

# CASE STUDY

Sutherland Chevrolet Charts Simple Path to Reputation Success with Dominion's Prime Response®



## The Challenge

One year ago, Sutherland Chevrolet had no effective mechanism in place to quickly and easily capture positive ratings and reviews. "We were never really opposed to using technology, but it was hard to draw a solid ROI," admitted Dan Tolson, eCommerce Director. "Frankly, we didn't know what we were missing. GM did us a favor by emphasizing the need for reputation management. After seeing it now, there is definite value."

## The Solution

As part of their vendor selection for the General Motors 2016 SFE program, Sutherland Chevrolet discovered Prime Response, Dominion's GM-certified, award-winning reputation and social media platform. Prime Response is used nationwide by dealers looking to effortlessly drive positive review generation and create engagement points with today's online car shoppers. "Other vendors came in, but they just couldn't communicate the benefits," recalled Tolson. "The people that worked with me from Dominion, however, made great sense of things – made it simple." Tolson was most compelled by Dominion's track record. "The results from other dealers on Prime tell such a great story. When I looked them up on Facebook, their pages were marked with nice, clean, positive reviews. It wasn't a hard decision."

## The Results

Prior to selecting Dominion's Prime Response, Sutherland Chevrolet held a solid 4.3 star rating, but did so with only 2 reviews generated monthly. Since partnering with Dominion, they now enjoy a **5 star average rating with an average of 11 new reviews each month**. One of their great successes is moving from 2 reviews on Cars.com to over 50 reviews within 8 months.

Tolson noted just how easy it was to attain such dynamic results. "I no longer have to wonder if the salesperson will get the review. I don't have to chase anyone down. And knowing there is a simple, automated way to catch unhappy customers before they leave negative reviews online – it's a huge break."

## About SFE Vendor Selection

"With my customers buying because of my reviews, there is no shopping around," explained Tolson, referencing his choice of reputation management partner for GM's SFE program. "I like the product. I like our sales rep. Set-up was easy, and I love the dedicated support I get with my Reputation Specialist. My reviews are driving my SEO. They're getting people to take that next step and convert. I just don't see competitors offering what Dominion has already delivered for me."

"I asked my customer, of all the dealers who carry this vehicle... What made you buy here?"

"Your online reviews."

Dan Tolson  
eCommerce Director  
SUTHERLAND CHEVROLET



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