



A and J Auto
1407 Shane Ln
Downing, PA 19345
(555) 123-4567

Home Services Coupons Appointments Testimonials Contact Us

Owner Auto Site:
Complete service and repair history is available for your vehicles. Just one more way we are helping you stay informed! "Call us for more details"
[OwnerAutoSite.com](#)

Surecritic Reviews:


Welcome to A and J Auto!
We are dedicated to giving you the very best service with a focus on quality work, dependability, honesty and of course, a friendly atmosphere.
We offer free estimates and we will show you and explain any issues your car

Payment Types Accepted:


Link directly to your reviews. Just copy and paste the code below.

```
<a target="_blank" href="https://www.surecritic.com/reviews/1st-rate-auto--truck-repair?nhd=1"></a>
```

Badges & Widgets

A review badge or widget on your own website can provide easier access for your consumers to read and write reviews and make it effortless for them to find you. It is a way to drive consumer traffic to your business review page (BRP) for further insight about your company while free from competitive ads. Displaying your badges can also build trust in your company. It illustrates no manipulation in your reviews –real people, in real-time, leaving honest feedback. Badges and widgets give businesses the option to exhibit as little or as many details as they want. Admins can display just the icon or present examples of reviews that have been posted. Since 88% of consumers trust reviews as much as personal recommendations, businesses must find more avenues to promote their customer’s positive experience.

How to implement badges or widgets:

- Go to the plugins tab within your SureCritic dashboard
- Copy the code beneath the badge you want to use
- Add the code to any page on your website

Businesses are starting to find ways to gain control over their content narrative and this is a way to do just that! A badge acts as a shortcut that will direct consumers to your reviews. Businesses can also use a testimonial widget to display recent reviews as they are made public. There’s no handpicking with this widget, these positive, verified reviews are straight from your BRP. Admins can add this widget within the same plugins tab inside the administrator portal.

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Businesses Need Reviews

Reviews are a component that your business cannot go without. Online feedback helps more people find your business, gain credibility and loyalty and compel customers to buy from you. Here are the facts:

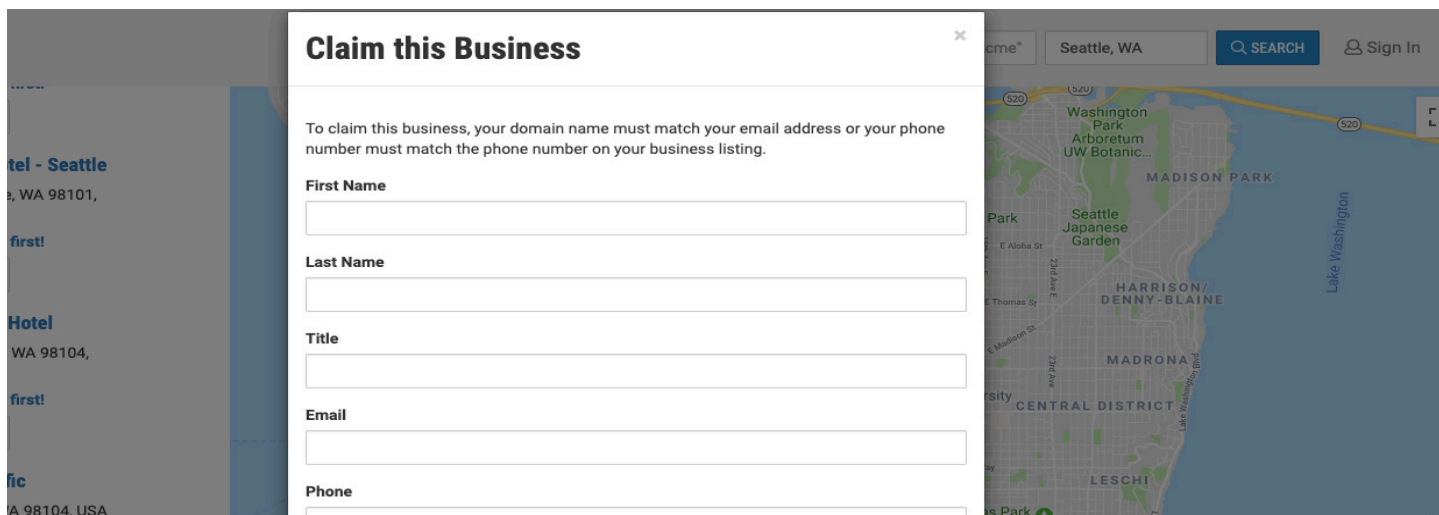
- 92% of consumers read online reviews.
- 88% trust reviews as much as personal recommendations.
- 72% of consumers trust a local business more if they read positive reviews about it.
- 10% did not take any notice of online reviews.

How do reviews help your business?

- **Reviews are by nature, consistent and fresh content.** Search engines like Google, look for recent content to make sure they are displaying results that are current and relevant. A steady stream of reviews that are written frequently, talk about your business which will aid your SEO efforts as well as show an accurate representation of your customer's experiences.
- **Consumers read reviews and trust the reviews they read.** Businesses gain credibility by using other's feedback. Readers looking for a particular product or service will do their research and know what to expect based off of reviews. When their expectations are upheld, a first-time customer becomes a repeat customer.
- **Reviews will also compel your customers to buy your product or service.** Since readers trust reviews as much as personal recommendations, they are confident when the reviews talk about a positive experience buying from your company. If hundreds of previous customers are all saying good things, then it must be true!

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Claim this Business

To claim this business, your domain name must match your email address or your phone number must match the phone number on your business listing.

First Name

Last Name

Title

Email

Phone

Why You Should Claim Your Business

Your company information must be publicized in order to find new customers. When that information is in the public domain, future customers will look at it to determine what kind of business you run, what others say about it and if they want to ultimately purchase your product or service.

Claiming your business page on review sites is the best way to be found by potential customers. Business owners need to take control of the information displayed pertaining to their company. An unclaimed business page can be problematic. There may be reviews that go unnoticed or may not be a customer of yours and that review will hurt your reputation. Not to mention, there are a plethora of benefits that business owners are missing out on.

Here's why you should claim your Business Review Page:

- **It helps customers find you.** It is so much easier for a customer to find you if there are more areas of the web listing your correct address and contact information.
- **Respond to customers, publicly and privately.** This is probably one of the most important points to take away. By claiming your business, you can respond to all reviews, good or bad. Readers will be able to see your personalized concern with each customer.
- **Get noticed.** Share updates to a larger audience through your claimed business pages.
- **Special deals and offers.** Many sites offer the chance to promote a special you are running or a coupon for those who use a certain channel. This is a great way to reward customers and drive traffic!
- **Improve your visibility.** If your business is not on page one, then something is off. Claiming your business will increase your search ranks and priority, placing you ahead of the competition.

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Complete Response Guide

You must respond to the happy customers, the unhappy customers, and the customers that just seem to want to complain. Replying to a review sooner rather than later shows your business' dedication to the customer's feedback. A company that responds to the reviews infrequently will present a notion of inconsideration toward the customer experience. The lack of response and consideration can start to fester leading the customer to taking their negative experience to larger audiences like Facebook or Twitter. Responding to reviews is arguably one of the most important responsibilities when you have online reviews. It creates a personal relationship with your customers as well as show any potential customers you care and are receptive.

THIS IS YOUR COMPLETE RESPONSE GUIDE:

- **Act quickly:** The longer you wait, especially with negative reviews, the worse a situation could get. Replying to a review sooner rather than later also shows your business' dedication to the customer's feedback. A company that responds to the reviews infrequently will present a notion of inconsideration toward the customer experience.
- **Show your gratitude:** Always thank the reviewer for taking the time to give any feedback at all. At times, there is a small percentage of customers that will find time to leave a review.
- **Pick out the positives:** Touch on any positives the customer may have mentioned or if you are aware of their experience personally. Your response could easily tip the customer in one direction or another. Any personal touch can strengthen their chances of returning to your business.
- **It's business, not personal, make sure it stays that way:** Remember, negative reviews, are likely written in the height of frustration. Snide comments are directed at the company, not at the person replying. The best option is to respond in a calm, professional tone.

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Concern Resolution

Concern resolution is a very large part of customer service in any business. Customer's concerns can be difficult to maneuver whether they're quickly posted online or in-person. If a customer leaves without their concerns addressed, they may leave a less than stellar review online. When deciding how to rectify the concern, keep in mind the Three R's: Respond, Resolve, and ReScore™.

RESPOND: Responding to reviews is the best way to set the tone of your future relationship with the customer. Your response should be submitted as quickly as possible to the customer. The longer you wait, the lower the chances are of the customer returning and the higher the chances are of the customer posting their concern on social media. Zero time wasted also shows your business's dedication to their feedback and experience. A company that responds to the reviews infrequently will present a notion of inconsideration toward the customer's concern.

RESOLVE: Once you have responded to the customer and started a productive dialogue, it is now time to sort out their concerns and ultimately strengthen their loyalty. Listen to the customer and hear what they are saying regardless of who is to blame. Most of the time, a quick phone call and maybe a perk can satisfy the customer. The important part is that you are genuine and let the customer know that they have been heard. Once you have resolved the concern, inform the customer that you will be sending a follow-up ReScore™ and you appreciated the opportunity to discuss the issue and resolve their concern(s).

RESCORE™: ReScore™ can be your saving grace when it comes to reviews. Customers reading SureCritic reviews get to see the whole story, from the initial review to a final resolution. They see the hard work and dedication you put in to the customer experience. SureCritic's ReScore™ gives you the ability to take a customer's concern and transform them into a repeat customer. Remember, if a business resolves an issue quickly and efficiently, 95% of unhappy customers returns back to your business.

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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



How to Respond to Fake Reviews

Businesses will receive reviews from someone who they know has not been a customer previously or the feedback given was not even from a human. When these fake reviews occur, business owners need to know the proper way to handle it.

IF YOU KNOW WITHOUT A DOUBT THAT THE REVIEW IS FAKE:

- **Find out how to flag or report it:** Review sites have their own terms of service or FAQs that could give you more information on what your next step should be. Many times you are able to flag the review to have it removed or marked as spam.
- **Don't bother replying to the review:** If you can flag the review for removal, don't reply to the fake review.

IF YOU AREN'T ENTIRELY SURE THE REVIEW IS FAKE:

- **Check to see if that exact review appears on another site:** A quick copy and paste into a search engine can tell you if someone is posting this on multiple sites. If you find this to be correct, then definitely report the review!
- **Calmly respond to the review:** Stick to the facts that you know. You don't have any record of doing business with this person, but it is important to be honest, truthful and sincere. The person could easily have clicked on the wrong business to review. It is also a great idea to ask the reviewer to reach out to you directly if they have any concerns.

Asking for reviews will help your business shift any focus from fake reviews. Building your online presence and reviews will provide future customers an accurate representation of your business.

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How to Solicit Reviews

Why does soliciting reviews have a bad reputation? Since the beginning of commerce, a basic tenant of improving your customer's experience has been to ask them about their experience, whether that be in person, via phone, survey or now online review. Though, other companies may not recommend it, soliciting reviews can be an extremely useful tool for your business if done correctly. Without asking customers for reviews, how would a business understand the customers in the middle of the spectrum and really learn how to further develop their customer satisfaction model?

Other review models filter out potential solicited reviews, which means not everyone gets their voice heard. Many times, reviews are displayed based on the user's activity. Most review sites do not verify the customer experience so, some customers do not get their voices equally heard unless they know to adjust the default review filters. Some say that soliciting reviews skews the honest experience, but the truth is, non-solicited reviews bring in the extreme ends of the spectrum: really happy with their experience, and really unhappy with their experience.

HOW TO SOLICIT REVIEWS:

- **Ask everyone to review.** Businesses often shy away from negative reviews when in actuality they can be one of the most powerful tools for your business. Showing a beginning, middle and end to negative reviews creates a concerned story of dedication and resolution.
- **Share your reviews.** Display those stories proudly and enhance your SEO!
- **Verify the customer.** SureCritic verifies every incoming review ensuring that all reviews posted has honest feedback from real customers.
- **Be timely.** Ask your customers to review right away so it's fresh in their mind.

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How to Respond to Negative Reviews

Learn how to change a negative experience into lifetime loyalty! The most loyal customers are those who have had their concerns personally addressed.

HOW TO RESPOND TO NEGATIVE REVIEWS:

- **Act quickly.** There is no time to waste when it comes to reviews! The longer you wait with negative reviews, the worse a situation could get. Replying to a review sooner rather than later also shows your business' dedication to the customer's feedback. A company that responds to the reviews infrequently will present a notion of inconsideration toward the customer experience.
- **Stick to the facts.** Be honest and truthful about the situation and your business. Provide insight a customer may not have been aware of on their own. These are factors that could affect a customer's experience that they may not have been previously cognizant of.
- **It's business, not personal.** Remember, negative reviews are most likely written in the height of frustration. Snide comments are directed at the company, not at the person replying. The best option is to respond in a calm, professional tone.
- **Take ownership.** You're representing the company! Acknowledge the reviewer's concern. Unhappy customers want to be heard! It is smart to let the customer know that you hear them and if your company could have done better, say so!
- **The whole world is watching.** Consider the prospective customers when replying. A tone of voice can be easily misinterpreted, double check that your response comes across appropriately!
- **Present a real solution.** If there is a reasonable action to be taken, do it! Show initiative and take charge in making a bad experience a good one! Since this is in the public domain, others will be keeping a watchful eye on what your next step is.

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How to Respond to Non-Verified Reviews

Non-verified reviews can be difficult. Are they fake? Are they real? Is it positive? Is it negative? All questions we must ask to evaluate how to handle non-verified reviews.

- **Take control:** Your response has the power to sway a customer one way or another. Be helpful, genuine and sincere and you will turn that experience into one they can enjoy!
- **Express your gratitude:** A simple thank you can brighten anyone's day. In two words, you can show your attentiveness and consideration for their experience.
- **Ask them to come back:** Inviting a reviewer back to your business can show your confidence and personability.
- **SEO is good:** It's never the wrong time to help SEO. Know which keywords you need work on or which you rank for and include them wherever you can in your responses!
- **Know before the public does:** Possibly the most important tip, make sure your response is prompt just in case any situation needs assistance. As an admin, it is important to be on top of any review before it hits the public eye and can really get lost or worse.

If you're pretty sure the non-verified review is in the wrong place or just completely fake take these steps:

- **Flag/Report review if necessary:** Review sites have their own terms of service or FAQs that could give you more information on what your next step should be. Many times you are able to flag the review to have it removed or marked as spam.
- **To reply or not to reply:** If you can get it removed, no. If you can not get it flagged for removal, calmly respond to the review. Let them know you don't have any record of doing business with them and stick to the facts. A reviewer can always reach out to your business if there is any confusion on their part.

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How to Respond to Positive Reviews


Positive reviews need attention too! These are the customers that took time out of their day to brag about you! Don't forget about you. The following is a list on how to respond to your happiest customers:

- **Reinforce the positives.** Thank the customer for taking the time to leave a review and highlight their personal experience. Tailoring your response to the customer shows you know who they are and it deepens the business-customer connection.
- **Ask what you can do better.** The positive tone has already been set and creates a safe space to offer suggestions. Cheerful customers can give constructive feedback knowing they will be heard and you can find ways to ensure they keep coming back.
- **Add a helpful plug.** The focus is on the reviewer's experience, but this can also be a great time to mention a special or service they may not have known about previously or one that could be taken advantage of.
- **Share.** Help your SEO by sharing the review not only on social channels and your website, but also to your employees. Everyone likes hearing about delighted customers knowing they took part in that experience and are a part of a company that receives positivity.
- **The whole world is watching.** Just like with negative reviews, it is important to remember that you're in the public domain. Though you're responding to a positive review, even optimistic words can enter grey areas.
- **Use SEO keywords.** Reviews boost your SEO because they naturally include keywords related to your business. This is also a great opportunity for you to aid your SEO as well! Mentioning your own business in your reply is a great way to do this.

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Verified Customer
Grand Prairie, TX
2017 Hyundai Santa Fe
 Verified Customer

ReScore Review™
★★★★★ 03/14/2019 Category: Service

Excellent Customer Service!

I have been so impressed with the customer service at A & J Auto! I had some concerns after my last service and they reached out right away to make sure I was happy and my SUV was taken care of. I had several people reach out and they even followed up to let me know that they implemented a new process. Their immediate response and their continued follow up has proven to me that I can count on A & J Auto for future service needs.

 Recommended

Original Review
★☆☆☆☆ 03/14/2019 Category: Service

Service Center is going downhill

I have a service package with A & J Auto otherwise I'd probably go somewhere else. They used to be amazing but the past two times I have gone they have overlooked services or tried to get me to overpay for things my car needed.

ReScore™

SureCritic's ReScore allows consumers reading SureCritic reviews see the whole story, from the initial review to a final resolution. When businesses receive negative feedback from a customer, it is always in their best interest to talk to the customer and attempt to resolve their concerns. With ReScore, once a customer's concern is resolved, they have the option to provide a new star rating and review based on that resolution activity. This interaction demonstrates to your potential customers that your business is dedicated to their experience and that you will go lengths to ensure it is a positive one. Customers who have had a less-than-positive experience can actually be your most loyal customers.

HOW RESCORE TRANSFORMS:

When businesses receive negative feedback from a customer, it is always in their best interest to talk to the customer and attempt to resolve their concerns. If they resolve the customer's concern and would like to ask the customer to give them a follow up review based on their attempt to resolve their concerns, the client just hits the "ReScore" button. Once "ReScore" is selected, we automatically recontact the customer and ask for a new star rating and new comments based on the follow up done to resolve the customer's concern. The ReScore star rating and review will be appended directly to the original review along with the business's comments about the review. The business's SureCritic Business Review Page will also display a star rating improvement number for both individual ReScores and an average for all ReScores.

SureCritic did a massive study analyzing positive and negative reviews and the negative reviews that went through our concern resolution process called ReScore. We found that by resolving a customer concern through ReScore, customer loyalty increases by 64.6% in the first year. We also found that customers with a resolved issue are actually 22% more loyal than customers who have never had any issues. That is why you should embrace concern resolution and turn unhappy customers into loyal followers.

Businesses get upset customers. How they are handled is the true measuring stick of a business that cares. With SureCritic's ReScore, now you can show the world you care.

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Guide to SEO

One of the key methods being pushed in the age of digital marketing is Search Engine Optimization (SEO). SEO is an extremely useful tool when generating traffic and leads for your business. It is also undeniable how reviews impact your organization and SEO. Google states, "Nine out of ten of the top most influential local SEO ranking factors include reviews." Ensuring these two notions align, SEO will boost your online traffic and guide customers to your website.

WHAT HELPS MY SEO?

- **Your company's online reviews.** Online users talking positively about your business gets the word out there faster! By nature, reviews check all the SEO boxes. They're new, relevant and mentioning your business.
- **Consistent, new content.** Reviews and social media are two very effective tools when trying to put new content out there. Search engines are consistently tracking to see how often customers are reviewing and how recently your business has had interaction.
- **Mobile-ready website.** Consumers who read reviews on a smartphone are 127% more likely to buy than those who read reviews on desktops. If your website is not able to be navigated easily on a mobile device, your SEO could be affected.
- **Sites are optimized through basic attributes.** Basic attributes such as keywords, titles, back-links, and internal links optimize sites for search engines. The industry and business specific keywords stated in those reviews are vital to your SEO. Those will be the exact words incorporated in a search conducted by a potential customer.

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Businesses & Social Media

Everyone has some form of social media. For businesses, it's a way to connect with current and potential customers on a personal level. Ensure that your social media pages are branded appropriately with your business logo and tagline, imagery, description and tone of voice. Each social media page has its own dimensions for graphics, make sure your pictures are the right size for correct viewing. There are plenty of ways to get creative with your social media pages. If you are starting to run out of ideas, look at competitors or other like-minded businesses.

TIPS FOR SOCIAL MEDIA:

- **Respond to your reviews:** 78% of consumers feel responsive businesses care more about their customers than those who do not respond at all to online reviews. Responding to reviews on social media should be of utmost importance!
- **Thank the customer:** As mentioned above, showing you care is important. Thanking the customer is the best way to show you are genuinely appreciative.
- **Customize the post with specifics:** Though responding to all of the reviews is a great start, at times it may seem like an automatic response or robotic. Including details from the customer's experience shows sincerity and starts building a personal relationship with the reviewer.
- **Include an eye-catching quote:** When sharing reviews on social media, quoting the review directly and providing a link will encourage interaction with your brand and the feedback others have given. Not to mention it boosts your SEO!
- **Share ReScores:** Negative reviews can be beneficial to your company image. SureCritic's ReScore offers a chance for your company to amend a negative experience your customer may have had. ReScore provides a beginning, middle and end storyline to a negative review, showing the lengths your company will go to ensure a happy customer experience.
- **Manage your social media efficiently:** Using platforms such as Hootsuite, Buffer, or Sendible enables you to manage all of your incoming tweets, mentions and likes in one place. Customized views help you track varied strategies such as keywords or follower mentions.

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