



BirdEye for Gerry Wood Auto Group

Client since: August 2017

108% increase in Google reviews in 6 months

Too busy to collect feedback manually

Gerry Wood Auto Group has spent more than 40 years building a trusted reputation by selling and servicing cars in Salisbury, North Carolina. The company had also accumulated an impressive number of reviews over the years, but without enough recent reviews, their online reputation was becoming stale. In the hyper-competitive automotive industry, reputation is everything: 97% of customers read online reviews before purchasing a product or a service, and most consider reviews older than 6 months completely irrelevant. In order to beat competitors online and win new customers, Gerry Wood Auto needed to collect a lot more new reviews.



"We've had a great experience with BirdEye. It actually delivered what it promised. Within just 6 months of using this platform, our review volume has gone up rapidly. Before joining BirdEye, it took us nearly 6 ½ years to collect 1500 reviews for all our dealerships but BirdEye got us 915 reviews in just 6 months. That's really impressive. The platform really works."



Travis Williams

Internet Sales Manager
at Gerry Wood Auto Group



The company attempted to collect feedback manually by asking customers for a review after a sale or service, but their efforts just weren't delivering the desired results. Since the sales team was usually busy attending to prospects during the day, it was difficult for them to reach out to existing customers at the right moments.

"Our sales team was having a real tough time in getting new reviews," said Travis Williams, Internet Sales Manager at Gerry Wood Auto. "The feedback collection was so chaotic that our sales guys couldn't keep track of the customers and would miss following-up with them on time. Although they were making efforts, there was absolutely no accountability. That's when we realized that we needed help."

Gerry Wood Auto began searching for solution that would let their sales team request feedback at the right time without interrupting day-to-day tasks. That's how BirdEye came into the picture.



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AUTO GROUP

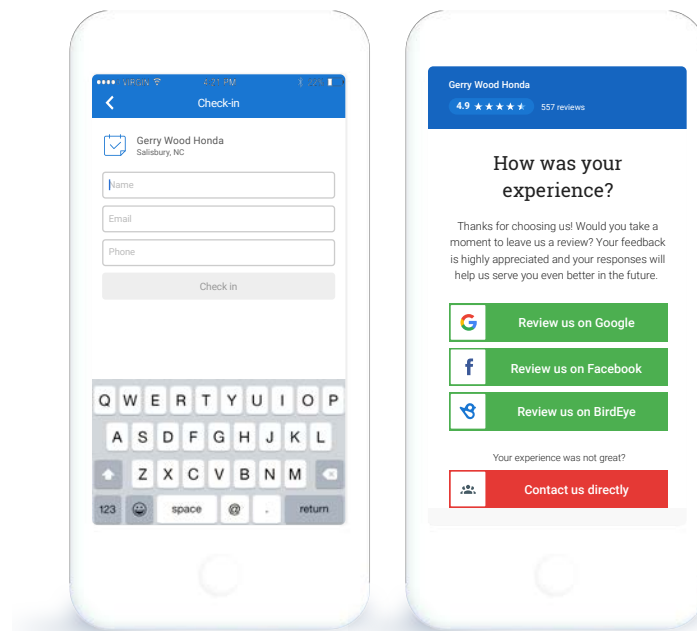
1 800 561 3357
birdeye.com



Automatic high-volume review generation

With BirdEye, Gerry Wood Auto was able to automate the whole review generation process. The BirdEye mobile app gave the sales team 24/7 access to the BirdEye dashboard, allowing them to send out feedback collection requests at the perfect moments -- immediately after a sale or service.

“The best part about the BirdEye platform is that it’s extremely easy to use,” said Williams. “Our sales team is pretty active on our mobile app and they absolutely love the check-in feature, which has simplified our review solicitation process. All we have to do is fill in the customer details and we can send review requests from anywhere -- it’s really convenient.”



After a sale or service, Gerry Wood Auto employees just had to upload the customer’s basic contact information and a review request was automatically sent out. Review requests were sent through hyper-targeted email and SMS campaigns.

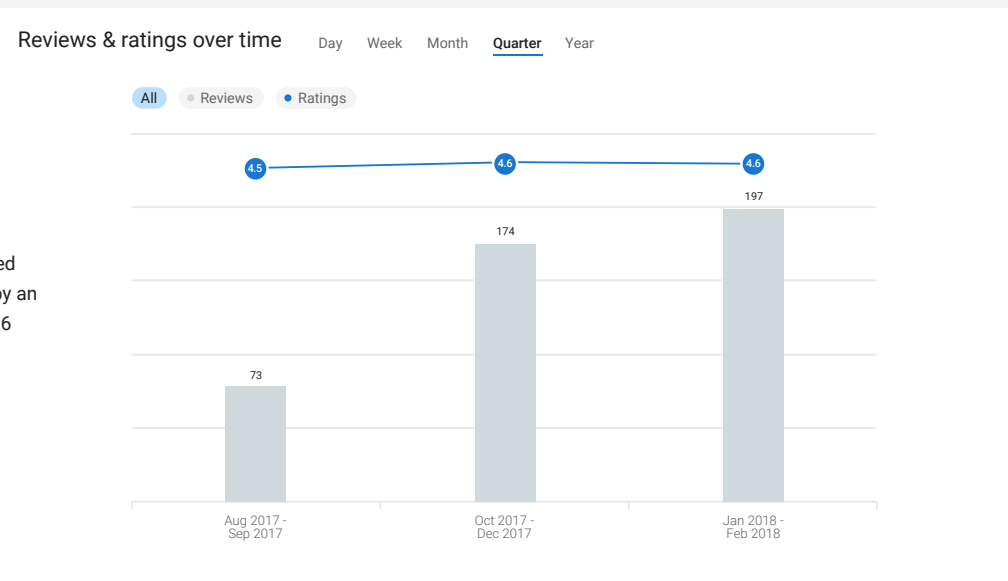
BirdEye’s review monitoring feature let Gerry Wood Auto view and respond to all their reviews from 200+ sites in one place, in real-time. Staying on top of all customer reviews allowed the company to easily identify unhappy customers and address their problems promptly before they escalated.



The deep-insights provided by BirdEye's extensive reports let Gerry Wood Auto track the progress of their review solicitation efforts. They were able to measure and compare review volume, ratings, and Net Promoter Score (NPS) over time and by location to pinpoint emerging issues and keep customer sentiment high organization-wide.

Rapid review volume increase across top sites

By routinely asking all customers for reviews, Gerry Wood Auto Group increased its overall Google review count by an impressive 108% in just the first 6 months with BirdEye. Within the same time span, the company's Facebook reviews grew by 43%. Their overall review count across all sites increased by 58%.



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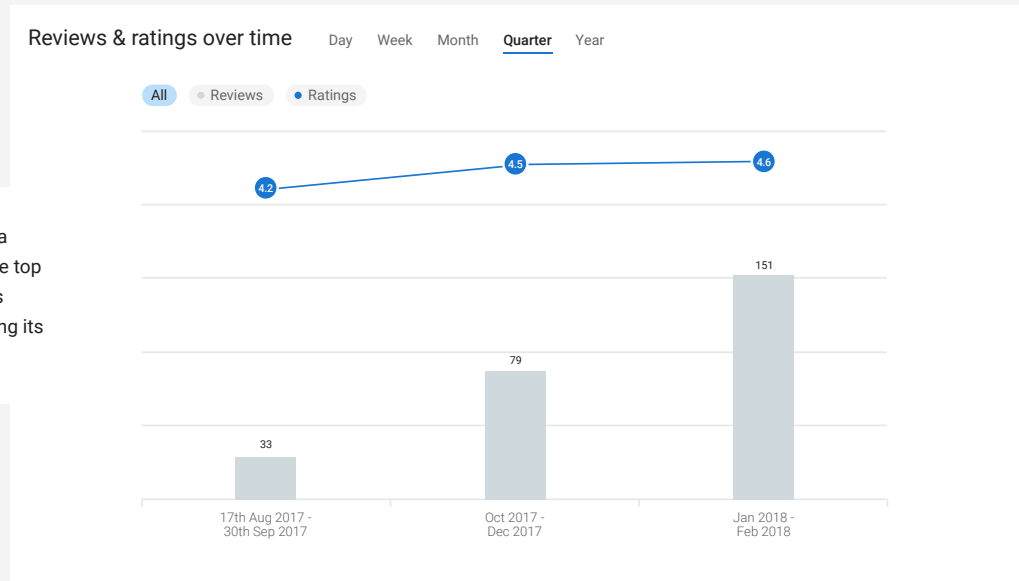
Increase in Google reviews after BirdEye (Quarterly)

Gerry Wood Auto improved on a dealership level as well, with the top location generating as much as 357% more reviews and boosting its average rating by .4 stars.



To maximize the power of happy customer voices, the Gerry Wood Auto Group showcases great reviews from their happy customers on the testimonial section of their official website. This way, whenever prospects search for the most trusted car dealership in Salisbury, North Carolina, it's clear that the Gerry Wood Auto Group is the best choice.

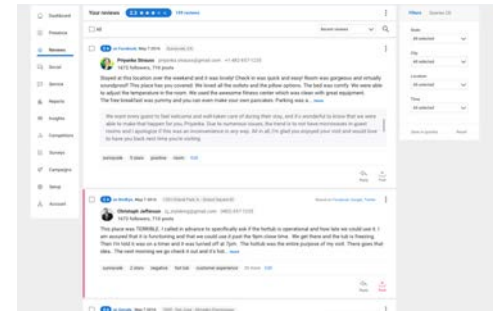
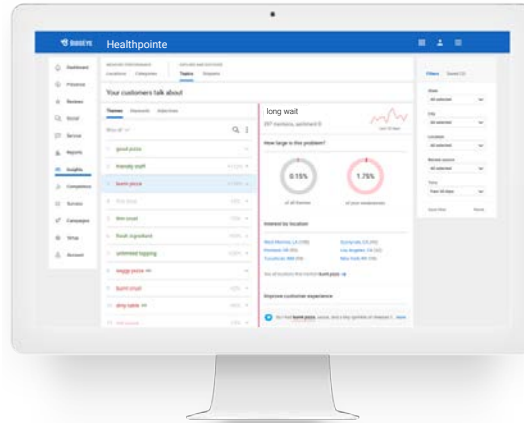
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Performance in the last 6 months, Quarterwise (17th Aug 2017 - 28th Feb 2018)



About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/
To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify root case driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.