



Koons Automotive Sends 67,820 SMS Review Requests in 3 Months Using Widewail's "Invite"

Having already incorporated Widewail's "Engage" review management service two years prior, the Koons Auto Group sought to increase customer review volume for sales and service at their 23 locations. When comparing the 3-month period before and after implementing Invite - the results were remarkable.



844.259.9238

Products:



Invite



Engage

Using Invite:

633%

90-Day Review
Volume Increase

Total Koons Automotive Group Metrics

- Average Google star rating increase from 4.2 to 4.5.
- Negative review percentage decrease from 19% to 13%.
- All stores combined saw a 633% increase in new review volume.

"We have seen lifts in organic traffic from both the keyword-rich, thoughtful responses their team crafts via "Engage", and through the increases in review volume with "Invite". There really is no better option in reputation management or review generation than Widewail."

- Jake Barron, Koons Marketing Director

The Challenge: Consistent Review Volume Increase for 22 Dealerships and One Collision Center Across 3 States

Widewail's partnership with Koons was formalized prior to the group's decision to launch the "Invite" SMS review generation system. Koons Marketing Director, Jake Barron, had this to say about the reputation management struggles faced by a group of their size:

"Prior to partnering... we responded to all negative and positive reviews internally. The resources needed to accomplish this task across all platforms fell short; leaving reviews without responses and our customers' voices unheard."

The Solution: Invite and Engage

Koons shifted focus toward encouraging the voice of their often-unheard happy customers and increasing review volume across their organization.

Widewail's text-message based review generation tool, "Invite", was the obvious choice and implementation was finalized across all rooftops in late January, 2021. It didn't take long for significant progress to follow.

Results: Total of 67,820 SMS Review Requests Sent and a 633% Total Volume Increase in the First 3 Months

Standout Individual Rooftop Metrics

- 1042% review volume growth at Koons Lexus of Wilmington.
- Koons Tyson's Toyota sends 11,230 invites (125/day).
- Koons Arlington Toyota jumps from a 3.6 to 4.5 Google star rating.
- Koons Tyson's Chevy increases Google star rating from 3.3 to 4.4.

More often than not, 90 days isn't enough time to accurately measure the value of a recently adopted digital marketing service/tool. Jake Barron, however, feels confident the partnership will continue to benefit the Koons organization.

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