

Dealer Ratings and Reputation Management: Managing your on-line reputation

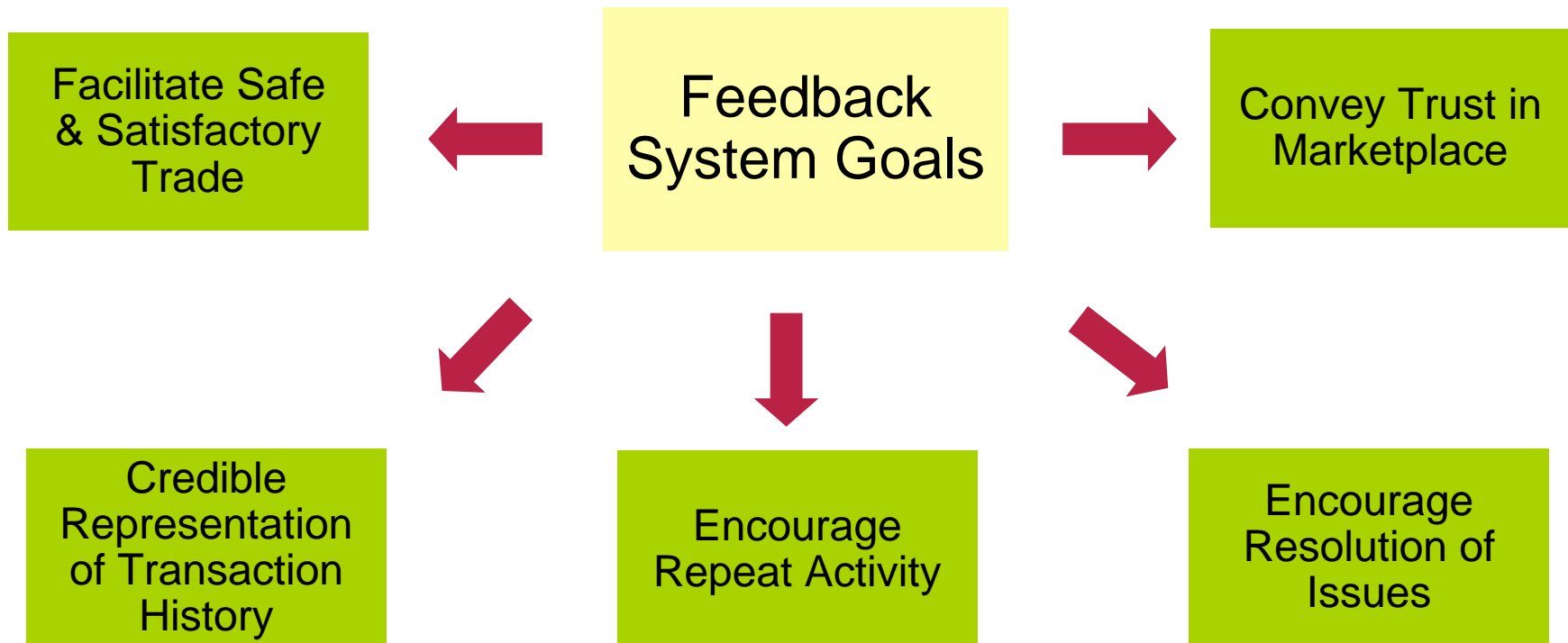
October 8th, 2008: 10:45 AM



Panel Participants

- Famous P. Rhodes, Director of eBay Motors: eBay.com
- John H. Isaac, CEO – Clear Intelligence Media Inc.:
MyDealerReport.com
- Langley Steinert, Chief Guru – CarGurus, LLC: Cargurus.com
- Lesley Kao, Director of Yahoo! Autos – Yahoo!: Yahoo.com

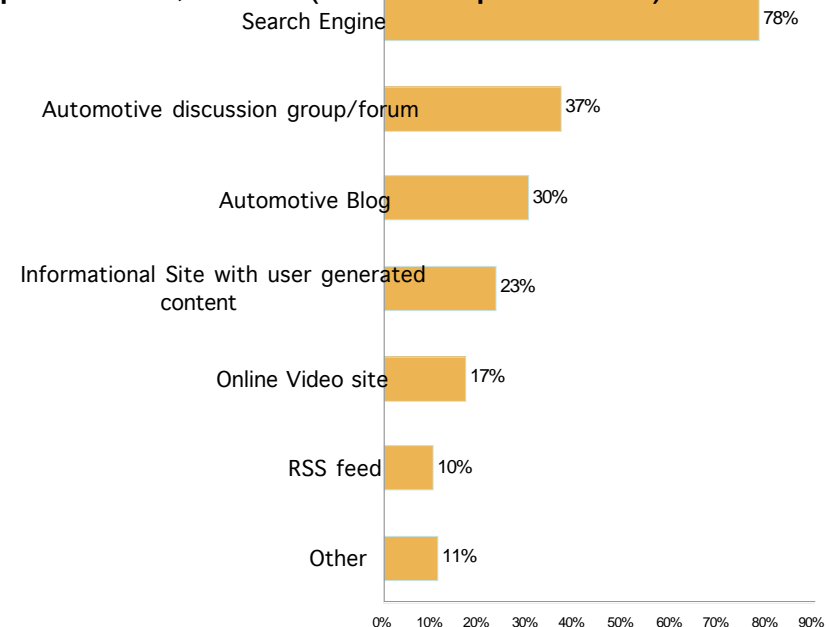
Why Feedback Matters?



Feedback: Why is it important?

- Influences the decision process
 - ✓ **80%** of consumers consult the internet before buying a car
 - ✓ User generated content is reviewed by **69%** of online vehicle buyers and **94%** of these consumers prefer it
- The new form of WOM [Word of Mouth]
- Car enthusiasts are active on blogs and discussion forums
 - ✓ Over 50,000 car enthusiast groups and blogs on the internet

Online Tools used by Internet Users when researching an automotive purchase, 2007 (% of respondents)



Three Types of Internet Feedback

Forums | Blogs | Directories

YAHOO! ANSWERS

Ripoff Report
Don't let them get away with it... let the truth be known!

superpages.com®  **Yellow Pages**

 **Citysearch**
Live like an insider

 **AUTOMOTIVE FORUMS**
connecting the auto enthusiasts
<http://www.automotiveforums.com>

General Feedback Sites

 **yelp**

 **BBB**
Better Business Bureau®

 **MojoPages** Beta

 **insiderpages**™

 **ebay**®

 **KUDZU.com**®

Automotive Feedback Sites

 **CarFolks**

 **MyDealer Report .com**

 **dealerdex**
Every dealer. Every deal.

 **edmunds.com**

 **DEALER RATER**
BUY.COM

 **CarDealerCheck**
Car Dealer Reviews and Ratings

 **CarGurus**®

 **ebay Motors**

The eBay Feedback System—What Is It?

- Most valuable online reputation system
- Each member has a Feedback reputation
 - Opinion comments
 - Positive/Negative/Neutral Ratings
 - Detailed Seller Ratings
 - Positive Feedback Percentage
- Feedback is now over 11 years old!
 - 4 million comments left daily
 - 6 billion comments already left

The screenshot shows an eBay Feedback Profile for a seller. The profile includes the following information:

- Feedback Score:** 152015
- Positive Feedback:** 99.5%
- Members who left a positive:** 142666
- Members who left a negative:** 777
- All positive Feedback:** 319218

Recent Feedback Ratings (last 12 months):

Rating	1 month	6 months	12 months
Positive	5261	30405	75504
Neutral	26	201	435
Negative	25	185	303

Detailed Seller Ratings (since May 2007):

Criteria	Average rating	Number of ratings
Item as described	★★★★★	2004
Communication	★★★★★	1904
Shipping time	★★★★★	1900
Shipping and handling charges	★★★★★	1907

Feedback as a seller | Feedback as a buyer | All Feedback | Feedback left for others

Ratings mutually withdrawn: 175

322,515 Feedback received

Feedback / Item	From / Price	Date / Time
good seller NEW ADAMS GOLF OVATION #11 OFFSET FAIRWAY WOOD SENIOR (#120110375872)	Buyer (13 ★) / US \$26.52	May-21-07 11:17 View Item
Item was as advertised - good e-buyer NEW NICHENT GOLF GEMEX 30x22" #4 IRON WOOD HV-75 STIFF (#12011002147)	Buyer (100 ★) / US \$41.00	May-21-07 11:14 View Item
Recommend highly NEW ADAMS GOLF IDEA A2 OS #6 HYBRID IRON WOOD REG GRAPH (#120114130070)	Buyer (11 ★) / US \$61.00	May-21-07 11:04 View Item

The screenshot shows an eBay My World page for a seller. The page includes the following information:

- Feedback score:** 152015 | Positive feedback: 99.5%
- Latest Feedback:**

Feedback	From	Date	Reason
good service still a rockhead	Buyer (12 ★)	May-21-07	120118322369
great price!	Buyer	May-21-07	120118349623

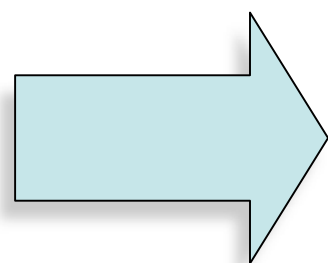
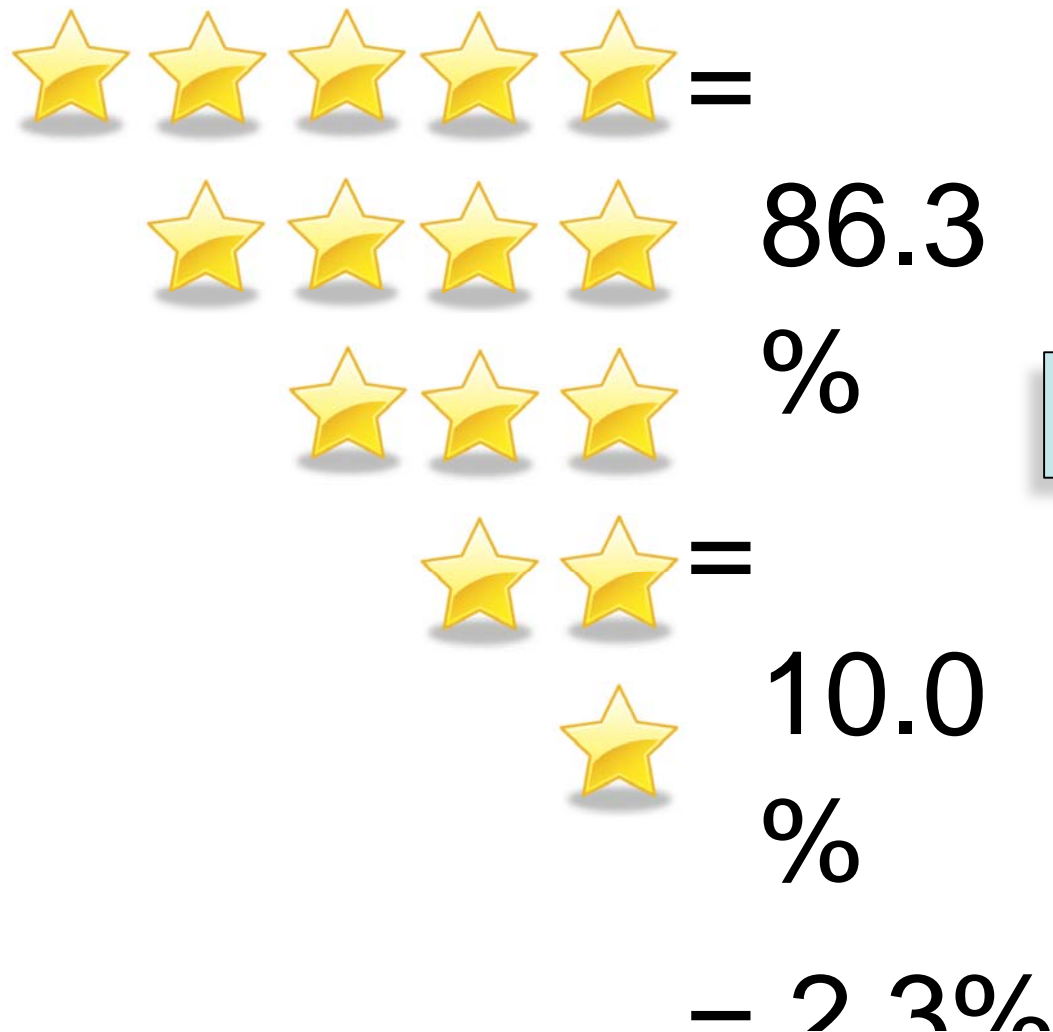
Member since: Sep-24-99
Location: United States

NEW ADAMS GOLF OVATION GOLF SAND & LUG SPYGLASS SET US \$65.00
Time Left: 52m

Rock Bottom Golf
Your FIRST choice for the greatest DEALS in new brand name GOLF merchandise! Callaway, Mizuno, Adams, Wilson, TaylorMade, Nike, Tommy Armour, Ogio & More!!

Add to Favorite Stores
Sign up for Store newsletter
View Store

Feedback: People only report the negative



96%
Positive
Feedback

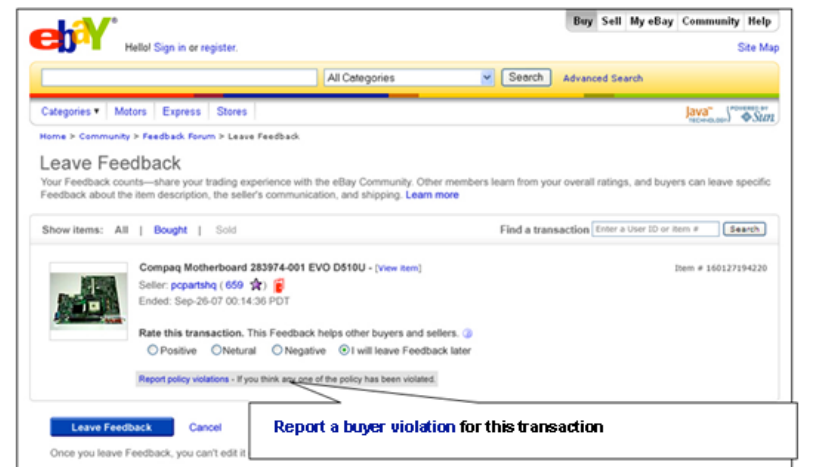
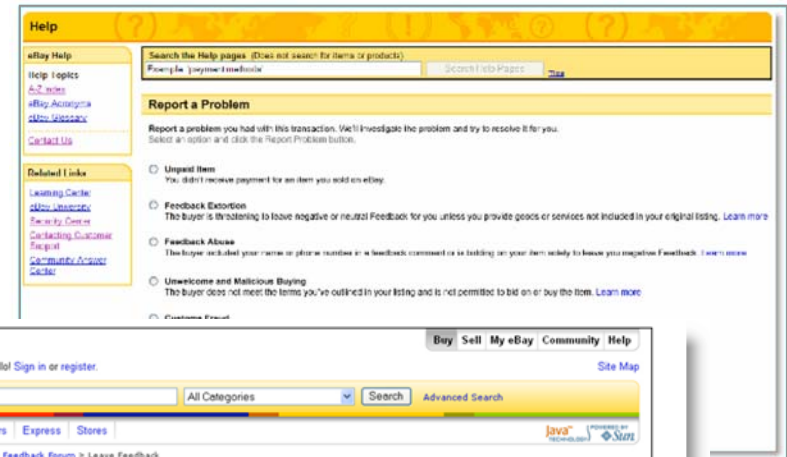


Feedback Management: What should and can I do?

- Dedicated effort similar to CSI score management
 - ☑ One person responsible for feedback and results
- Request feedback
 - ☑ Make people aware you have feedback on different sites
 - ☑ Request every customer submit feedback
 - ☑ Reward people for submitting feedback [free oil change]
- Respond to feedback
 - ☑ Provide “what you did”
 - ☑ Do not attack the person, only the problem
 - ☑ Restate your prior positive feedback and reputation in the response
 - ☑ Show you care about every consumer

Industry: Tools and Resources

- Dispute resolution
- Dealer response posting
- Automatic monitoring and alerts
- Video plug-in
- Photo upload
- Rating investigation
- Competitive rating report analysis





Successful Tips and Tricks

- Take ownership of online profiles
- Encourage customers to rate their experience
- Utilize videos and photos on profiles
- Set-up rating alerts
- Utilize IM chat on your profiles [Skype, AIM, Yahoo! Messenger, etc]
- Integrate all rating results into your website
- Respond to problems immediately



QUESTIONS & ANSWERS