

# How Reputation helps JCT600 to put feedback to work

## Automotive Success Story



## How JCT600 Puts Feedback To Work With Reputation

Offering 25 brands from more than 50 dealerships across the north of England, JCT600 partnered with Reputation to 'put feedback to work', including by closing the feedback loop between customers and managers and implementing a central metric to benchmark overall CX performance.

By partnering with Reputation, JCT600 not only boosted its star ratings and review volumes but also established a number of its dealerships as industry leaders according to Reputation's Automotive Report.

Moreover, the company found that dealerships with the highest Reputation Scores are also the top performers in revenue, CSAT and profitability.

### Key Stats

**4.6/5** Overall star rating has improved from 4.1 to 4.6 stars out of 5.

**188%** more reviews between 2017 (JCT600's last year without Reputation) and 2022.

**148%** increase in listing views, generating higher conversions including a 17% increase in website visits from listings.

**97%** review response rate.

**924** Reputation Score for JCT600's Porsche Centre Teesside dealership, the UK's highest-ranked dealership in our 2022 Automotive Report.

### Recognising a need to put feedback to work, JCT600 partnered with Reputation to:

- Improve the feedback loop between customers visiting dealerships and the management team.
- Manage the online information of its dealerships, including business listings.
- Engage customers on social media.
- Increase the volume of customer reviews and feedback to gain insight into customers' perspectives.
- Utilise a central metric for JCT600's overall CX programme.
- Implement an easy-to-use platform that would ensure 'buy-in' across the business.

To achieve these aims, JCT600 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, JCT600 has achieved:



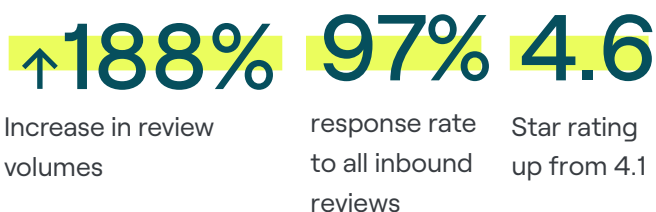
Since partnering with Reputation, JCT600 achieved a 188% increase in review volume (2017 – 2022)

### Customer Feedback

Through Reputation’s Reviews and Surveys modules, JCT600 has been able to dramatically increase its review volumes, review response rates and its star ratings across its dealer network.

Since partnering with Reputation in 2018, JCT600 has:

- Increased review volumes by a phenomenal 188% (2017 – 2022)
- Achieved a 97% review response rate
- Boosted overall star ratings from 4.1 to 4.6 stars



### Porsche Teesside

Of all JCT600’s dealership success stories since partnering with Reputation, Porsche Teesside’s achievements are arguably the most impressive.

For two consecutive years, the North-East dealership achieved the top spot in Reputation’s annual Automotive Reputation Report, outpacing fierce competition from other brands and achieving a **Reputation Score of 924.**

“We started with Reputation in 2018 and we were a 4.1-star business back then, now we’re at 4.6-stars and are really proud of that. Honestly, the platform has slotted right in, I’d love to take the credit but honestly it’s so easy to use. We have 97% response rate, and what’s great is that I never need to chase or remind people to reply to their site’s reviews, as it’s so easy for them to do.”

“As soon as we started asking customers for feedback, our review volume grew overnight. We actually use customer feedback from within the platform during our onboarding of new starters, and their training.”

Andy Bateman, Director of Customer Experience, JCT600

### Listings

JCT600’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.

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