



To: All Subaru Retailers
 From: Owner Loyalty / Reputation Management – Retail Operations Training
 Date: Thursday, March 31, 2022
 Re: **Important Changes to Subaru Reputation Management Program and Managed Services, Effective June 1, 2022**

Subaru is committed to delivering an extraordinary customer experience and providing you with the resources to aid in that effort.

After a careful review of Reputation Management program KPIs, much consultation with our field team and Retailers and in reflection of our overarching focus on the customer experience, **Subaru of America is updating its partnership with Reputation to focus on our most critical priorities – Reviews and Business Listings. As part of that refocus, we are adding new support to Business Listings and removing the entire Social Platform from the Reputation Base Program and Managed Services.**

Please see below for an overview of **changes** to the program. For any questions on these changes, please contact Molly Moran at 610-952-9170 or mmc1@subaru.com.

REPUTATION MANAGED SERVICES	CURRENT OFFERING		EFFECTIVE 6/1/2022
Package	Silver	Gold	NEW! Reputation Managed Services
Cost	\$199/mo	\$299/mo	\$199/mo
Photos Management – CSS guidance to upload photos into Reputation platform and publish to various locations	✗	✗	✓
Google Listing Advance Functionality – CSS guidance to create and publish Google posts, Google Q&A and Google FAQs.*	✗	✗	✓
SOCIAL MEDIA			
4 Weekly Posts	✗	✓	✗
Social Community Management	✗	✓	✗

** Retailer is responsible for providing photos and creating content (posts, questions, etc.); CSS will provide consultation on Google Business Profile listings opportunities as well as technical support for uploading photos and content).*

Reputation Managed Services – 1 Package at \$199/Month (Pre-SAF)

Currently, there are two Managed Services offerings for Reputation – Silver (\$199/month) and Gold (\$299/month).

To continue the focus on our key priorities of Reviews and Business Listings, Subaru is consolidating and clarifying the Managed Services offerings. Effective June 1, 2022, Reputation will offer one Managed Services package level through Subaru of America – **Managed Services for Reviews / Automated Business Listings.**

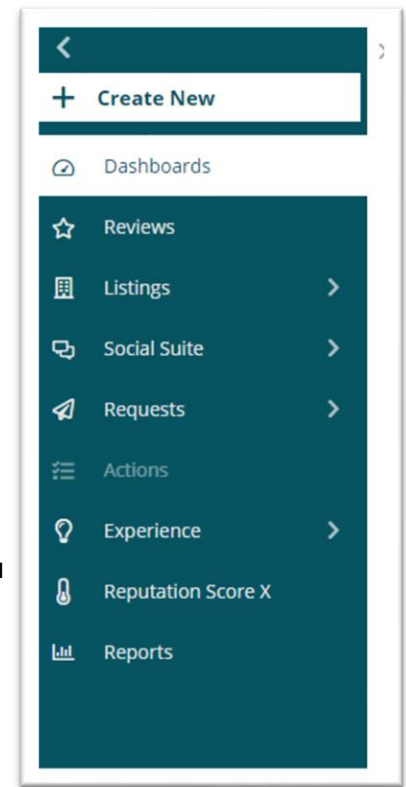
Reputation Base Package – Free to all Subaru Retailers

Currently, all Subaru retailers have access to the Reputation platform via Subarunet, providing you with a powerful tool to help manage your online reviews and business listings.

Effective June 1, 2022, the Social Suite section will no longer be visible in the Reputation platform for Subaru of America.

All other aspects of the Reputation Base Package remain the same, including:

- **REVIEWS**
 - o Review Monitoring – Dashboard to see and reply to reviews from multiple sites in one place
 - o Review Notifications – Get alerts via email or Reputation app immediately when you get a new review
 - o Review Streaming – Add recent reviews from multiple sites to your website so customers can read them all in one spot
- **ANALYTICS: EXPERIENCE + REPUTATION SCORE**
 - o Natural-language analysis tools gives you the ability to measure the “positivity” or “negativity” of each word, allowing you to make operational changes for improvements
- **SUPPORT**
 - o Contact the Subaru Reputation Support team at subaru@reputation.com and (800) 303-2201



FAQS

If my store is on Silver and Gold Packages right now, what happens?

- All stores currently enlisted in the Silver or Gold packages will be converted automatically to the new Reputation Managed Services package – effective 6/1/22.

What if I want to stay with the social posting on the Gold Package?

- Stores are welcome to contract directly with Reputation for their support with Managed Social Posting and Community Management. The social product will no longer be available in the Subaru program, so billing and contracts for these services would occur directly between your store and Reputation.
 - o To explore your options here, please contact your regions assigned Customer Support Specialist.

What action do I need to take on 6/1/22 when this change is in effect?

No action required - you will be converted automatically to the new Reputation Managed Services program.

- Your regions assigned CSS will be happy to answer any questions you have.

What if I'm a Bronze Retailer and I want upgraded services?

- Visit <https://reputation.com/subaru>, click on the “Enroll Now” button and complete the enrollment form. Once enrolled, you will be assigned a Customer Success Specialist who will work with you to get you onboarded.

What is the full package offering of Reputation Managed Services effective 6/1?

REPUTATION MANAGED SERVICES	CURRENT OFFERING		EFFECTIVE 6/1/2022
	Silver	Gold	NEW! Reputation Managed Services
Package			
Cost	\$199/mo	\$299/mo	\$199/mo
REVIEWS			
Requesting – Automated review requesting for sales and service	✓	✓	✓
Responding – Automated review responding	✓	✓	✓
BUSINESS LISTINGS			
Auto-Sync Publishing to Google, Facebook, Apple Maps and Bing – Automatically push key listing information to these platforms	✓	✓	✓
Listing Maintenance - CSS guidance to verify/claim listings and provide suggested listings edits	✓	✓	✓
Photos Management – CSS guidance to upload photos into Reputation platform and publish to various locations	✗	✗	✓
Google Listing Advance Functionality – CSS guidance to create and publish Google posts, Google Q&A and Google FAQs.*	✗	✗	✓
SUPPORT			
Customer Success Specialist (CSS) – You will be assigned a designated representative who will make sure we're helping you meet your goals and be your strategic advisor	✓	✓	✓
Customized Management and Reporting – Work with your CSS to create, generate and distribute meaningful reports for key decision makers	✓	✓	✓
Subaru Support – You have unlimited access to our customer support experts who are here to assist you with any questions and account issues	✓	✓	✓
Analyze Local Competition – See how your dealership's online reputation stacks up against other local dealers like Toyota, Honda, etc.	✓	✓	✓
SOCIAL MEDIA			
4 Weekly Posts	✗	✓	✗
Social Community Management	✗	✓	✗

* Retailer is responsible for providing photos and creating content (posts, questions, etc.);

CSS will provide consultation on Google Business Profile listings opportunities as well as technical support for uploading photos and content).

Who is my Customer Support Specialist and how do I contact them?

- West – Laguna Edwards
 - o ledwards@reputation.com
 - o (480) 648-0717
- Central – Britney Mounts
 - o bmounts@reputation.com
 - o (480) 550-8096
- East – Riley Sinclair
 - o rsinclair@reputation.com
 - o (480) 795-6031
- SDC, SNE, NRAB – Kayla Hallman
 - o Khallman@reputation.com
 - o (480) 561-0288