Ed Napleton Automotive Group

How Napleton Auto Drove 5,000+ New Reviews with Reputation's Journey Insights

Client Profile

The Ed Napleton Automotive Group is a prominent, family-owned automotive retailer with over 70 locations across the United States. With a legacy built on customer service, their team, led by National CX Director Eduardo Rodriguez, is committed to understanding and improving every facet of the customer experience.

Our Clients leveraging Journey Insights in Q1 2024 saw:

99% review response rate

Did you know?

- **5,000+** additional Google reviews generated since implementation.

- **4.6 to 4.7** star-rating increase in 12 months, with the group now on track to achieve a 4.8 average rating.

The Challenge

Drowning in Disconnected Data

Before fully leveraging the Reputation platform, the Napleton Auto team faced a common but critical challenge: an overwhelming amount of disconnected customer feedback. Data poured in from reviews, surveys, and social media, but it was siloed and unstructured, making it nearly impossible to develop a clear, actionable direction. The result was confusion, not clarity. As Eduardo Rodriguez described, they were **"hitting the panic button... All that data, all it did was give us confusion. We had no direction."** This data overload meant that despite their best efforts, they were struggling to pinpoint the root causes of customer friction and risked losing valuable business. With a negative review percentage around 8%*, the team knew they needed a more intelligent way to listen, understand, and act.

1. **High Volume of Data**

2. **Multiple Sources**

3. **Siloed Information**

4. **Unstructured Format**

5. **Lack of Actionable Insights**

The Solution

Finding Clarity and Action with Journey Insights

Napleton Auto sought a partner that could transform their "messy, unstructured data" into a strategic asset. They chose Reputation for its ability to deliver **"accuracy, trustworthy data... clarity, and speed."** To take their program to the next level, they became an early adopter of Reputation's **Journey Insights.**

Journey Insights was the key to unlocking a deeper level of understanding. The tool connects unstructured feedback from reviews and surveys directly to specific stages of the customer journey—from pre-arrival and scheduling to the service lane and post-visit follow-up. For the first time, Eduardo's team could move beyond what customers were saying and drill down into where and why specific experiences were succeeding or failing.

*The Automotive Industry average negative review % is 11.1%.

The Transformation
A Heartbeat for the Customer Experience

Napleton Auto integrated Reputation and Journey Insights into the core of their operations. It became more than a tool; it became their CX program's central nervous system. As Eduardo puts it, **"Reputation.com isn't just like a bolt-on tool to your CX program. It is your CX program."**

The transformation was driven by a new, data-informed operational rhythm:

Daily Pulse Checks:
Store-level teams started holding daily meetings to review the last 24 hours of feedback, enabling immediate coaching and service recovery.

Pattern-Focused Deep Dives:
Eduardo and the leadership team used Journey Insights to conduct "deep dives" for systemic patterns across locations, identifying trends that were previously hidden in the noise.

Targeted Improvements:
By pinpointing friction points in specific journey stages (e.g., wait times, communication during service), they could implement targeted operational changes and training where they would have the most impact.

This newfound clarity gave them the confidence to launch a proactive, ethical initiative to drive more review volume, knowing they were actively improving the experience customers would be reviewing.

> *It's not just a dashboard. It's the heartbeat of our customer experience.*
>
> Eduardo Rodriguez,
> National CX Director, Ed Napleton Automotive Group

The Results
Unprecedented Growth in Reviews and Ratings

By implementing Journey Insights in Q1 2024, Ed Napleton Automotive Group turned actionable insights into tangible business outcomes. The ability to understand and improve the customer journey at a granular level directly fueled a sustained period of growth in both their online reputation and review volume.

Results at a Glance:

- **5,000+** additional Google reviews generated since implementation.

- **4.6 to 4.7** star-rating increase in 12 months, with the group now on track to achieve a 4.8 average rating.

- **99%** review response rate, ensuring a closed-loop feedback system.

- **18 Months Faster** progress on their CX goals, according to Eduardo, thanks to the clarity provided by the platform.

Sustained Growth in Google Reviews & Ratings (2024-2025)
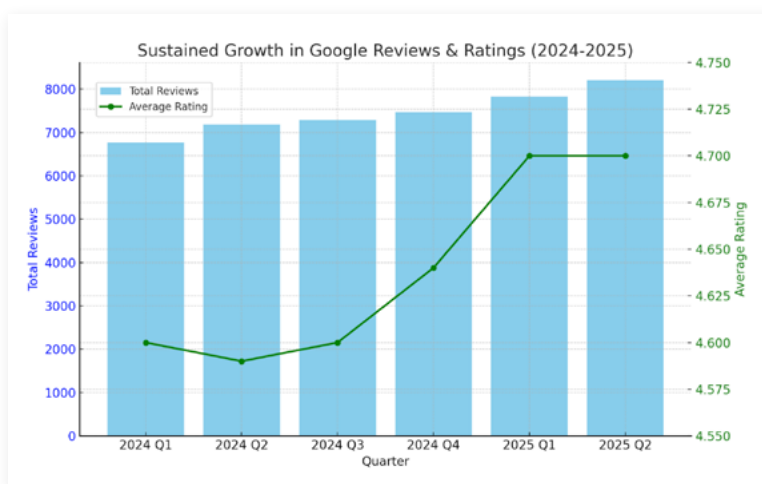
For Napleton Auto, Journey Insights provided the missing link between feedback and action. By understanding the complete customer story, they were able to build a **stronger**, more **resilient reputation** and foster a culture of continuous improvement that will drive their business forward for years to come.

To learn more, contact us at reputation.com