



CASE STUDY

Hyundai of St. Augustine

DealerRater Assists Hyundai of St. Augustine to be the Front-Runner in Online Customer Reviews throughout the Florida Region.

ISSUE

When Hyundai of St. Augustine opened its doors in May, 2008, it sought to create a dealership that was grounded on solid customer relationship management across all business processes. It also predominantly focused initial marketing /advertising efforts in the online space given consumers' growing use of the Internet in making vehicle purchases, as well as the cost-effective and trackable nature of online activities. The dealership needed to ensure a solid online reputation and establish a leadership position in online reviews to support its extensive Web marketing strategy.

APPROACH

Hyundai of St. Augustine became a DealerRater Certified Dealer in 2008. Upon starting the program, the Dealership's General Manager made online reputation management and the customer review process an integral part of its dealership culture and overall CRM emphasis. Within 30-60 days, all sales associates completed DealerRater's Best Practice Training and were following a standard process for obtaining customer reviews. The Dealership now maintains monthly goals for the number of online customer reviews; each sales associate is expected to generate a minimum of three reviews per month.

INTEGRATING ONLINE REPUTATION/REVIEWS INTO MARKETING MESSAGING AND SALES PROCESS

- Hyundai of St. Augustine integrates its online reputation into its selling proposition when working with prospects – whether by phone, email communication, or in the showroom. By showcasing the large number of reviews, encouraging customers to visit its web site to read reviews, and providing actual examples of positive reviews to prospects, Hyundai of St. Augustine is able to substantiate that it is a top dealer committed to customer service.
- Hyundai of St. Augustine has incorporated DealerRater into all of its marketing messaging. It also features DealerRater and the recognizable Certified Dealer seal on its web site and online promotions.
- The Dealer's sales associates display individual customer reviews on their desks so that prospective customers can naturally become aware of and read the various customer reviews while waiting and working with associates.

LEVERAGING KEY DEALERRATER TOOLS TO BUILD REVIEWS

- Hyundai of St. Augustine utilizes rating reminder cards, Certified Dealer table tents and window decals throughout the sales department. The Dealer selectively places rating reminder cards on various tables and desks in the showroom. Hyundai of St. Augustine prefers to have customers discover the cards on their own, which they maintain has boosted the overall credibility of their customer review process.
- DealerRater Reviews are published online as customer testimonials on Hyundai of St. Augustine's web site, as well as on its Facebook fan page.
- Each sales representative maintains a comprehensive MyReviews page on DealerRater and has their signatures for all email correspondence include a link back to their MyReviews page.

RATE US

PLEASE TAKE A MOMENT TO SHARE YOUR DEALERSHIP EXPERIENCE



Write A Review

DealerRater.com/myreview

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

“We chose DealerRater for its critical mass, as it offers consumers the largest number of dealers to research and compare. As a result, we get 10% of our business from DealerRater and now hold the highest number of online reviews in the state.”

Andrew DiFeo, General Manager, Hyundai of St. Augustine

RESULTS

INCREASED SALES

- Hyundai of St. Augustine noticed a positive sales impact within 60-90 days of implementing DealerRater's Certified Dealer Program. By leveraging its online reputation and positive customer reviews on DealerRater, Hyundai of St. Augustine estimates that 10% of car sales derive from its presence and relationship with DealerRater.
- Many of the Dealer's customers acknowledge that they have chosen Hyundai of St. Augustine when purchasing a car given the level of trust and credibility that they gain from reading online reviews.

STRONGER ONLINE PRESENCE

- With 15% of the Dealer's sales customers going online to rate their dealership experience, Hyundai of St. Augustine is now the front-runner in online customer reviews throughout the state of Florida. All positive customer feedback is published for the public to see, resulting in increased customer perception and Internet presence.
- Hyundai of St. Augustine's stronger online reputation has made all online advertising efforts and other forms of communication with consumers more successful by boosting the overall credibility of the Dealership.

SOLID DEALER CULTURE BUILT ON CUSTOMER SERVICE & MANAGEMENT

- DealerRater and the DealerRater Certified Dealer program have helped Hyundai of St. Augustine engrain online reputation management and customer service into its dealer culture. The Dealer's sales associates have maintained a steady focus on customer satisfaction and rely on DealerRater as a safe environment in which to communicate with customers and ensure a good dealership experience.
- As a result of the DealerRater Certified Dealer program, Hyundai of St. Augustine's customer satisfaction has remained strong since the Dealer opened in 2008. Hyundai of St. Augustine has won the DealerRater Hyundai Dealer of the Year Award for the past two consecutive years.

