

CASE



STUDY

BRUCE TITUS AUTOMOTIVE GROUP

Bruce Titus Automotive Group has been a fixture in the Puget Sound for nearly a quarter century. Over the years, the group's four locations have built a loyal base of customers, but they are always looking for ways to bring on new people to the business.

When Courtney Titus Barr joined the organization a couple of years back, she realized that a large majority of car buyers were using online reviews to help them decide which dealership to use. Because of this, she started looking for a way to help the business collect more reviews.

"We had a few tactics in place in the stores like passing out flyers and asking people to leave reviews, but nothing was really successful," related Barr. "But when we heard about Podium, it was an absolute no-brainer for us."

BUILDING ON A SOLID BASE

Before implementing Podium, the auto group's online reputation wasn't bad. The problem was the reviews

weren't coming in as often as they would like. Podium allowed them to build review invitations into their daily processes, which helped lead to a significant increase in online reviews across all four of its dealerships.

Since implementing Podium, Bruce Titus Automotive Group has improved its overall star rating from 4.0 to 4.5 and has collected more than 2,500 new reviews—including nearly 2,000 new reviews on Google alone.

"Once we switched from sending review invitations out manually to an automated process with Podium and our DMS, Dealertrack, that's when the reviews really started to come in," said Barr. "We are seeing reviews come in all the time because it's an easy transition from completing the purchase of a car to leaving us feedback."

IMPROVING PROCESSES

Another key benefit the auto group has realized since implementing Podium is the ability to use the feedback

to improve processes and the service it delivers. Barr especially likes that it gives them insight into the customer experience, helping them to understand what's working and what can be improved.

"Feedback from Podium has highlighted a number of

training opportunities for a salesperson or service advisor," concluded Barr. "However, it also helps us to know who to give kudos to when our staff receives positive feedback. So, we hear both positive and negative things and it allows for training or it allows for praise."

PODIUM + BRUCE TITUS AUTOMOTIVE GROUP



NUMBER OF
LOCATIONS:

4



TOTAL NUMBER
OF NEW REVIEWS:

2,510



OVERALL
STAR RATING

4.5

ABOUT PODIUM

Podium makes customer interaction easy. We enable businesses to use convenient communication channels to improve customer relationships and build a presence on the most important review sites.

Call us at 1-833-2PODIUM for a free demo.

podium.com