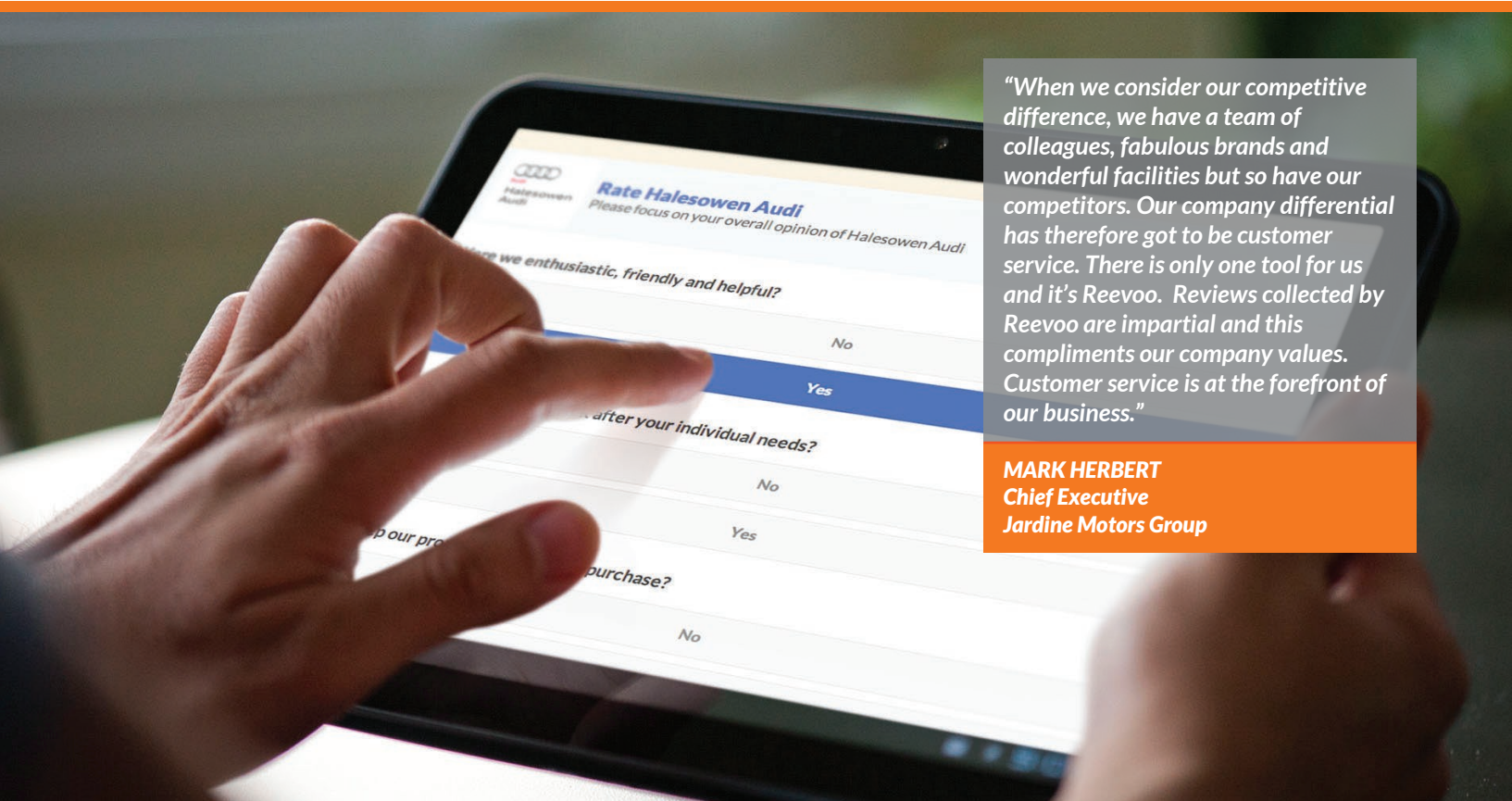


// case study:

reevoo



Jardine Motors Group
trading as **LANCASTER**



“When we consider our competitive difference, we have a team of colleagues, fabulous brands and wonderful facilities but so have our competitors. Our company differential has therefore got to be customer service. There is only one tool for us and it’s Reevo. Reviews collected by Reevo are impartial and this compliments our company values. Customer service is at the forefront of our business.”

MARK HERBERT
Chief Executive
Jardine Motors Group

Reevo embeds in Jardine’s DNA

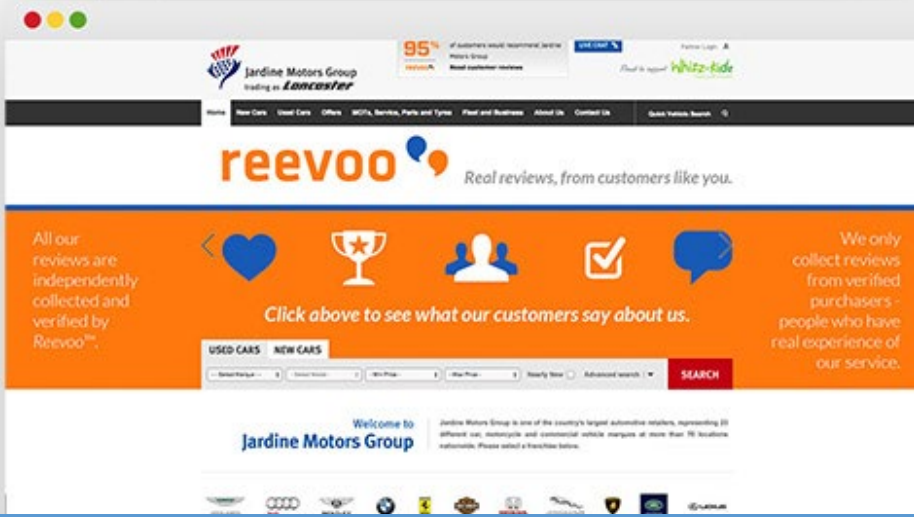
Jardine Motors Group is a leading UK dealer of new and used cars from some of the world's largest and most prestigious manufacturers. The Group is attempting to differentiate itself in a crowded market by making customer service its priority focus; a philosophy known as The Jardine Difference.

Staying true to such a philosophy, however, takes more than just vision. Jardine Motors Group knew that to maintain the tenets of The Jardine Difference and create a customer service culture, it would require constant feedback from those customers.

Dealership reviews conducted by car manufacturers were useful but didn’t reflect the whole Jardine Motors

Group experience. Having already established the criteria on which it wanted to be judged by conducting Customer Focus Evenings to understand what was important to its customers, the Group was looking for a flexible partner who could help measure the power of The Jardine Difference.

For the philosophy to really define the business, the ideal feedback partner would need to benchmark salespeople within each franchise, and also compare franchises. To maintain openness and honesty with its customers, Jardine Motors Group also wanted to publish the feedback on its website and use negative feedback as a call to action and improvement.



“Reevoo is fundamental to what we do around customer service. The ability to analyse the data down to very granular levels enables us to easily identify what is working and what isn’t.”

DEBORAH REEVES
 Director of Customer Services
 Jardine Motors Group

// The solution

Jardine Motors Group worked with Reevoo to create a bespoke questionnaire; a way of collecting feedback from customers specific to The Jardine Difference. The five behavioural questions Reevoo asks on behalf of the Group are now deep-rooted in the Jardine culture:

- Were we enthusiastic, friendly and helpful?
- Did we listen to and look after your individual needs?
- Did we keep our promises?
- Did we show genuine interest?
- Would you recommend us?

The Group collected reviews for a wide range of customer purchases: new and used car buying experiences, servicing, repairs and parts. As well as collecting reviews, Jardine Motors Group used Reevoo’s Fast Response to respond to all negative and as many positive reviews as possible, to demonstrate its commitment to customer service.

Why Reevoo?

Flexibility and trust are key to the relationship between Jardine Motors Group and Reevoo. Jardine and its customers know that the reviews are from an independent third party, which makes them more trustworthy for both sides when making decisions.

// The results

Reevoo has become fundamental to Jardine Motors Group’s plan for customer service. Using Reevoo data, the Group was able to monitor and improve sales satisfaction performance at dealership level. Educating its sales force has also become more streamlined using the insights gained. The ability to analyse the data down to very granular levels enables the Group to easily identify what is working and what isn’t, and make changes as necessary.

The large volume of reviews collected enabled over 2,000 man days of training. In addition, by responding to over 500 reviews where feedback required action, Jardine continues to demonstrate its dedication to customer service.

Reevoo’s ability to incorporate the five pillars of The Jardine Difference into its questionnaire was essential for the Group. Reevoo’s advanced reporting tools facilitate the internal benefits of the reviews, by providing the deep and specific insights into the levels of customer service across dealerships. Jardine Motors Group is now working towards embracing their marketing potential.

Want to know more about how Reevoo can help you improve your service and sell more cars?
 Visit www.reevoo.com/industries/automotive/



Real reviews, from customers like you.

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