



Reputation

How does Reputation help Renault in its customer-centric strategy?

A customer-focused collaboration.

Renault Group, a French multinational car manufacturer founded in 1899, was looking for a true Customer Experience Programme for the brand in order to adopt a "customer-centric" improvement strategy.

In order to evolve in line with the market and its transformation, Renault partnered with Reputation to implement a centralised Online Reputation and Voice of the Customer (VoC) solution to drive vehicle sales across their global dealer network.



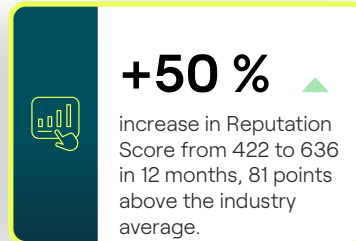
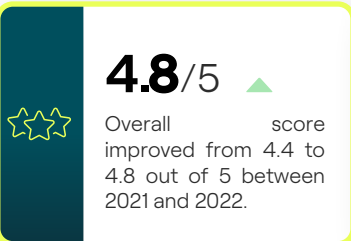
The Reputation platform provides **an innovative 360 degree view of brands' strengths** and areas for improvement throughout the customer journey.

We are delighted to partner with Reputation over the next few years to optimise the RENAULT customer experience.



Renault Group's customer experience strategy has the following objectives:

- Listen to all customer feedback, opinions and ratings.
- Act on customer feedback.
- Drive operational improvements at dealer level.



Reviews

Thanks to the **review and survey management features of Reputation's SaaS platform**, Renault has been able to **significantly increase its response rate** and achieve an impressive increase in the number of **inbound reviews**.

As a result, Renault has raised its Google rating positively across the dealer network.

Through this collaboration with Reputation, the group has seen :

- **Over 650,000 reviews generated in 32 countries** creating a positive impact on their search engine rankings.
- **10% increase in positive sentiment in Google reviews.**

Voice of the Customer (VoC) - Customer satisfaction surveys

Thanks to the platform, the group publishes four surveys in line with Renault's VoC programme: **Sales, Service, Test Drive and Call Centre**, across the **Renault, Dacia, Lada and Alpine** brands in the relevant geographical areas.

The **management of alerts and complaints** within the platform allows the creation of tickets based on survey responses with automation rules and the establishment of customer service standards such as timely response.

Reputation Score

To monitor, understand and analyse the perception of the group's brands, Reputation supported the group with its unique technology: the **Reputation Score**, a solution that **compares the scores to other players in the sector as well as the industry average**.

Since partnering with Reputation, the group has achieved a **98% Response Rate** to all customer reviews.



650 000+

Reviews generated in 32 countries = positive impact on search ranking results.



10%

Increase in positive sentiment in Google reviews.



The aim is to make this platform a tool for managing the satisfaction of our customers in the service.

Thanks to the VoC Survey and the Dealer e-Reputation, we want to make this platform a real dashboard to drive and improve customer satisfaction.

Stéphane Cottin

(Director of Quality Commerce VP, DQ-C, Renault Group)



Discover our full range of solutions for **automotive brands**

