

How does Reputation help Lookers to deliver a great customer experience?

Automotive Success Story



Focus on customer feedback

Operating vehicle dealerships across the UK and Ireland while representing over 35 manufacturer brands, Lookers partnered with Reputation to improve its online reputation, gain greater insight from customer feedback, and implement a robust 'close the loop' process.

As a result, Lookers achieved an outstanding 98% online review response rate (up from 56% in 2019 and 34% in 2018) and completed over 75,000 Voice of Customer surveys in 2022, demonstrating their commitment to understanding customer needs.

Lookers has expanded its insights by adding two new Voice of Customer listening points for 2023 and received over 60,000 customer comments. Leveraging this feedback, they developed a comprehensive CX roadmap to guide their short, medium, and long-term priorities.

Key Stats

4.7/5 Overall star rating has improved from 4.1 to 4.7 stars out of 5.

183% more reviews since implementing Reputation.

59.4 million listings views, generating 6.1 millions website visits, 2.1 million direction requests, and 3.2 million calls generated.

98% review response rate.

4th place ranking in Reputation's 2022 Automotive Reputation Report (up from 11th in 2021).

Recognising a need to put feedback to work, Lookers partnered with Reputation to:

- Improve its online reputation
- Increase the number of listening points across the customer journey
- Ensure Voice of Customer surveys are customer-centric and less process focused
- Embed a robust 'close the loop' process across the Lookers brand
- Gain greater insight from inbound customer feedback
- Use Voice of Customer feedback to identify and recognise front-line staff

To achieve these aims, Lookers invested in Reputation’s all-in-one Reputation Experience Management platform to respond to reviews, request reviews from customers, manage business listings across its locations, deploy customer surveys, and measure the overall effectiveness of its customer experience programme.

As a result of using Reputation’s Business Listings module, Lookers has achieved:



Since partnering with Reputation, Lookers have achieved a 183% increase in review volume.

Reviews

With Reputation's platform, Lookers has significantly increased its review volumes and response rates. As a result, Lookers has raised its Google rating positively across the dealer network.

Since partnering with Reputation, Lookers has:

- 183% increase in online review volume
- 98% online review response rate, improving from 56% in 2019, and 34% in 2018
- Boosted overall star ratings from 4.1 to 4.7 stars



Increase in review volumes

response rate to all inbound reviews

Star rating up from 4.1

Listings

Lookers’ leadership recognised the importance of accurate business listings for dealership locations. Thus, the brand adopted Reputation’s **Business Listings** capability to grow the online presence of dealerships across the estate.

Reputation Score

By carefully managing customer feedback and its online reputation through the Reputation platform, Lookers achieved a **Reputation Score of 735 in 2022**, placing it far above the industry average.

What’s more, is that Lookers’ improved score raised their ranking in Reputation’s annual Automotive Reputation from 11th in 2021 to 4th in 2022.

"...we value our customers time and want to make it easier and more enjoyable for them to interact with us. We need their feedback so we know what we are doing well and how we can improve. One way we are doing this is through our partnership with Reputation, which enables us to listen to our customer across their whole journey with us.

This has provided us with 75k VoC survey responses and over 60k customer comments so far. The insights these provide are invaluable in helping us to improve our understanding and in turn the experience our customers receive. We are making great strides, but we want to keep evolving to be the best we can be."

Karen Prince, Director of Customer Engagement, Lookers PLC

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