Reputation Management

Dominion DEALER SOLUTIONS™

Dealers of any size can manage their online reputation with Dominion Prime Response® Reputation Management.

Dominion's reputation and social management platform, Prime Response, gives your dealership, regardless of size, complete awareness of online customer reviews and offers a comprehensive approach to tracking, influencing and engaging customers. Through the use of a hosted software application and experienced support staff, Prime focuses on two critical functions: Track and Influence.

Prime Track delivers real-time updates whenever your dealership is reviewed or your brand is mentioned on review sites, blogs or social networks that are often used for reference when consumers are making a buying decision. Through daily SERP monitoring and review site tracking reports, dealers have access to critical information seen by prospective customers. Prime's Track function includes group enterprise reporting, view and control of multiple brands, regions and location, and alerts to key stakeholders.

Prime Influence allows dealers to influence known customer advocates to leave positive feedback on specific review sites where it in needed most. Serving as a triage function, Influence not only drives reviews on key reputation sites, but helps to quickly identify unhappy customers before they post negative reviews.

Our dedicated reputation specialists conduct monthly consulting calls to help administer the program and provide coaching on best practices.

Features

- Catalog reviews of up to 5 competitors
- Top keyword search engine screenshot archive
- Group Dashboard enables multi-store tracking
- Monthly email reporting
- Internal survey system
- Custom-designed emails
- Smart identification routes Gmail customer to Google+ for higher conversion

Benefits

- Completely turnkey, no lists to upload
- Own your SERP with easy content distribution and directed engagement
- Employ social content as an extension of your marketing
- Motivate happy customers to participate
- Identify competitor weakness, gain competitive advantage and attract customers
- Grow volume of ratings across all reputation sites