

Reputation Management: Do's and Don'ts



Today's car shoppers rely on reviews to help them decide which dealership to buy from, and 50% of CarGurus' shoppers won't contact a dealer without reading their reviews first.* What people say about your business online has a huge influence on whether others will buy from you – so what are some best practices when it comes to managing your reputation?



Do's

✓ Monitor your reviews

- Make sure that you are notified when you receive a review online. Watch your inbox for notifications from your third-party sites, and set up Google Alerts for your dealership to monitor other sites where reviews might get published.

✓ Create a response process

- Determine how your dealership should handle common scenarios and who should be responding to reviews so that you're consistent. Look at past positive and negative reviews that you've received and determine the best response for each category, such as price issues, customer service complaints, and salesperson praise, for example.

✓ Respond to all reviews

- Show shoppers that you care and that you're always trying to improve by replying to both positive and negative reviews. A simple thank you to a positive review goes a long way and addressing bad reviews can mitigate their impact.

✓ Keep replies to negative reviews professional

- Be straightforward and polite
- Apologise and show you care
- Don't argue with the reviewer
- Do your best to make things right
- Close the loop with contact information and take it offline



Don'ts

X Incentivise Reviews

- Asking for a review in exchange for money or a better deal is discouraged and often leads to dishonest reviews.

X Solicit or pay for fake reviews

- Paying for reviews is considered fraudulent, and on CarGurus it will result in that review being removed from your dealership.

X Ask shoppers to leave reviews while at your dealership

- It's not recommended having a customer submit a review while still on the lot as it opens up the opportunity for unwanted pressure to leave a positive review.

X Allow people with a relationship to the dealership to leave a review

- People who are connected to your dealership, such as family members or current or past employees, shouldn't leave a review since these can be biased and inauthentic.

X Respond out of anger

- Don't lash out in frustration at negative reviews—take a few minutes to construct a helpful and respectful response. Remember, your responses are seen by potential future shoppers and may impact which dealership they choose to buy from.

Customer reviews, both good and bad, help set the tone for how your dealership is perceived and are a crucial driver of new sales. Every review is an opportunity to engage with your customers and build your reputation, so make sure you're following these do's and don'ts and logging into your Dealer Dashboard to monitor your CarGurus reviews.
