

CASE STUDY

Herb Chambers Honda of Burlington
Boasts 7X Increase in Review Generation
with Dominion's Prime Response®



The Challenge

“We had exceptional CSI – happy customers in sales and service – so there was simply no good reason for what was an average reputation online.” Echoing the frustration of many dealers nationwide, Herb Chambers’ Sales Manager TJ Madden explains the great lengths taken by the organization to drive positive ratings and reviews. “There was no automation. We tried handing out business cards with links to our review site, but it wasn’t effective. Even after spiffing the team, only half of our employees brought it up to customers. We created email campaigns, and that too was unsuccessful. It was a full time job for me, and our reputation online was still average. We simply weren’t moving the needle.”

The Solution

That’s when Madden was introduced to Dominion’s award-winning reputation and social media management platform, Prime Response®. “The concept was exceptional: a simple, automated system that intelligently drives customers to leave reviews,” explains Madden. Dealers nationwide use Prime Response to effortlessly generate positive reviews and create engagement points with today’s online car shoppers. “The internal survey feature is a huge benefit,” Madden adds. “Before, upset customers went to six different sites online to tell everyone how upset they were. Now, we are alerted of unhappy customers before they go online.” For Madden, another valuable feature is the ability to respond to reviews on 3rd party sites from within the platform. “Our reputation manager can quickly comment on all reviews - no logging into Google, Cars.com, Facebook, etc – it saves us a ton of time.”

The Results

In the 12 months prior to partnering with Dominion, Honda of Burlington accounted for 11 reviews per month at a 4.3 star average. In the year following, they secured an average of 78 reviews each month at an enviable 4.8 star average. Their success is one of both quality and quantity. For instance, in the year prior to using Prime, the store received 15 reviews on Cars.com. In the year following, the store achieved 146 reviews with an average of 4.9 stars. “What was once an absence of reviews on Facebook, is now a stellar reputation marked by 87 reviews at 4.6 stars,” explained Madden.

Madden attributes much of their success with Dominion to their dedicated reputation specialist. “With the amount of responsibility that I have,” cautions Madden, “this is one thing we no longer have to think about. Anytime I need him, he’s always there and it’s always him.” Having attempted to manage everything himself in the past, Madden concludes, “It was too much work with very little reward. This gets it done with less effort. Prime has proven it to us, and Dominion gets an A+ in my book.”

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TJ Madden
Sales Manager

HERB CHAMBERS HONDA OF BURLINGTON



To bring this level of success to your dealership, contact us today at [888.502.8950](tel:888.502.8950) or visit DriveDominion.com

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