

# CASE STUDY

Willett Honda drives sold units and customer satisfaction with Dominion Prime Response®



“Good reviews just started pouring in – literally overnight, from the moment we turned it on.”

**Shea Bailey**  
General Manager  
Willett Honda

## The Challenge

Like many dealerships, Willett Honda (Morrow, GA) was concerned with how their online ratings and reviews were impacting business. “We simply weren’t doing a great job managing our reputation by ourselves,” confessed general manager, Shea Bailey. “We didn’t have that many unhappy customers; we simply didn’t have enough happy customers going online on our behalf.”

Meanwhile, Willett Honda was struggling with their social media vendor. “The service was poor, and the content was not personalized for our dealership. Social media isn’t the smallest mountain for a dealer to climb, and we simply needed more help engaging customers.”

## The Solution

Bailey soon learned of Prime Response, the award-winning reputation and social media platform from Dominion Dealer Solutions. Prime enables dealers to track, manage, and engage with online car shoppers. With the help of Prime Response, Willett Honda could truly monitor online conversation, respond to negative reviews, and create engaging social media campaigns.

“I love how Prime steers customers in the right direction to intelligently distribute reviews. After all, you can have 1000 good reviews on one site and be getting smashed on another. My favorite functionality is the in-house survey. When a problem does surface, it comes to me first. That way I can fix the problem before the customer goes online to leave a review.”

Bailey is likewise pleased with how Prime handles social media. “I’ve never seen this kind of engagement with my inventory. In two years with a former vendor, I received maybe one comment on a car post. Now, I get several responses a week. People are engaged, commenting and tagging their friends.”

Much of this success is built on the partnership Bailey shares with his dedicated Reputation & Social Media Specialist. “I don’t care how good a product is; if the right person isn’t there to handle it, it’s not going to work,” states Bailey. “But my specialist always knows where things stand. He’s a great coach. It’s a real partnership.”

## The Results

“Good reviews just started pouring in – literally overnight, from the moment we turned it on,” exclaims Bailey, who has enjoyed a 640% increase in reviews over a six month period. Currently, over 50 reviews pour in every month, averaging a 4.5 star rating.

Regarding social media, Bailey’s Facebook ad campaigns are bringing equivalent success, boasting 457 VDP views in a 30 day period. In the same month, 7 of 16 vehicles advertised on Facebook were sold.

“We know how to sell cars,” Bailey concludes. “We just had to hire smart people to manage reputation and social media to really sell cars. I trusted Dominion and they came through.”



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