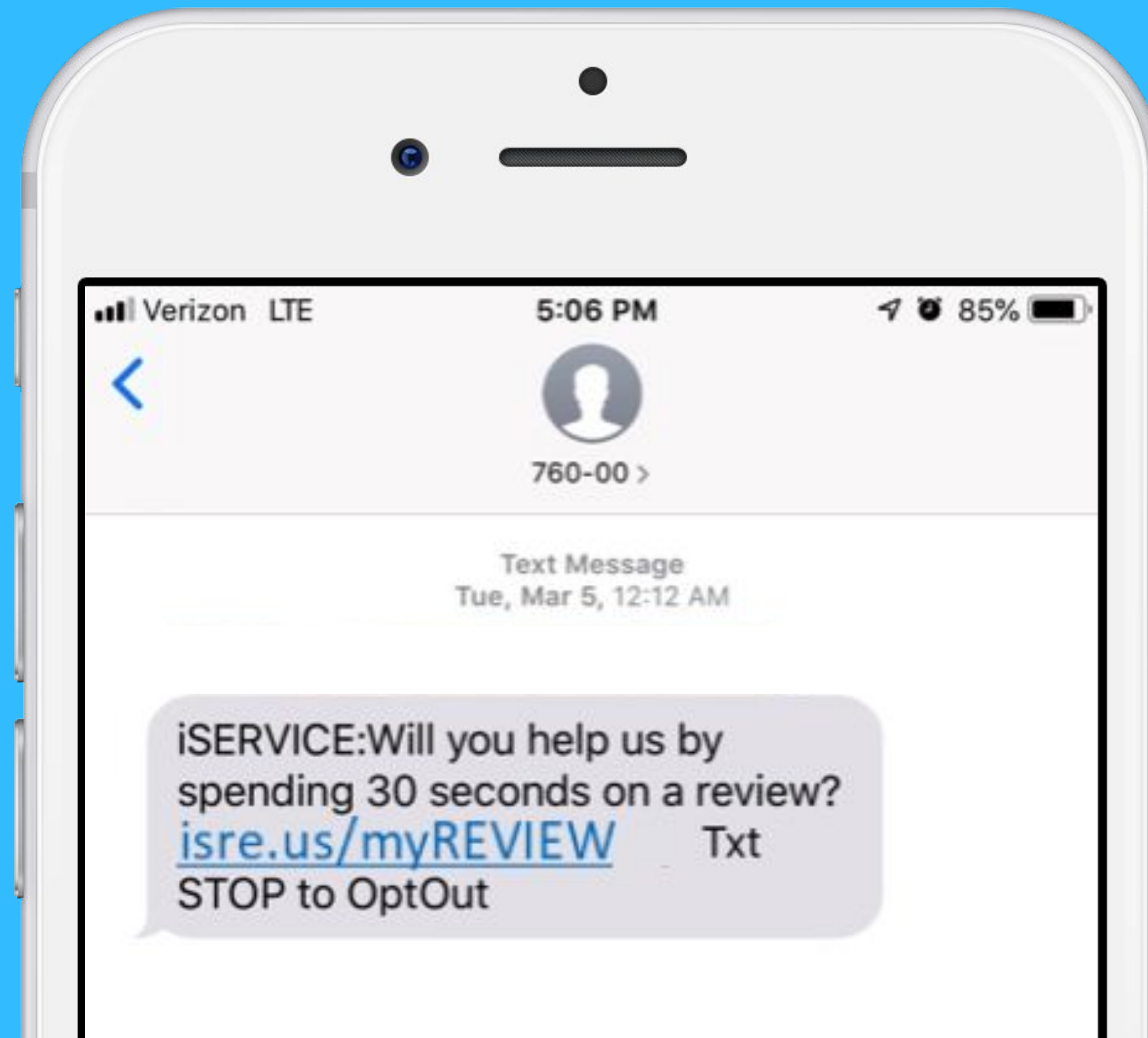
All service customers receive a review request via text message



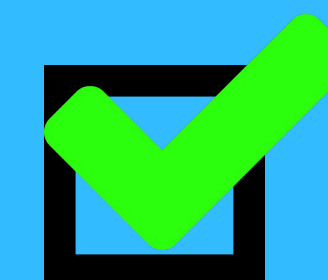
The review request is sent after the transaction is complete



Proactively engaging your customers will increase the number of positive reviews



myREVIEW also helps you control where bad reviews end up

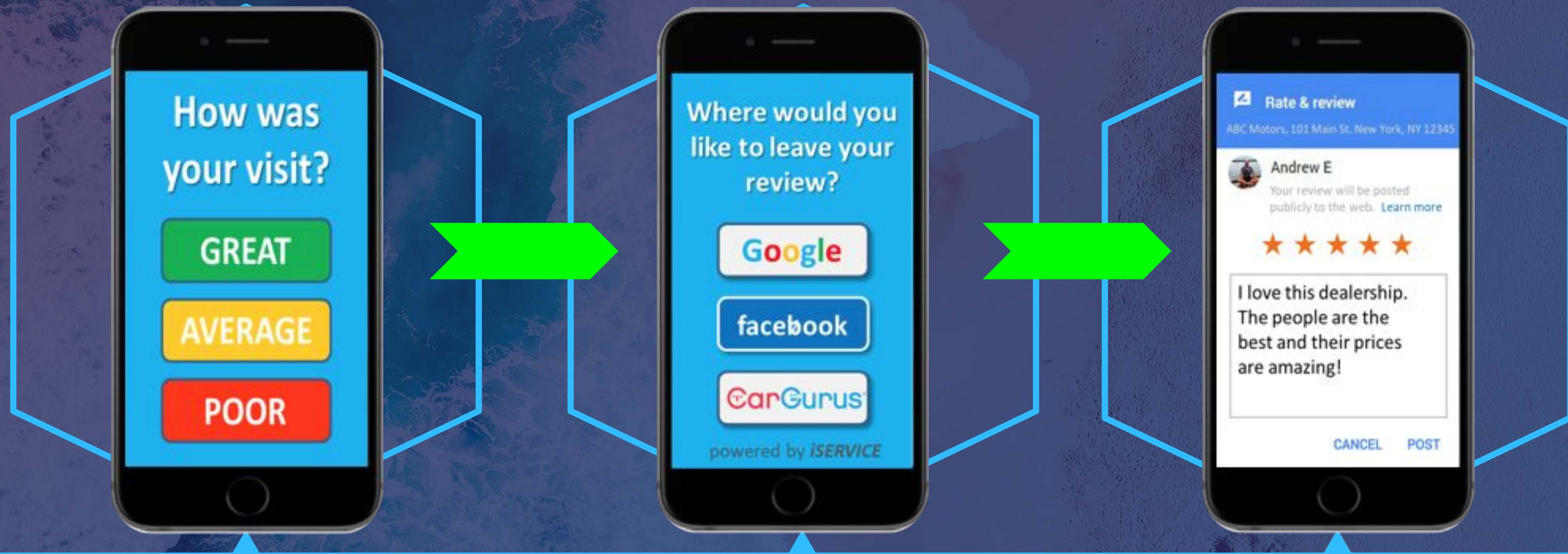


The customer doesn't need to download an app



The customer sees your logo when going through the process

HOW IT WORKS



STEP 1

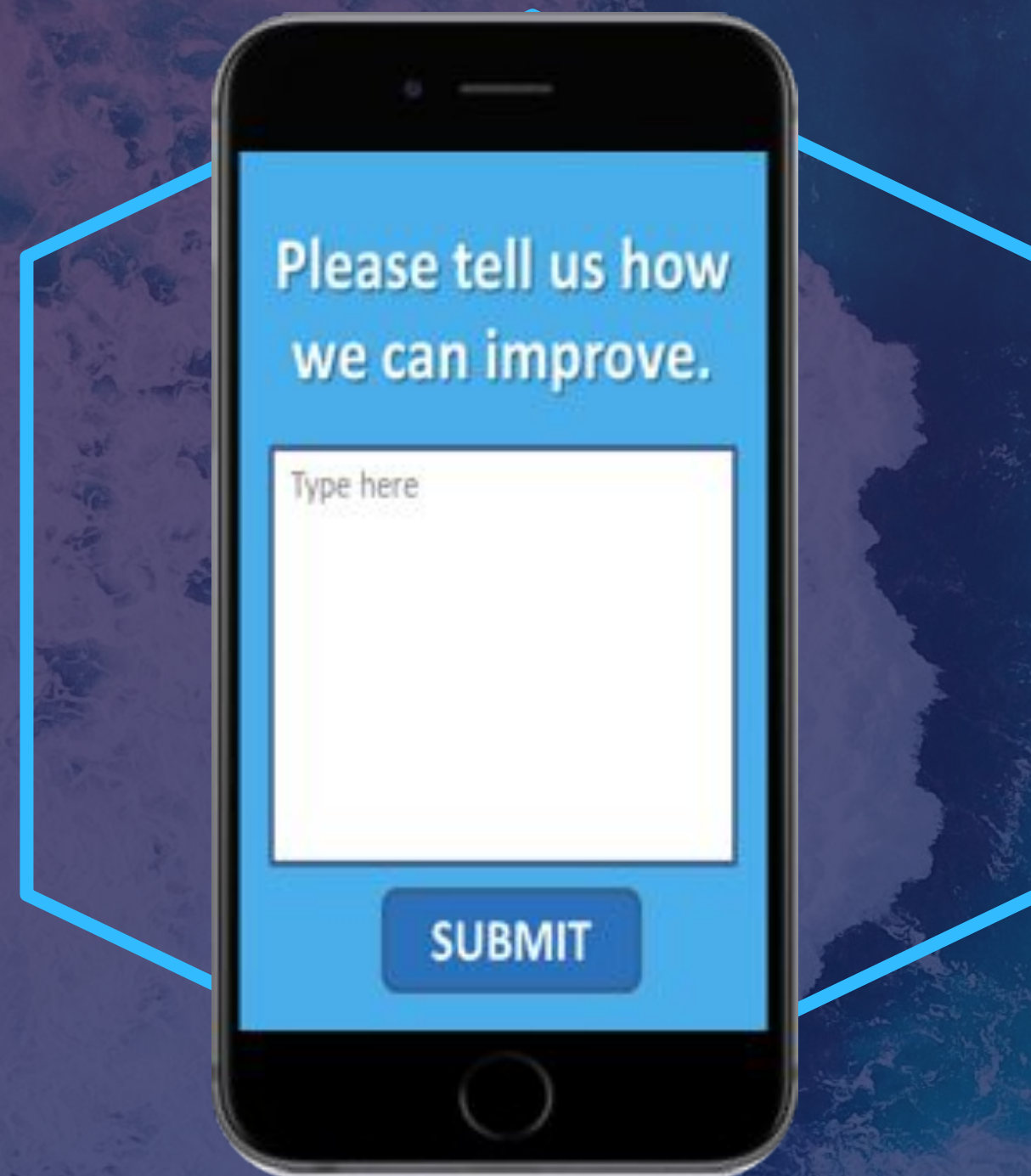
The customer selects the quality of the visit.

STEP 2

If the customer chooses GREAT then they are directed to the review sites of your choice to post their review.

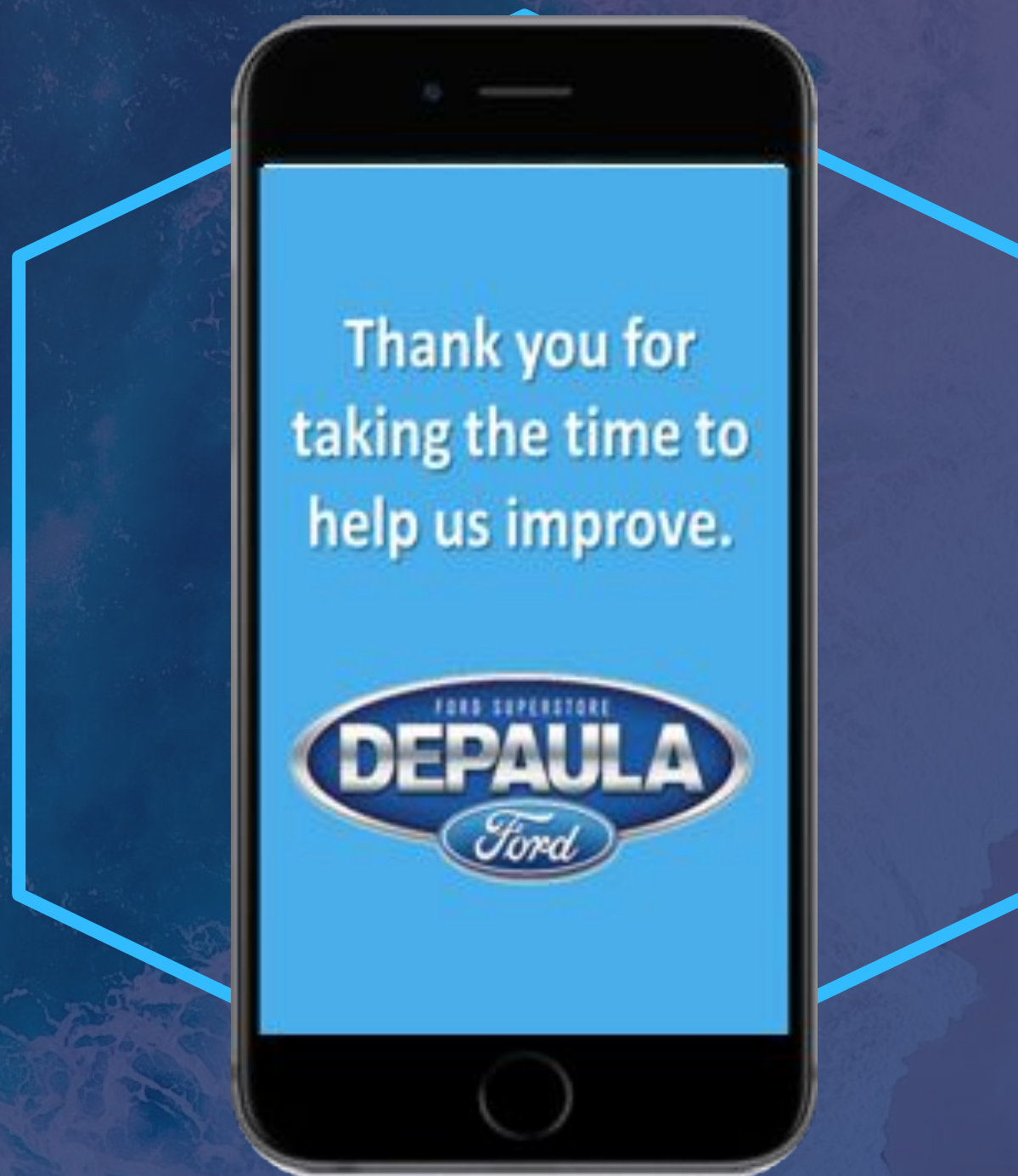
STEP 3

If the customer chooses Google then they are directed to the Google review platform to post their positive review.



STEP 2(b)

If the customer chooses **AVERAGE** or **POOR** then they are redirected to a private internal platform.



STEP 3(b)

Here the customer can vent their frustrations without them being public. Only the **GREAT** reviews make it to social media. The **AVERAGE** and **POOR** reviews are intercepted within the platform and redirected to management.

Stop bad reviews before they are posted to social media and get more reviews with higher scores!

Exposing Weakness

Detailed reporting to help you make calculated decisions

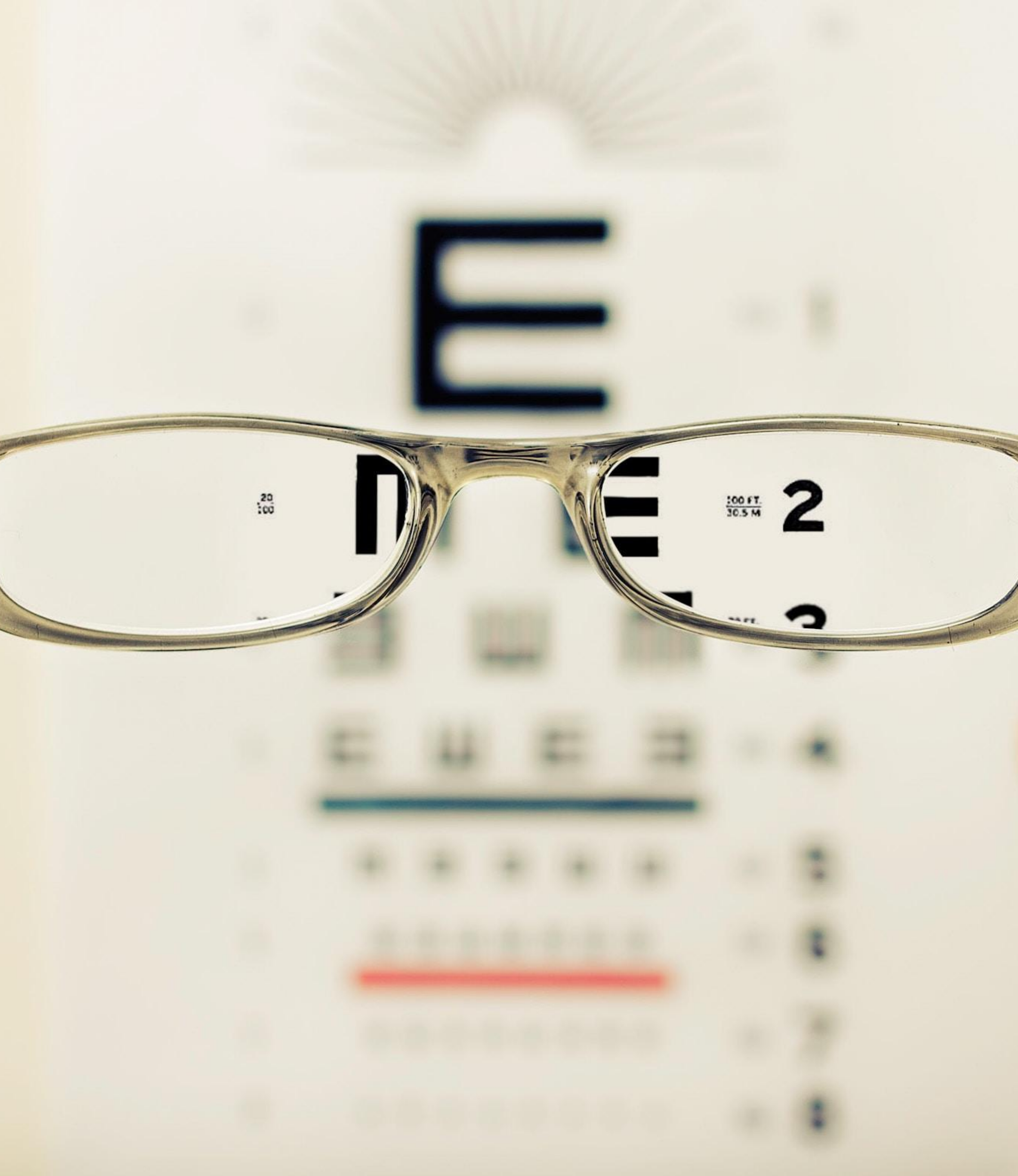
Armed with data, you can identify problems, get more positive reviews, and make more profit! You will also receive instant email notifications when a customer responds with **AVERAGE** or **POOR** so that you can reach out to that customer to retain their business.

REPORTING

Start Date 10/1/2018 End Date 10/31/2018

	Great	Average	Poor	Total	Google	Facebook	Car Gurus	Total
Advisor 1	28	9	3	40	23	11	6	40
Advisor 2	35	5	4	44	30	10	4	44
Advisor 3	31	7	1	39	21	8	10	39
Total	94	21	8	123	74	29	20	123

	RO #	Phone #	Time Stamp	Message
Advisor 3	12345	(888)555-1111	10/2/2018	The service advisor never called me back.
Advisor 2	12422	(888)555-1112	10/4/2018	I still have a problem with my car!
Advisor 3	12655	(888)555-1113	10/7/2018	Poor communication.
Advisor 1	12675	(888)555-1114	10/7/2018	I had to wait way too long for an oil change!
Advisor 2	12771	(888)555-1115	10/11/2018	Service was not very transparent.



What does the data say?



90%

Of people use online reviews to make buying decisions



6%

Of people actually write online reviews


The average dealership only sells **100** cars a month, but the service department handles nearly **1,000** customers a month.

Service reviews are a goldmine to increase your online reputation!



“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that you’ll do things differently.”

-Warren Buffett



PROTECT YOUR REPUTATION



Contact us: review@iSERVICEauto.com