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## The Kowalis Automotive Group Sees Quick Returns with Engage and Invite

By combining Engage review response services with Invite review generation software, the Kowalis Group encouraged the voice of their happy customers on the most visible automotive reputation websites.

Two-store group 60/120-day performance:

**483%**      **82%**

60 Day Review  
Volume Increase

120 Day Reduction in  
Negative Sentiment

Products:



*"A huge internal marketing strain has been lifted, giving us more time for selling and servicing the Lexus brand in our local areas. Thank you, Widewail!"*

- Cody Kowalis, Marketing Manager at The Kowalis Family of Dealerships

## The Challenge: Encouraging Happy Customers to Leave Reviews

Onsite sales and service feedback was consistently positive, but online reviews were disproportionately negative.

The Kowalis Auto Group knew they had to figure out a way to encourage these happy customers to share their experiences (while doing a better job of addressing those with issues) through a consistent review generation and response strategy.

## The Solution: Intelligent Customer Review Generation

Both Kowalis Lexus dealerships faced review-related challenges including low volume, long response times and a lack of related internal resources.

As a result, we suggested the one-two-three punch of combining Invite's review generation, Engage's review management/response and Engage Plus' added social media engagement focus.

## Results: Big Increase in Positive Reviews, Fast

Returns were evident in a short period of time. Here's how the improvements break down by store and combined:

### Lexus of Merrillville

- 128 new Google Reviews - a 38% volume increase vs. launch.
- 39 new Facebook Reviews - a 48% volume increase vs. launch.

### Lexus of Orland

- 282 new Google Reviews - a 38% increase vs. launch.
- 67 new Facebook Reviews - a 40% increase vs. launch.

### Invite/Engage Total

- Before: Total reviews all networks = 119. Negative reviews 11%.
- After: Total reviews all networks = 598. Negative reviews 2%.
  - 403% increase in review volume.
  - 82% reduction in negative reviews.

Invite's 60-day review volume increases, and Engage's 120-day negative review decreases, are significant. The Kowalis Auto Group and Widewail share a strong partnership and we look forward to continued combined success.