



Problem

Need to Stay Competitive in a Crowded Market



Challenge

A Unique and Engaging Marketing Message



Solution

SureCritic Helps Convert Customers into Power Influencers

Doug's Lynnwood Hyundai Delights Customers and Brings More Than \$80K to Their Quarterly Bottom Line

Summary

Doug's Lynnwood Hyundai is a full-service dealership selling new, used and certified pre-owned consumer vehicles in the Seattle area. Leadership takes pride in their high levels of customer service, as do the more than 80 employees covering repairs and maintenance, parts, sales, finance and administrative departments. The team appreciates the role of the customer experience in driving sales and welcoming repeat business, especially in a highly competitive region surrounding a major city such as Seattle.

Size: 80 employees

Location: Seattle, WA

Industry: Automotive

THE PROBLEM

Doug's Lynnwood Needed to Stay Competitive in a Crowded Market

In business since 1972, Doug's Lynnwood Hyundai wanted to be more competitive in the extremely saturated auto sales and service market occupied by other similarly sized local dealerships. While recognizing that customer service comes in many different styles and delivery strategies, leadership was looking for additional ways to differentiate the company.

The team at Doug's recognized that they needed to gain more of an online presence, as the existing website wasn't driving the desired amount of traffic. According to Lisa Reager, Service Director at the dealership, the goal was to *"focus on painting a picture on the web for customers to find."* Leadership knew it wasn't feasible to be competitive with nationwide giants like AutoNation, but they knew there was potential to expand Doug's online visibility.

In addition, there was realization that maintaining an engaging, interactive social media profile wasn't practical. The team at Doug's was already busy with existing roles to take on the time-consuming task of conducting a meaningful social media campaign, and managers were hesitant to invest in new staff.

THE CHALLENGE

A Unique and Engaging Marketing Message

Clearly, Doug's Lynnwood Hyundai needed a way to separate itself from the pack. In such a highly competitive environment, it wasn't enough to tout excellent customer service when so many other dealerships were delivering the same marketing messages. Plus, Doug's needed to establish a more expansive web presence, without adding staff to manage social media profiles. Leadership realized the power of customer testimonials to spread the word about Doug's, but they were wary about the lack of control over traditional customer review sites.

Therefore, stakeholders at Doug's Lynnwood Hyundai decided to review the reputation management solutions offered by SureCritic.

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THE SOLUTION

SureCritic Helps Convert Customers into Power Influencers

SureCritic is a platform developed for dealerships, service centers, repair shops and other auto-related businesses that promote their companies through actual, verified customer reviews. By implementing tools for content assurance, social media monitoring, review monitoring and concern resolution, dealers like Doug's are better able to manage their online reputations. With features for search optimized ratings, performance metrics and an easy to navigate dashboard, SureCritic enables dealerships to convert customers into powerful influencers.

THE RESULTS

An \$80K Impact to the Quarterly Bottom Line

After implementing the SureCritic solution, Doug's Lynnwood Hyundai has been successful in differentiating itself from the competition and increasing its online presence. SureCritic helped car buyers find the company due to more exposure and interaction on social media, particularly on Facebook. The platform also helped Doug's improve the quality of relationships with existing customers, as SureCritic alerts staff to potential negative reviews and tracks concern resolution.

According to Lisa, the system *“allows us to be advocates in a way that other online review sites don’t.”* This is because SureCritic provides Doug's the opportunity to discuss the matter and correct a problem before the customer review goes live.

In terms of dollars and cents, SureCritic drives ROI as based on the loyalty index used to measure Doug's dealer performance bonus. These bonuses are directly impacted by responses to factory surveys. The solution encourages customers to complete surveys shortly after they buy, before they're prompted by the OEM.

As a result, SureCritic presents Doug's the opportunity to address and resolve customer issues early; by the time a customer completes the factory survey, the dealer is more likely to receive a positive review. Lisa estimates that the dealer performance bonus increases as much as \$80,000 per quarter through the partnership with SureCritic.

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Find out more at learn.surecritic.com

