

# Principle Auto Group + Reputation:

Enhancing Customer Experience and  
Boosting ROI with Reputation



## Key Stats

- **69% increase** in clicks to phone calls
- **85% increase** in clicks on directions
- **22% increase** in listings views
- **91% increase** in overall star rating (4.7/5 stars for the group)

## Overview

Principle Auto Group, a prominent player in the automotive industry with eight locations, faced challenges in maintaining consistent communication and managing online reviews across its diverse stores. To address these issues, Dan Watkins, the Communications and Business Development Manager, initiated a partnership with Reputation in April 2023.

### Some of the initial challenges they were looking to solve for were:

- Inconsistent communication processes across stores.
- Lack of a standardized approach to handling customer reviews.
- Desire for a more streamlined and efficient reputation management solution.

The annual Reputation Automotive Reports also played a crucial role in Principle Auto Group’s decision-making process. Insights from the 2022 Report influenced the company’s strategy and motivated the development of a video training program for managers and customer-facing associates. The data which showcased the company’s rankings and achievements, became a motivational tool. Principle Auto Group plans to incorporate these achievements into its communication strategy, boosting morale and competitiveness among its associates.

## Implementation and Impact:

- **Streamlined Communication:** With Reputation, Principle Auto Group successfully streamlined both internal and external communication. The platform facilitated a consistent message across all eight stores, presenting the brand in a positive light.

- **Time Savings:** The platform saved significant time by centralizing the review management process. Previously, each store had different processes for handling reviews, resulting in inconsistent outcomes. Reputation brought uniformity, leading to improved response times and customer satisfaction.
- **Return on Investment (ROI):** While it's challenging to quantify the exact ROI, Principle Auto Group observed notable improvements. Lead counts increased, surpassing industry averages. The streamlined review process contributed to a more positive online image, attracting more potential customers and opportunities to close deals.



To learn more, contact us at [reputation.com](https://reputation.com)

## About Reputation

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Reputation turns feedback into the fuel to grow businesses around the world. Visit [reputation.com](https://reputation.com) to learn more.