

CASE STUDY

Clift Buick GMC Crushes Review Generation, Surpasses SFE Requirements Using Dominion's Prime Response®



The Challenge

Licia Willnow, Sales Manager, has witnessed a great deal of change over her 30 years at Clift Buick GMC (Adrian, MI) – changes in the market, in technology, and in programs driven by the manufacturer. She and Marketing Manager, Allie Barker, recall how reputation management became a critical effort for the dealership, motivated in large part by the General Motors “Standards for Excellence” (SFE) program. “I remember when there were no reviews,” shared Willnow. “But when they really started hitting, it simply wasn’t a priority for GM dealers. Then, GM got involved” – a step that eventually resulted in some important challenges for Clift Buick GMC. “We needed a fast and easy way to view and respond to all of our reviews,” added Barker. “We needed a way to measure what we’re doing against the relationship we wish to keep with our customers – and, frankly, the relationship we have with our manufacturer.”

The Solution

During their selection of technology partners for the 2014 SFE program, Clift Buick GMC began their journey with Prime Response. This GM-certified, award-winning reputation and social media platform from Dominion Dealer Solutions enables dealers to drive positive review generation and engage with today’s online car shopper. “I couldn’t believe how fast the turnaround was,” noted Barker. “We know immediately when a customer is upset, so we can make something happen. Before Prime, we simply wouldn’t know.” “Prime is a one-stop shop for me to see all of our reviews,” added Willnow. “I can even respond to our GM surveys from within Prime. It’s so effective, we’ve doubled our review generation in the past six months.”

The Results

Undoubtedly, Clift Buick GMC’s greatest success has been the mass generation of positive ratings and reviews. Before Prime, the dealership had 34 total ratings across the Web, averaging 4.3 stars. In its initial efforts using Prime, GM’s focus was adding reviews onto dealer websites. In this time period, Clift Buick GMC **averaged 40 new website reviews every month**, often reaching as many as 60 website reviews in a 30 day period. During this time, they amassed **164 website reviews with a 4.6 star rating**. Following SFE program changes in January 2016, each month the dealership adds an average of **24 reviews with 4.6 stars on major third-party sites**. In fact, in the first half of 2016, Clift Buick GMC mounted **an additional 156 online reviews with an average rating of 4.7 stars**. “Prime’s surveys create a unique and safe way for the community to share honest feedback with us,” explained Willnow. “This is huge for new shoppers,” noted Barker. “With Prime, we’ve established a trust with our customers.”

About SFE Vendor Selection

“After working with many vendors over my 30 years in the business, Dominion is among the top five,” concludes Willnow. “Between the Prime platform and our dedicated reputation specialist, we get better every month. Our partnership is a win-win.” Barker agrees, “Each year, we interview new SFE vendors. After working with Dominion, there is simply nothing new worth moving to. We are about building relationships, and we want customers to know that we hear them. Dominion helps make sure that we are managing our online reputation every way we can.”

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Licia Willnow
Sales Manager
Clift Buick GMC



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