

ULTIMATE REVIEW REQUEST CHEAT SHEET FOR CAR DEALERSHIPS.

Use this cheat sheet to get better reviews

3 TIMES TO ASK

1. Immediately following a sale or service appointment.
2. Seven days after vehicle purchase or service completion.
3. Lifecycle stage change (long-term customers).

6 TYPE OF REVIEW REQUESTS

1. Keep it simple and quick, leveraging specific figures.
2. Explain why their feedback is invaluable to you.
3. Choose the timing of your request wisely.
4. Highlight your dealership's unique selling points.
5. Focus on your facilities and services.
6. Personalise your outreach.

12 CUSTOMISABLE REVIEW REQUEST TEMPLATES

1. « **[Name]**, it was wonderful to assist you with your **<vehicle purchase/service>** today! Could we trouble you to leave us a review? Your feedback is crucial to us. »
2. "Congratulations on acquiring your new **[car model]**. We'd be interested to know why you chose **[specific model or service]**. Could you spare **[timeframe]** to write us a review?"
3. « Our **[sales/service]** team values your opinion. Could you spare **[timeframe]** to write us a review? »
4. « Could you spare **[timeframe]** to write us a review? We've made it straightforward – just click here. » It'll only take **[timeframe]** of your time. »
5. « **[Customer name]**, congratulations on **[time period]** with your **[car model]**! We hope it has served you well. Could you spare **[timeframe]** to write us a review? »
6. « Hi, **[Name]**! Our team values your support and would love to hear about your standout experiences with us. »
7. « We pride ourselves on our **[unique selling proposition]**, and we're eager to know how this has enhanced your experience. »
8. « Congratulations on acquiring your new **[car model]**. » Could you spare **[timeframe]** to write us a review? »
9. Hi **<Name>**, Thank you for choosing **<name of dealership>** for your **<Brand>** Car Service. Did we earn 5 stars today?
10. **<Name>** Thank you getting your **<make & model>** MOT'd at **<dealership name>** Could you rate our service?
11. « **<Name>**, congratulations on your new **<Make & Model>** through the Motability scheme! We'd love to hear your thoughts on our service. How would you rate your experience with us? »
12. « As a new customer to **<Dealership Name & brand>** We'd appreciate it if you could compare our services to other dealerships in the **[city/region]**. »

HOW TO ASK FOR REVIEWS

- Via text message.
- Via email, if texting is unfeasible.

SITES TO SEND REVIEWERS TO

- Google
- Facebook
- JudgeService
- Trustpilot
- Feefo

COMPLIANCE AND ETHICS

Always Request Reviews Fairly
 Transparency with Customers
 Avoid Incentivising Reviews
 Equal Opportunity for Feedback
 Respect Customer Privacy
 Adhere to Platform Guidelines
 No Misleading Practices
 Prompt Response to Reviews

PSYCHOLOGICAL INSIGHTS FOR EFFECTIVE REQUESTS

1. People respond well to specific numbers (e.g., « It takes just 2 minutes »).
2. Tailoring and relevance capture attention.
3. Dissatisfied customers are naturally more inclined to leave reviews; satisfied customers often require a nudge.

5 KEYS TO SUCCESS

1. Utilise SMS for immediacy.
2. Implement automation to streamline the process.
3. Integrate with your CRM to personalise interactions.
4. Minimise human error through systematic approaches.
5. Use BFN-AI for review response management.

5 STRATEGIES FOR PERSONALISATION

1. Use both the customer's and the representative's first names.
2. Mention the specific vehicle or service purchased.
3. Reference specific details from the sales or service experience.
4. Highlight the department they interacted with.
5. Note the time of year to contextualise the feedback.

SEGMENTING YOUR CUSTOMER BASE

1. Distinguish between first-time buyers and returning customers.
2. Segment by lifecycle stage.
3. Categorise by purchased vehicle or service type.
4. Identify the department they engaged with.
5. Don't forget about Motability customers.

BONUS: Engaging email subject lines for higher review response rates.

Email Subject Lines. [First Name], did we earn your trust? » [First Name], did we earn 5 stars? » Your Thoughts, [First Name]? » Feedback Time, [First Name] Your Experience, Sam? »