

DealerRater Helps Molle Toyota Drive Higher Close Rates and Boost Organic Search Results

ISSUE

As the #1 E-commerce dealer in the Kansas City region, Molle Toyota is dedicated to responding quickly to all customer inquiries and providing relevant information via the Internet. When Molle Toyota became a Certified Dealer in July of 2009, the dealer sought a high-impact, cost-efficient means to foster its online reputation, improve organic search engine results, and generate increased visitor traffic to its web site, thereby producing more customer leads and closing more sales. As a reputable, third-party review site, DealerRater offered Molle Toyota greater credibility versus simply posting customer testimonials on their dealer web site.

APPROACH

As a Certified Dealer of DealerRater, Molle Toyota has utilized a variety of DealerRater tools and best practices to weave the power of user reviews and online reputation management into the fabric of its dealership culture.

SOLICIT & LEVERAGE CUSTOMER REVIEWS

The dealership follows up on all positive DealerRater reviews by contacting the customer and requesting that they forward the review to their friends.

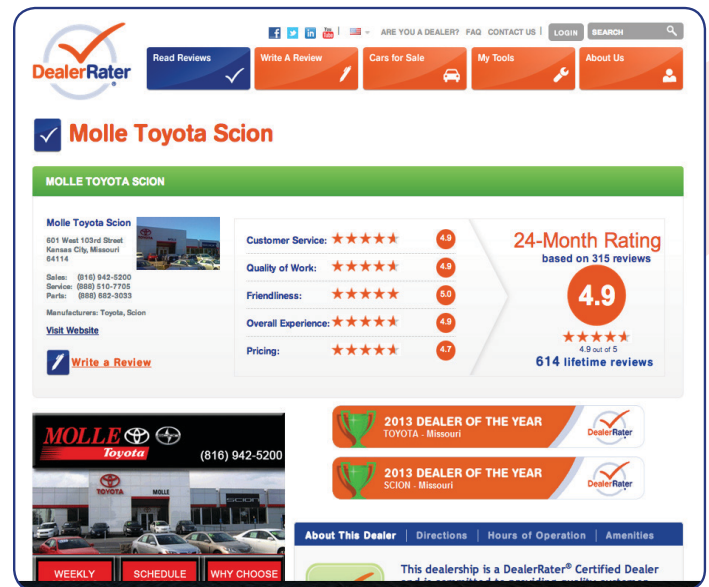
DRIVE CLOSE RATES

Sales associates show prospects visiting the showroom their DealerRater ratings online, and walk away to allow the prospect to read reviews about Molle Toyota as well as the competition. This practice has driven higher close rates at the dealership. Most recently, Molle Toyota enjoyed multiple sales this past year that it attributed to customers having read online reviews powered from DealerRater.

KEEP PROMOTING

- Molle Toyota has created custom pages for all departments. In addition, Molle Toyota's sales team utilizes the DealerRater "MyReviews" pages as a highly effective means of promoting the positive experiences customers have had working with individual Molle Toyota employees. Nearly all sales associates have a picture and personal biography displayed on their MyReviews page.
- Molle Toyota features the most current DealerRater reviews within the client testimonials section of its website as well as on the dealership's Facebook fan page. In addition, the DealerRater logo is featured alongside all video customer testimonials on Molle Toyota's website.

- The dealership incorporates DealerRater into most media outlets, including all radio and newspaper ads. In addition, the Certified Dealer Seal appears in 10 places in-store, over the door at its collision center, and at its dedicated Truck & SUV Center within the sales, service and parts departments.



DealerRater | Read Reviews | Write A Review | Cars for Sale | My Tools | About Us

Molle Toyota Scion

MOLLE TOYOTA SCION

Molle Toyota Scion
601 West 103rd Street
Kansas City, Missouri
64114

Sales: (816) 942-5200
Service: (888) 510-7705
Parts: (888) 692-3033
Manufacturers: Toyota, Scion
Visit Website

[Write a Review](#)

Customer Service	★★★★★	4.9
Quality of Work	★★★★★	4.9
Friendliness	★★★★★	5.0
Overall Experience	★★★★★	4.9
Pricing	★★★★★	4.7

24-Month Rating
based on 315 reviews
4.9
4.9 out of 5
614 lifetime reviews

2013 DEALER OF THE YEAR
TOYOTA - Missouri

2013 DEALER OF THE YEAR
SCION - Missouri

ABOUT THIS DEALER | Directions | Hours of Operation | Amenities

WEEKLY | SCHEDULE | WHY CHOOSE

This dealership is a DealerRater® Certified Dealer



CASE STUDY

Molle Toyota

“Becoming a Certified Dealer is one of the best strategic decisions for the dealership in years. DealerRater is a more relevant tool to manage our online reputation and general reputation than any other.”

Jim Seaman, Marketing Director, Molle Toyota

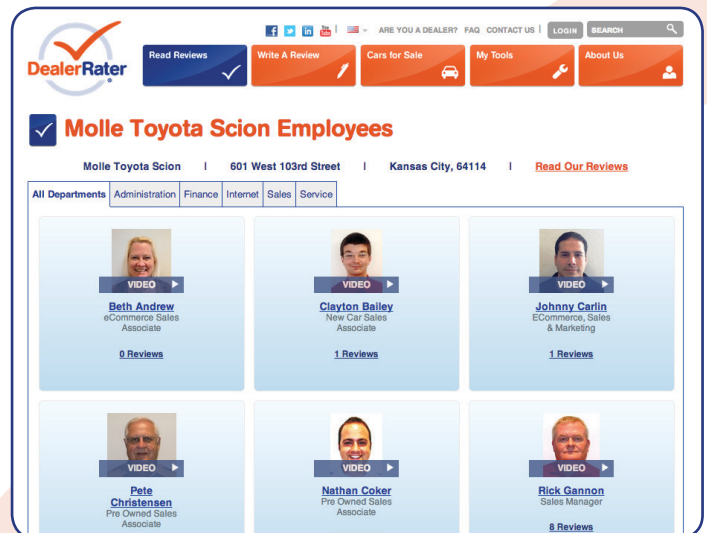
RESULTS

IMPROVED SEARCH ENGINE OPTIMIZATION

- DealerRater notably improved Molle Toyota's organic search results. With the large number of online reviews posted on DealerRater.com, the dealer's search position has climbed, and consumers searching on: "who has the best reputation for buying a Toyota in Kansas City" now see Molle Toyota displayed in first position on Google results.
- With more than 325 user reviews, Molle Toyota is able to easily expand and feature client testimonials on its web site, given that DealerRater user reviews continuously feed to the dealer's web site every time a dealer review is posted with DealerRater.

INCREASED SHOWROOM TRAFFIC

- DealerRater drives traffic to Molle Toyota's showroom as an increasing number of prospective and existing customers read online reviews before making their decision on which dealership to contact or visit.
- Molle Toyota's in-store customers typically comment on reading reviews about the dealership on DealerRater. In fact, two out of every three customers expect to share their experiences about the dealership with others.



FOR MORE INFORMATION
800-266-9455 | DealerRater.com