



# CASE STUDY

## The Jeff Wyler Automotive Family

## DealerRater Helps Wyler Become the Highest Online Consumer-Rated Dealership in the Region

### ISSUE

When four Jeff Wyler dealerships became DealerRater Certified Dealers in 2008, the dealers intended to embrace the reviews that were submitted online by their customers. Wyler wanted to work to build and manage their online reputation while learning from the reviews to become even better at what they do. DealerRater provided a simple-to-use tool to not only encourage feedback from their customers, but also on how Wyler should interact with customers to resolve any issues.

### APPROACH

As Certified Dealers of DealerRater, the Wyler dealers implemented an initial strategy to build 25 to 50 customer reviews by means of personal phone calls and direct email communications from the sales teams. Within a three to six month period, Wyler's sales teams had reached the review goal under the direction of the organization's E-commerce director.

### REVIEWS INTEGRATED WITH SALES PROCESS

Once a minimal number of reviews were in place, the reviews were integrated within Wyler's Internet Sales lead follow-up process. By providing actual examples of positive reviews to their prospects, Jeff Wyler was able to substantiate that they were a top dealer committed to customer service in their market.

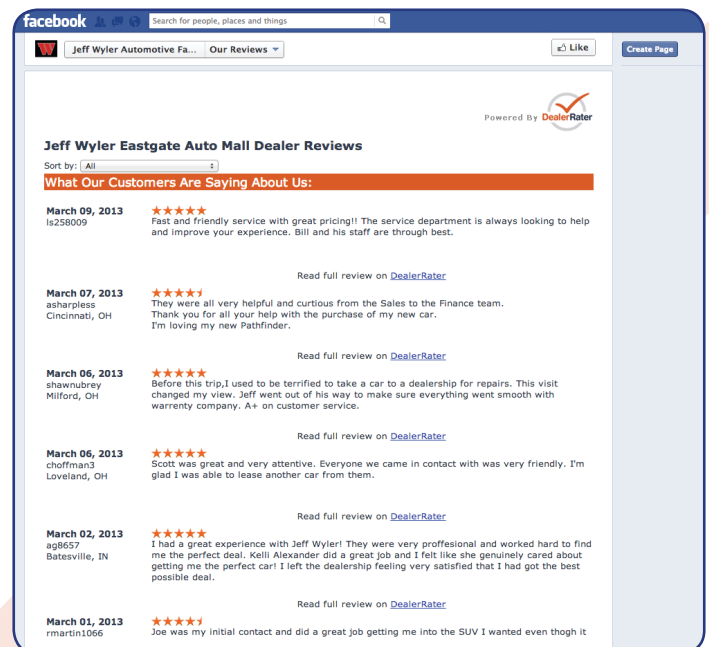
### AUTOMATED REVIEW REQUESTS

Reviews are now gathered at Wyler by having their CRM system automatically send out an email template encouraging feedback to every sold customer and to every service customer with a closed repair order. There was some initial resistance at the dealership level in doing this, as there was a fear that this might encourage negative feedback from an occasional disgruntled customer. However, once this automated process was put into place, positive reviews began to come in on a continuous basis for all stores.

### LEVERAGING KEY DEALERRATER TOOLS

- Wyler utilizes DealerRater's rating reminder cards primarily within the service department. All sold customers and service customers with closed repair orders receive an automated email encouraging feedback online.
- Wyler integrates DealerRater user reviews into its marketing process and includes the customer reviews within the dealers' internet lead workflow.

- DealerRater and the Certified Dealer seal are incorporated in Wyler's print, radio and television promotions.
- DealerRater Reviews are published online on the Wyler websites, as well as on the Facebook fan pages for each respective brand and location.
- Each sales representative's signature for all email correspondence includes a link back to their personal DealerRater page.



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



REVIEWS  
DRIVE BUSINESS

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“DealerRater is a first class team! We have integrated DealerRater into all sales and service lead follow-up processes and we are very satisfied with our results. Working with DealerRater has helped us to become the highest online consumer rated dealership in our region.”

Kevin Frye, E-Commerce Director, Jeff Wyler Automotive Family

### RESULTS

#### HIGHER CLOSING RATES

• DealerRater has helped improve Wyler’s closing rate. After visiting the store, many customers will shop the competition and look for Wyler’s reviews online. DealerRater serves as a useful conversion/closing tool for the Jeff Wyler dealers. Deals that are often potentially lost are now closed as prospects are able to see what Wyler’s previous customers had to say and therefore are able to make the decision to do business with Jeff Wyler.

#### IMPROVED CUSTOMER SATISFACTION & AWARENESS

- As a result of the DealerRater Certified Dealer program, Wyler’s customer satisfaction has markedly improved. Dealers proactively ask customers for feedback, which is well received by customers.
- DealerRater’s Certified Dealer program has impacted Jeff Wyler’s overall culture. Wyler sales teams have become increasingly conscious of customer satisfaction and work diligently to ensure that all negative customer feedback is addressed in a timely fashion to maintain the dealer’s online reputation.

#### STRONGER ONLINE PRESENCE

- DealerRater reviews for each of the Jeff Wyler dealerships appear on the first page of organic search results, showing them to be the highest online consumer-rated dealer for every brand within every market in which they are located.
- Wyler anticipates that 1/3 of customers go online to rate their experience with the respective dealership. All positive customer feedback is published for the public to see, thereby cultivating a stronger customer perception and online presence.

VIDEOS >> VIEW ALL

Jeff Wyler Welcomes You

EASY TO SCHEDULE APPOINTMENT ONLINE

LATEST BLOG ENTRIES >> READ ALL

Jeff Wyler newest dealership Jeff Wyler Chevrolet Buick GMC of Shelbyville  
Bob Hook Chevrolet Buick GMC of Shelbyville was purchased by the Jeff Wyler Automotive Family on January 20th, 2013 and is now doing business as Jeff Wyler Chevrolet Buick GMC of Shelbyville. Jeff Wyler Chevrolet Buick GMC of Shelbyville is proud to be the premier greater Louisville Chevrolet dealership and in Kentucky, we are the Chevrolet Buick GMC dealer to name, and we welcome you to join the Jeff Wyler family. As one of several Chevrolet and Kentucky Chevrolet dealerships, we are committed to making the extra effort to provide the best price, selection, and customer service to our shoppers in Shelbyville, Louisville, and Frankfort KY. Our friendly Chevrolet repair department features modern service bays and diagnostic equipment, handling common tasks like brake repair, transmission repair, new tires and alignment, oil changes, tune-ups, and more. Our friendly maintenance department, where you can schedule your service appointment online at your convenience. If you need genuine OEM Chevrolet parts and accessories in Shelbyville, our parts department can provide or locate what you need. Call us at (855) 266-5262 and we'll help you. Our experience to be the best possible. Come visit us today at 700 Zappaville Rd., Shelbyville, KY 40065 or call us at (855) 266-5262. 2013-01-31, 06:41:43

2013 Mazda CX-9 is here  
You've been waiting for it—and now the redesigned 2013 Mazda CX-9 has arrived at Jeff Wyler Eastgate Mazda. With sophisticated styling and an interior that's as impressive-but-affordable CX-9 seats seven in style. It's sleek with a redesigned front end, and with its 274-hp V6 engine and sharp handling, one drive in this incredibly sensible-yet-practical SUV, all leave no doubt that it's born from a company that engineers the improbable. Come in to Jeff Wyler Eastgate Mazda to test drive it today.

Welcome To The Jeff Wyler Automotive Family Headquartered In Cincinnati, Ohio

We take great pride in having the highest online rated new and used car dealerships in Cincinnati, Ohio, as well as Kentucky and Indiana. Whether you are looking to buy a new or used car in Cincinnati, Dayton, or Louisville, need to have service or repair completed on your vehicle, need auto parts and accessories, or some body shop and collision center work, trust and value are important in your buying decision. Our dealership reviews and testimonials share what our customers have to say about Jeff Wyler, and we invite you to join our family of highly satisfied customers!

New Cars in Cincinnati, Ohio, Kentucky and Indiana

Value Your Trade | Need A Bodyshop? | Schedule Service

Customer Reviews & Testimonials  
Jeff Wyler Automotive Family is a DealerRater.com Certified Dealer and is committed to providing quality customer service.

ACTIVE DealerRater CERTIFIED >> READ MORE

\*I've been dealing with Jeff Wyler and Tom Simonson for over 20 years and I have always received excellent customer service. I know that if I have a problem or service need, Tom will get it done for me immediately. When I want to purchase, I just give Tom a call and he will do all the leg work to find what I'm looking for, then I just show up and start negotiating price!"

Wwyler.com NEED HELP? CHAT NOW

Jeff Wyler Automotive Family One of America's Highest Rated Automotive Families

home inventory specials research video finance service & parts body shop directions & hours dealer info

Jeff Wyler Customer Reviews And Testimonials

Did you know that Jeff Wyler is the highest online consumer rated dealer for every brand we carry in the Midwest? We take pride in ensuring that every customer is 100% satisfied. In 2010 we won DealerRater's national award for the Highest Rated Kia dealer and Highest Rated Buick and GMC dealer in the entire country. In 2011 we were in the finalists for 11 of our 14 brands for being recognized as the best in the nation, and we won the 2011 DealerRater Award for being the best Chrysler, Jeep, and GMC dealer in the entire country. Take a moment and read some of the reviews from our new and used sales customers, as well as our service customers. Jeff Wyler wants to invite you to join our family of highly satisfied customers.

1,393 people like Jeff Wyler Automotive Family

Awards:

- 2010 Buick Dealer of the Year Award for highest online ratings
- 2010 GMC Dealer of the Year Award for highest online ratings
- 2010 Kia Dealer of the Year Award for highest online ratings
- 2011 GMC Dealer of the Year Award for highest online ratings
- 2011 Chrysler Dealer of the Year Award for highest online ratings
- 2011 Jeep Dealer of the Year Award for highest online ratings
- 2011 Finalist for Dealer of the Year Award for Buick, Cadillac, Chevrolet, Chrysler, Dodge, GMC, Hyundai, Jeep, Kia, Mazda, and Nissan

2011 Chrysler Dealer of the Year | 2011 GMC Dealer of the Year | 2011 Jeep Dealer of the Year

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