



JOHN L SULLIVAN'S
ROSEVILLE KIA



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John L Sullivan's Roseville Kia switched to Widewail Invite to take Review Generation to The Next Level

Roseville Generates More Positive Sentiment by Personalizing SMS Review Requests

185

243%

68%

Review
Volume

MoM Review
Increase

Reduction in
Negative Sentiment

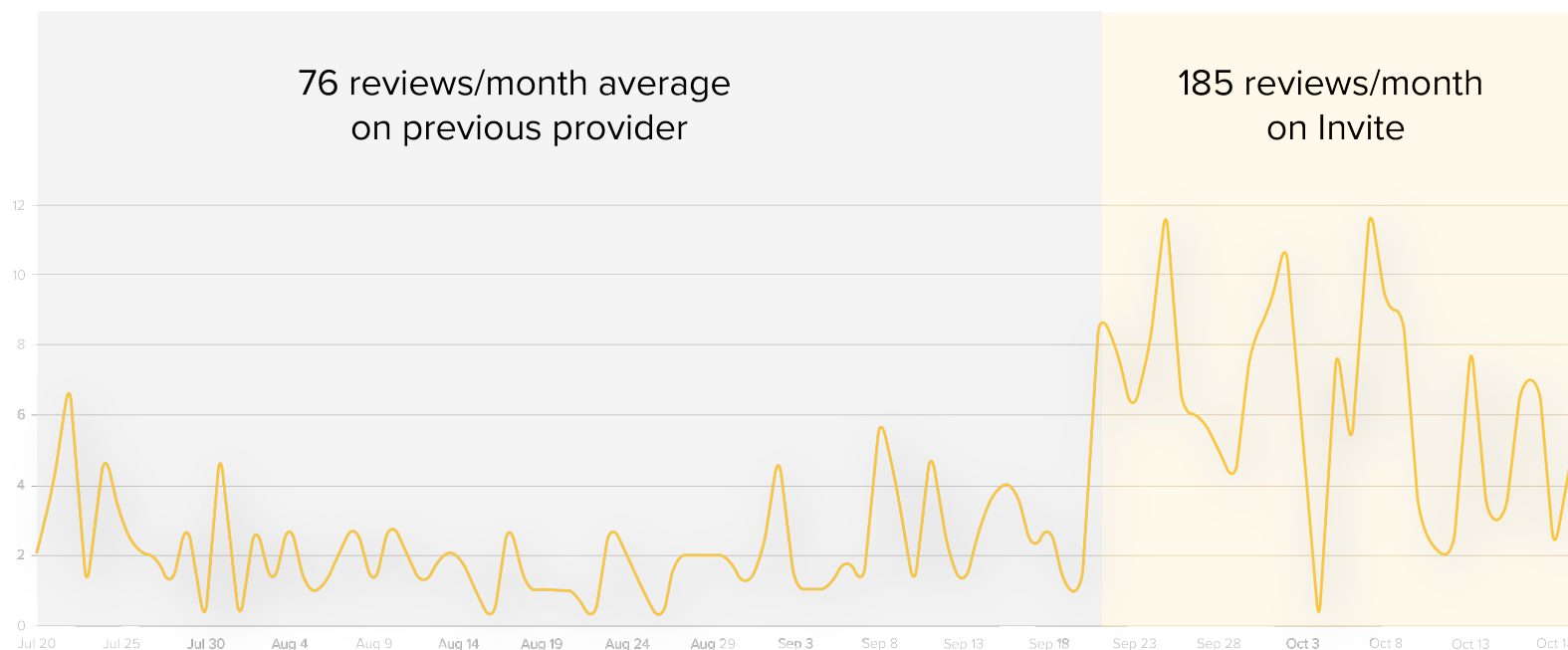
Products:



Invite



Engage



The Challenge: Low Review Volume, Negative Review Percentage and Multiple Response Management Vendors

Already signed up for Engage since June 2019, and happy with the review response results, Roseville Kia sought to further deescalate negative sentiment while increasing the number of customers leaving reviews each month.

They also strived for the operational efficiency granted by fewer vendors.

The Solution: High-Touch Managed Review Response, Single-Vendor, Automated SMS Review Generation

Although Engage produces impressive results as a standalone product, after strategy discussions with Widewail it was felt a combination with Invite - our new service focused on review generation - would target multiple goals.

In the 3 months leading up to the switch, Roseville Kia averaged 76 reviews a month with an overall rating of 4.2 and a 25% negative sentiment (1 out of 4 reviews were negative).

Results: 243% Increase in Review Volume, 68% Reduction in Negative Sentiment

- In the first month after implementing Invite (launched on 9/21), Roseville Kia sent 977 automated review requests to their customers via Invite, which generated 185 reviews - translating to a 243% increase.
- 83% of requests were delivered via SMS, the remainder through email.
- In the process, the Widewail service combination increased their average rating to 4.7 while spiking negative sentiment all the way down to 8%.

In terms of logistics and ROI, it's worth noting these improvements were achieved without any resource output from personnel at the store, and all for a comparatively nominal fee with significantly improved performance when compared to the previous vendor.



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