

# Groupe Renault UK: How Reputation helps to drive industry- leading growth

Automotive Success Story



## Key Stats

**4.8/5** Overall star rating has improved from 4.3 in 2018.

**47%** increase in review response rate even with a 7x rise in review volume.

**98%** review response rate up from just 51% in 2020.

**91%** of customer reviews are positive (a 7% increase from 2020).

**1,900%** increase in the number of listing actions, including clicks to call, website, and directions.

**129** Renault UK locations boast a Reputation Score higher than the industry average.

## How Renault UK Achieved Industry-Leading Growth

True to the brand's commitment to innovation, Renault UK teamed up with Reputation to drive consumer trust and improve its customer's perception of the brand's quality.

By partnering with Reputation, Renault UK not only decreased the amount of negative feedback they received from customers, but they also surpassed the Reputation Score growth rates of their automotive rivals within a 12-month period.

**To secure consumer trust and enhance the perception of its brand, Renault UK set out to:**

- Improve review response rate, and put the emphasis to do this in the GM's hands
- Implement high-level reporting functionality to report on key insights and metrics
- Identify and track feedback for OEM or dealer network level on review sites
- Implement social media management tools, including social listening

To achieve these aims, Renault UK 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, and deploy customer surveys.

Since partnering with Reputation, Groupe Renault UK has achieved an 98% review response rate.

### Customer Feedback

Through Reputation’s Reviews and Surveys modules, Renault UK has been able to dramatically increase its review response rates as well as achieve a monumental increase in the number of positive reviews overall. Moreover, Renault UK has raised its star ratings across its dealer network.

Since partnering with Reputation, Renault UK has seen:



### Listings

Groupe Renault UK’s leadership recognised the importance of accurate business listings for dealership locations. Thus, the brand adopted Reputation’s **Business Listings** capability to address inaccuracies and ensure location data was kept up-to-date.

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

**27%**

Increase in data accuracy for its business listings

**1900%**

increase in the number of Listing clicks to calls, directions, and website

### Reputation Score X

Overhauling its customer experience programme, Renault UK adopted Reputation’s proprietary **Reputation Score X** to monitor, understand and improve its overall brand health. Now, Renault UK boasts 129 locations with a Reputation Score higher than the industry average of 637, highlighting the effectiveness of the brand’s customer-first approach.

“We are delighted to have achieved the biggest [Reputation Score] growth of any other automotive brand in the last 12 months. This is testament to the great work carried out by the team within Renault UK Customer Experience combined with the fantastic levels of engagement seen throughout our dealer network.

“Our retailers have quickly recognised the role that online review presence and good listings management can play in driving positive customer experience.”

Verity Mercer, Head of Customer Experience and Quality, **Groupe Renault UK**

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