

## DealerRater Helps Capital Ford Lincoln Boost Credibility and Equip Sales Staff with a Key Selling Tool

### ISSUE

When Capital Ford became a Certified Dealer in 2010 it was the first dealer in Saskatchewan to join the DealerRater community. The dealer sought to boost the credibility of the dealership and establish a positive online reputation that could serve as a key selling tool for its sales team. Rather than relying on Google alerts as the dealer previously did, Capital Ford became an early adopter of DealerRater's Certified Dealer Program as DealerRater offered a low-cost solution to help them monitor what customers were saying online about the dealership. In addition, Capital Ford needed a defined a process for boosting the dealer's number of reviews and overall online presence.

### APPROACH

Upon adopting the Certified Dealer program, Capital Ford encountered some staff resistance to implementing the online reputation management program. Capital Ford's Internet Department Manager took key steps to reinforce the importance of the program and integrate online reputation management into the overall dealership culture that included: (1) securing management buy-in; and (2) reading and discussing all online reviews posted each week at weekly sales meetings.

Capital Ford then relied on various DealerRater point-of-sale tools training and support services to establish and boost its online reputation.

### INCREASE CUSTOMER REVIEWS

- In the showroom, Capital Ford hands out DealerRater rating reminder cards to solicit all happy customers to write a review. Capital Ford also mails out rating reminder cards as postcards to all happy customers after a car purchase.
- The dealer places follow-up calls to all happy customers to ask them to post a review on DealerRater.

Within the first month of Certified Dealer Program, Capital Ford jumped from 12 reviews to 29 in one month, and has continued to steadily build reviews to nearly 500 reviews.

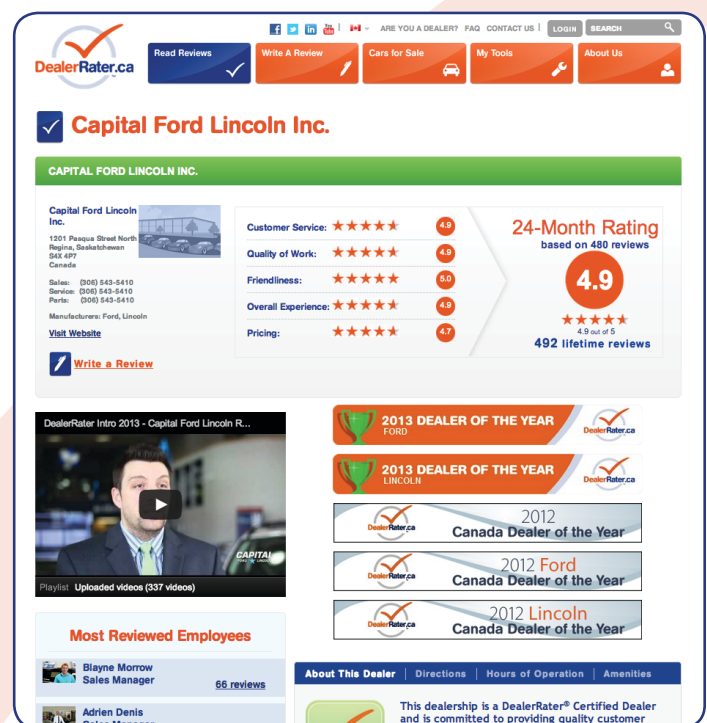
### LEVERAGE REVIEWS AS A SELLING TOOL

- Capital Ford maintains employee-specific "MyReviews" pages for all staff on DealerRater. The dealer promotes such influential employee reviews by featuring DealerRater's "Follow MyReviews" icon alongside each staff members' profile on the Dealer's web site staff page as well as on each staff members' email signature.

- Capital Ford takes advantage of the automatic review feeds offered by DealerRater. Through automatic feeds, Capital Ford displays the most current DealerRater reviews on its client testimonials page of its web site as well as on the dealership's Facebook fan page.

### INTEGRATE REVIEWS WITH DEALER PROCESSES

- Capital Ford has integrated customer reviews into its Customer Relationship Management process under the direction of its Customer Satisfaction Manager.
- The Dealer plans to integrate its reviews and online reputation into all marketing campaigns.



The screenshot shows the DealerRater.ca interface for Capital Ford Lincoln Inc. The top navigation bar includes links for 'Read Reviews', 'Write A Review', 'Cars for Sale', 'My Tools', and 'About Us'. The main content area displays the dealership's name, address (1501 Pasqua Street North, Regina, Saskatchewan S4X 4P7, Canada), and contact information. A prominent feature is the '24-Month Rating' of 4.9 based on 480 reviews, with a breakdown of scores for Customer Service (4.9), Quality of Work (4.9), Friendliness (5.0), Overall Experience (4.9), and Pricing (4.7). Below this, there are several award banners for '2013 Dealer of the Year' (Ford and Lincoln), '2012 Canada Dealer of the Year', and '2012 Ford Canada Dealer of the Year'. A video player shows a 'DealerRater Intro 2013 - Capital Ford Lincoln R...' with 337 uploads. A 'Most Reviewed Employees' section lists Blayne Morrow (Sales Manager, 66 reviews) and Adrien Denis (Sales Manager). The footer includes 'About This Dealer', 'Directions', 'Hours of Operation', and 'Amenities', along with a statement: 'This dealership is a DealerRater® Certified Dealer and is committed to providing quality customer'.



REVIEWS  
DRIVE BUSINESS

# CASE STUDY

## Capital Ford Lincoln

**“Working with DealerRater has been an easy and extremely cost-effective way to put the saddle and reins on our reputation management strategy...Giddy-up!”**

Mitch Gallant, Internet Department Manager, Capital Ford Lincoln

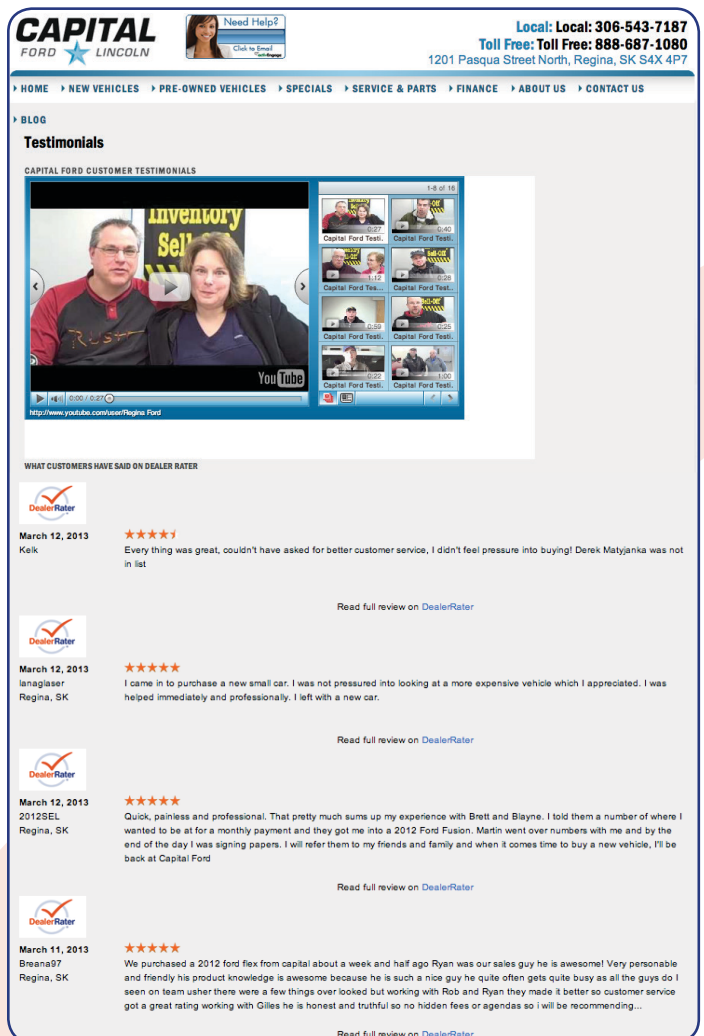
### RESULTS

As the first dealership in Saskatchewan, Canada to embrace DealerRater’s Certified Dealer Program, Capital Ford has enjoyed a simple and effective conduit to represent the dealership’s brand and experience through a rating online. Capital Ford has been able to rely on DealerRater as a tool to focus not only on building reviews, but sharing customer testimonials through their dealer web site, RSS feeds, and staff pages.

The dealership has seen a number of other benefits from the Certified Dealer Program over just one year’s time:

- Capital Ford has introduced greater accountability and authenticity versus relying on traditional Customer Satisfaction Indices given the total transparency of online customer reviews on DealerRater.
- By relying on independent, third-party reviews posted on DealerRater, the dealership has improved its credibility with customers. The dealership’s marketing values and overall culture benefit from the human element that online customer reviews provide.

- Having increased review counts to nearly 500 customer reviews, Capital Ford is able to easily expand and feature client testimonials on its web site and Facebook fan page, given that DealerRater user reviews continuously feed to the dealer’s web site every time a dealer review is posted with DealerRater.



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