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## The Nyle Maxwell Automotive Group Sees Quick Gains by Combining Engage and Invite

By combining Engage review response services with Invite review generation software The Nyle Maxwell Group can activate and retain the voice of their happy customers on the most visible reputation websites.

Four-store group October 2020 performance:

347

Review  
Volume

180%

MoM Review  
Increase

58%

Reduction in  
Negative Sentiment

Products:



Invite



Engage

*“The results speak to your amazing technology and willingness to work through obstacles to help us both become better! Thanks again for your partnership!”*

*- Thomas E. Eggers, Platform Digital Director at The Nyle Maxwell Family of Dealerships*

## The Challenge: Negative Reviews, Underwhelming Volume, and Multiple Reputation Management Vendors

The Nyle Maxwell Family of Dealerships is an automotive group based in Central Texas who wanted to increase review frequency and improve customer sentiment. Already using Widewail's [review response service](#) (Engage) at several locations, and impressed with the results, they doubled-down with our new [review generation tool](#) (Invite) in October of this year.

## The Solution: Single-Vendor Reputation Management, Activate Satisfied Customers with Automated SMS Review Generation, High-Touch Managed Review Response

After several strategic conversations with our team, Nyle Maxwell's expectation was set that Invite could outperform the vendor it was replacing and that an increased volume of reviews would likely result in additional positive sentiment. Invite was added to the same four stores already subscribed to Engage, with a plan to review performance after 30 days.

## Results: 180% Increase in Review Volume, 58% Reduction in Negative Sentiment

A positive trend became apparent shortly after Nyle Maxwell upgraded their review management partnership with Widewail. Here's how the improvements break down by store:

### Nyle Maxwell SuperCenter

Aug (previous vendor) 42 reviews received, 20% negative (8)  
Sept (previous vendor) 43 reviews received, 33% negative (14)  
Oct (Widewail) 141 MTD reviews received, 8% negative (10)

### Nyle Maxwell CDJR of Taylor

Aug (previous vendor) 22 reviews received, 14% negative (3)  
Sept (previous vendor) 37 reviews received, 11% negative (4)  
Oct (Widewail) 84 MTD reviews received, 8% negative (6)

### Nyle Maxwell Castroville

Aug (previous vendor) 34 reviews received, 3% negative (1)  
Sept (previous vendor) 33 reviews received, 0% negative (0)  
Oct (Widewail) 71 MTD reviews received, 0% negative (0)

### Nyle Maxwell Fiat Alfa Romeo

Aug (previous vendor) 11 reviews received, 0% negative (0)  
Sept (previous vendor) 34 reviews received, 9% negative (3)  
Oct (Widewail) 51 MTD reviews received, 6% negative (3)

The scale of the improvements (in both reviews and sentiment) cannot be explained away by simple seasonality.

Nyle Maxwell saw sharp upward trends immediately after combining Invite and Engage, despite industry trends and a tumultuous 2020.