

# CASE STUDY

Jim Glover Chevrolet of Tulsa Doubles  
Online Review Generation with Dominion's  
Prime Response®



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Jared Glover  
Vice President

GLOVER CHEVROLET OF TULSA

## The Challenge

According to Jared Glover, vice president at Jim Glover Chevrolet of Tulsa, “the reality for every business is the power of the online review, both positive and negative.” This was apparent to Glover long before General Motors included reputation management in its SFE program. “It’s a difficult thing we have to focus on,” stated Glover. “I used to manage this myself – working daily to improve and protect our reputation, actively seeking positive reviews, working through any negative comments that may arise. It was a full time job.” Glover explained how the store began their online reputation management with a different vendor. “Their options were limited and, in some ways, it defeated the purpose of the tool.” That’s when Glover discovered Dominion’s Prime Response.

## The Solution

“When General Motors added their reputation management requirements for SFE, we knew it was time to find a solution,” noted Glover. “In hindsight, I’m so glad we went with Prime Response.” Dominion’s award-winning reputation and social media management platform enables dealers to track, manage, and influence critical online conversation. Prime directly impacts the quantity and quality of online ratings, reviews, and social media engagement, driving more VDP views and selling more cars for the store. “It takes the time and effort out of the review process,” shared Glover. “The reporting is strong and helps me encourage our people to take care of our customers the way we’re supposed to.”

## The Results

In 2013, the year prior to partnering with Prime Response, Jim Glover Chevrolet secured 217 total reviews. Over the following 12 months, they put **454 new reviews** on the board at an average 4.7 star rating. Of the 454 reviews generated, 118 represented a **tenfold increase in DealerRater reviews** with an average 4.8 star rating. With Dominion, they also **doubled their Google+ reviews** that year.

In 2015, Jim Glover Chevrolet received **an astounding 201 Google+ reviews** with an average 4.5 star rating. With Prime, Glover posted another 246 reviews across Cars.com, Edmunds, Yelp, and other review sites. In doing so, the store secured **more reviews than any other General Motors dealer** using Dominion’s Prime Response.

The trend continues through 2016. “My satisfaction with Prime comes down to the results,” confesses Glover. “We chose Dominion in part because we have used their other products, but they have blown me away with reputation management. It is far beyond what we could have expected, and what we could have accomplished trying to do it ourselves.”



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