

Tips for a 5-Star Experience

 Reputation

Tip: The 1-Minute Review Request

Make It Easy to Review Us: The QR Code Trick

Why it works:

The happiest customers are often willing to leave a review, but only if it's effortless. Fumbling with website links creates friction. A QR code is instant and shows that you are tech-savvy and respect their time.

How to do it:

Get the Link

Go to our dealership's Google Business Profile page and click "Ask for reviews." Copy the unique link it gives you.

Create the QR Code

Go to a free QR code generator website (like QRCode Monkey, Canva, or Bitly). Paste the link into the generator.

Save it

Save the QR code image to your phone's photo gallery. You can even set it as your lock screen for easy access or print it on the back of your business card.

The Ask

When a customer is thrilled with their new car, say: "I'm so glad you had a great experience! Would you be willing to take 60 seconds to share that on Google? You can just scan this QR code on my phone."

Tip: The "Happy Customer" Showcase

Your Smart Phone is a Marketing Tool

Why it works:

Pictures of real, happy customers with their new cars are the most authentic and powerful advertising we have. It shows, rather than tells, that we create positive experiences.

How to do it:

The Perfect Moment

After the paperwork is done and you're handing over the keys, the customer's excitement is at its peak. This is the perfect time.

The Ask (Crucial!)

Always ask for permission first! Say: "Congratulations again! You look so happy with your new car. Would you mind if I snapped a quick photo of you with it to share on our dealership's social media page?"

Take a Great Photo

- Make sure the car is clean and the background is tidy (no trash cans!).
- Have the customer stand by the driver's side door, holding the keys.
- Get a big, genuine smile!

Send it In

Email or text the photo to the person who manages our social media, along with the customer's first name and the car model (e.g., "Here's a photo of David with his brand new Ford F-150!").

Tip: The "Wow" Delivery Moment

Going the Extra Mile When You Hand Over the Keys

Why it works:

The final interaction, the delivery, is what the customer will remember most vividly. Making it special turns a simple transaction into a memorable celebration, which is exactly what people talk about with friends and family.

How to do it (pick one or two):

Full Tank of Gas

Make sure the car has a full tank of gas. It's a small cost with a big impact. It says, "Your journey starts now, on us."

The Big Red Bow

If available, use a large bow on the hood of the car for that "gift" feeling, especially for special occasions like birthdays or holidays.

Personalized Thank You

Have a simple, handwritten thank-you card sitting on the passenger seat. Mention something you remember from your conversation (e.g., "Enjoy the road trips to the lake!").

Quick Tech Tour

Spend 5 minutes in the car with them, helping them pair their phone to the Bluetooth and showing them one "cool" feature they might not know about. This is incredibly helpful and reduces frustration later.

Tip: The 72-Hour Check-In Call

Show You Care After They Drive Away

Why it works:

Most customers expect to never hear from their salesperson again after a sale. A follow-up call shatters this expectation. It shows you care about their satisfaction, not just the commission. This is how you create a customer for life.

How to do it:

Set a Reminder

In your phone or calendar, set a reminder to call the customer 3 days after their purchase.

Keep it Brief and Friendly

This is not a sales call.

Use a Simple Script

"Hi [Customer Name], it's [Your Name] from [Dealership Name]. I'm not trying to sell you anything, just wanted to quickly check in and see how you're loving your new [Car Model]? I also wanted to make sure you didn't have any questions about the features now that you've had a few days to drive it."

Listen and Help

Answer any questions they have. If you don't know the answer, find out and call them back. This builds immense trust.

Tip: The Review Responder

Turn a Review into a Conversation

Why it works:

Responding to reviews—both positive and negative—shows that we are actively listening and that we care about feedback. For positive reviews, it amplifies the good feeling. For negative reviews, a professional response can solve the problem, show accountability, and demonstrate to other potential customers that we are committed to getting it right.

How to do it:

The Positive Response

If you see a positive review from one of your customers, add a public comment.

- Template: "Thank you so much, [Customer's Name]! It was a pleasure helping you find the perfect [Car Model]. We're thrilled you had a great experience. Enjoy the new ride, and we'll see you for your first oil change!"

The Negative Response (Alert & Inform)

You should not engage in a public argument. Instead, take it offline professionally.

- Step 1: Immediately alert your manager about the negative review, providing any context you have.
- Step 2: The manager or a designated person should post a public reply.
- Template: "Thank you for your feedback, [Customer's Name]. We are sorry to hear your experience did not meet your expectations. Your satisfaction is our top priority, and we would like to learn more. Please expect a call from our manager, [Manager's Name], shortly to address this personally."

Tip: The Social Media "Feature Flash"

Become a 30-Second Expert

Why it works:

Social media platforms like Instagram Reels and TikTok reward short, helpful, and engaging content. By creating quick videos that highlight one cool feature, you position yourself as a knowledgeable resource and create content that people actually want to watch.

How to do it:

Find a "Wow" Feature

Pick one non-obvious but useful feature on a popular model (e.g., the hands-free liftgate, a hidden storage compartment, a cool infotainment shortcut).

Record a Quick Clip

Ask a colleague to film you, or use a tripod.

Explain and Demonstrate

In 30 seconds or less, demonstrate the feature.

- Script Idea: "Car Tip Tuesday! Did you know the new [Car Model] has this amazing feature? If your hands are full of groceries, you can just [action, e.g., kick under the bumper] and the trunk opens for you. How cool is that?"

Share It

Send the video to the dealership's social media manager. They can add text and music and post it online. It's authentic content that helps customers and builds our brand.

Tip: The Digital Business Card

Connect Online Before They Leave the Lot

Why it works:

A sale is the beginning of a long-term relationship. Providing customers with a "digital roadmap" to stay connected ensures they know where to find us online for service, future purchases, and to see our community updates.

How to do it:

Create an Email Template

Have a pre-written email ready to go on your phone or computer.

Personalize and Send

After a customer makes a purchase, send them this email before they leave.

What to Include in the Email

- A Personal Thank You: "Hi [Customer Name], thank you again for your business today! It was a pleasure working with you."
- Link for a Review: "If you have a moment, we'd be grateful for your feedback on Google: [Insert QR Code Link from Tip #1]."
- Links to Social Media: "You can follow us on Facebook and Instagram to stay up-to-date on specials and new arrivals: [Insert Links]."
- Link to Service Department: "For your convenience, you can schedule your future service appointments online here: [Insert Link to Service Scheduler]."
- Your Contact Info: "Save my contact info, and please don't hesitate to reach out with any questions."

Tip: The "5-Star Checkpoint"

Before You Ask for the Review, Ask About the Experience

Why it works:

Asking for a review without knowing if the customer is happy is a gamble. By asking about their experience first, you do two things: you get a final chance to fix any small issues, and you prime the customer to think about their experience in terms of a rating before they open the review form.

How to do it:

Set the Standard Early

Throughout your interaction, mention your goal. For example: "My goal today is to make this a 5-star experience for you."

Perform the "Checkpoint"

At the end of the sale or service, before they leave, ask the critical question: "Based on your experience with me today, did we earn your 5-star review?"

Analyze the Answer

- If they say "Yes!": This is the perfect moment. Respond with, "That's fantastic to hear! You'll be receiving a text or email from our feedback partner, Reputation. We'd be so grateful if you took a moment to share your experience."
- If they hesitate or say "No": This is a golden opportunity. Say, "Thank you for your honesty. What could I have done to make it a 5-star experience?" Listen carefully, apologize, and fix the issue if you can. This act of recovery can often turn a potential 1-star reviewer into a 5-star fan.

Tip: Mastering the Moment with the Reputation Platform

Use the Platform to Send Requests at "Peak Happiness"

Why it works:

A review request sent 24 hours late has a much lower chance of being completed. The Reputation platform allows you to send requests via SMS or email instantly. Sending it the moment a customer is at their happiest (e.g., holding the keys to their new car) dramatically increases the odds they will leave a glowing review.

Best Practices with Reputation's Platform:

Know Your Trigger

Understand how to send a review request from your workstation or mobile device through the Reputation platform. (This may be a button in your CRM, DMS, or the Reputation app itself).

Give a Heads-Up

As you're finalizing the sale, give them a verbal cue. "I'm sending a quick link to your phone right now from our feedback platform. It just takes a minute and helps me out tremendously."

Trigger it Live

While they are still with you and smiling, send the request. You can even help them open the text message. The path of least resistance is key. Don't let them go home and forget.

Choose SMS over Email

If possible, send the request via text message (SMS). Text messages have a much higher open rate than emails, and the link is just a tap away.

Tip: Personalize the Ask for Maximum Impact

A Review is Good, a Review with Your Name is Gold

Why it works:

Generic reviews are fine, but reviews that mention a specific salesperson by name are incredibly powerful. They are more authentic to readers, and they provide the dealership with valuable data on top performers. The Reputation platform can track these "mentions," which often ties into recognition and bonuses.

How to do it:

Earn Their Trust

First, provide an exceptional, personal experience that makes them want to thank you.

Make the Personal Ask

When you request the review, add a personal touch. "If you do decide to leave a review, a personal mention of my name is the highest compliment I can receive. It really helps my manager know that I'm taking great care of my customers."

Check Your Mentions in the Platform

Get familiar with the Reputation dashboard. Look for the feature that shows reviews that mention you. Seeing your name in a 5-star review is a great motivator and helps you see the direct result of your efforts.

Tip: Putting Out the Fire (Before it Becomes a Bad Review)

Master the Art of De-escalation

Why it works:

The best way to handle a negative online review is to prevent it from ever being written. When a customer is upset in the showroom, they primarily want to feel heard and respected. Using a simple de-escalation technique can turn a potential 1-star rant into a situation where the customer feels cared for, even if they didn't get exactly what they wanted.

How to do it (Remember the L.A.S.T. method):

L - Listen

Stop what you are doing and give the customer your undivided attention. Let them explain their entire issue without interruption. Nod your head and show you are engaged.

A - Apologize

Offer a sincere apology for their frustration. This is not about admitting fault; it's about empathy. Say, "I am genuinely sorry you've had this frustrating experience. I understand why you're upset."

S - Solve

Take ownership of the problem. Ask the most important question: "How can I help make this right for you?" If it's within your power, solve it. If not, immediately find the manager or person who can. Don't pass the buck; be the customer's advocate.

T - Thank

Thank them for bringing the issue to your attention. "Thank you for being candid with me. Feedback like this is how we improve." This validates their complaint and ends the conversation on a constructive note.

Tip: Be the Expert by Sharing, Not Selling

Use Our Content to Build Trust

Why it works:

Our dealership's website and social media channels have helpful articles and videos (e.g., "Leasing vs. Buying," "EV Maintenance Myths," "Top Safety Features for Families"). When you share this content with a customer who is on the fence, you shift from being a salesperson to being a trusted advisor. This builds credibility and sets you apart from the competition.

How to do it:

Know Your Resources

Ask your manager for a list of links to 3–5 of the most helpful blog posts or videos your dealership has created. Save them in the notes app on your phone for easy access.

Make the Personal Ask

When a customer voices a common concern or question, that's your trigger.

- Customer: "I'm just not sure if a hybrid is worth the extra cost..."
- You: "That's a very common question. We have a great article on our website that breaks down the 5-year cost of ownership. I can text you the link; it might help you decide."

Follow Up

Send the link with a simple message: "Here is that article I mentioned. Let me know if it brings up any other questions!" This is a no-pressure way to stay in touch and provide real value.

Tip: The "Closing the Loop" Post

Share the Resolution on Social Media

Why it works:

When our dealership gets a negative review and successfully resolves the issue, it's a powerful story. By sharing a (non-specific and privacy-respecting) story about how we fixed a problem, we show the public that we stand by our customers and are accountable.

How to do it (This is for the dealership's social media manager, but you can contribute):

Spot a Success Story

If you help de-escalate a situation or see a manager turn an unhappy customer into a happy one, make a note of it.

Report Up

Let your manager or the marketing team know. Say, "We had a great win for a customer in the service department today. It might make a good story for our Facebook page about how we solve problems."

The Social Post (Example)

The marketing team could then write a post like:

"Customer satisfaction is our #1 priority. This week, a customer came to us with a frustrating issue. Our team listened, took ownership, and worked together to find a solution that made them happy. We're not perfect, but we are committed to making it right. #CustomerService #Accountability"

Guides:

Six Ways to Ensure Reputation Management Supports and Strengthens Your Marketing Strategy

<https://reputation.com/resources/articles/six-ways-to-ensure-reputation-management-supports-and-strengthens-your-marketing-strategy/>

Ten Steps to Operationalize Reputation Management for Maximum Impact

<https://reputation.com/resources/articles/ten-steps-to-operationalize-reputation-management-for-maximum-impact/>

8 Strategies to Dominate Google's New AI-Driven Search

<https://resources.reputation.com/google-ai-search/8-strategies-to-dominate-googles-new-ai-driven-search>

Blogs:

6 Solid Ways to Turn Negative Reviews into Positive Reviews

<https://reputation.com/resources/articles/6-solid-ways-to-turn-negative-reviews-into-positive-reviews/>

Best Practices to Deliver Your Brand Promise and Improve Reputation Performance

<https://reputation.com/resources/articles/improve-reputation-performance/>

12 Tips for Customer Experience Survey Design

<https://reputation.com/resources/articles/customer-experience-survey-tips/>