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Local Lexus Dealership Increases Review Volume by 185% in First 90 Days with Invite

By combining *Engage* managed response with *Invite* review generation, a Maryland Lexus dealership increased customer interaction exponentially with record SMS conversion rates while significantly reducing negative reviews.

Using Invite and Engage:

185%

90-Day Review Increase

75% reduction in negative sentiment

Before: $18/90 = 20\%$

After: $12/257 = 5\%$

negative reviews/total reviews

Products:



Invite



Engage

"The benefits of both products were undeniable - right out of the gate... Not only did our monthly review numbers shoot up, it was hard to believe how well the text messages converted."

- Lexus Dealership GM

The Challenge: Increasing Review Volume and Improving Sentiment

When Widewail was added to the Lexus ADE Program our team began contacting dealerships around the country. It quickly became clear This GM was in no need of a primer on the importance of review management or generation to local SEO and consumer perception in general.

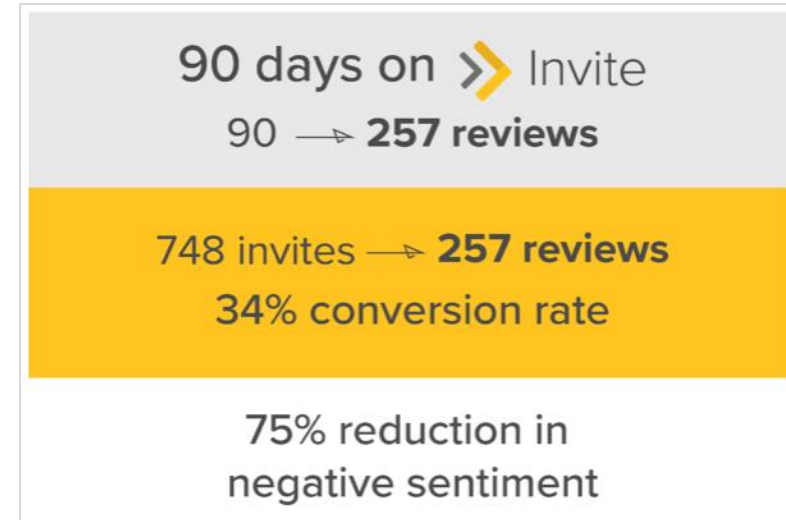
Their mission statement is centered on a luxury service and sales experience which ran counter to their internal ability to efficiently address online reviews. Something had to change.

The Solution: Efficient Review Management and Encouragement

Widewail ran them through our Engage (review management) and Invite (review generation) offerings and the conversation immediately became strategic. Separate products, laser-focused on the exact hurdles facing the business, seemed the perfect answer.

The decision was made to implement Engage starting in June 2020 and, after that service's value became obvious after only 4 months, the dealer went all-in with Invite in October 2020.

Results: Review Volume Way Up – Negatives Way Down



90 days on program compared to 90 days pre-program

Volume increased from 90 to 257

- 156 new Google Reviews - a 225% volume increase vs. launch
- 23 new Facebook Reviews - a 2200% volume increase vs. launch
- 78 new DealerRater Reviews - a 90% volume increase vs. launch
- 748 invites generated 257 reviews, a 34% conversion rate

Negative reviews dropped from 20% to 5%

- Before: 18/90 = 20%
- After: 12/257 = 5%

After 90 days on Engage, then Invite, the rooftop increased review volume 185% and decreased negative review percentage by 75%. They also have one of the highest Invite SMS conversion rates of any Widewail partner to date.