

NEGATIVE MENTIONS OF STAFF RISES

20%

Staff further cemented itself as the most important driver of customer experience, increasing overall mentions by 15.5%. Unfortunately, we observe negative mentions sharply rising, up 19.6% YoY. While positive mentions are up, the greater growth is in negativity.

ABOUT THE DATA

Total Dealers	New 18K	Total Reviews	8.1M
Timeframe	Q1-Q3 2024	Comparison Timeframe	2023

INDUSTRY BENCHMARKS

Monthly Review Volume Average	11.7 (+18.52% YoY)	Monthly Star Rating Average	4.56
Negativity Percentage	11.11% (-21% YoY)	Response Percentage	91.67%

KEY INSIGHTS

COMMUNICATION REMAINS THE #1 TOPIC IN NEGATIVE REVIEWS, INCREASES 6.4%

Mentioned in 41% of negative reviews, poor feedback on communication systems has increased by 6.4% across the industry YoY.

NEGATIVE MENTIONS OF STAFF RISE 19.6%

Mentioned in 25% of negative reviews, the negativity surrounding STAFF is up 19.6% in 2024.

WAIT TIME NEGATIVITY DECLINES

Negative mentions of Wait Times declined 8.5% YoY.

SALES DEPARTMENT PERFORMANCE EXPERIENCING A NEGATIVITY INCREASE AND A POSITIVITY DECREASE IN 2024, FAIRING WORSE THAN SERVICE

Sales department positivity is down 3% YoY and negativity is up 8.5% YoY.

PRICING SENTIMENT IS BACKSLIDING IN SERVICE, IMPROVING IN SALES

Positive mentions of PRICE/COST in the Service department are decreasing and negative mentions are increasing.

DATA BREAKDOWN

DEALERSHIP STAFF NEGATIVITY ON RISE

POSITIVE AND NEGATIVE MENTIONS OF STAFF COMPARED TO 2024 INDUSTRY BENCHMARKS AND YOY GROWTH

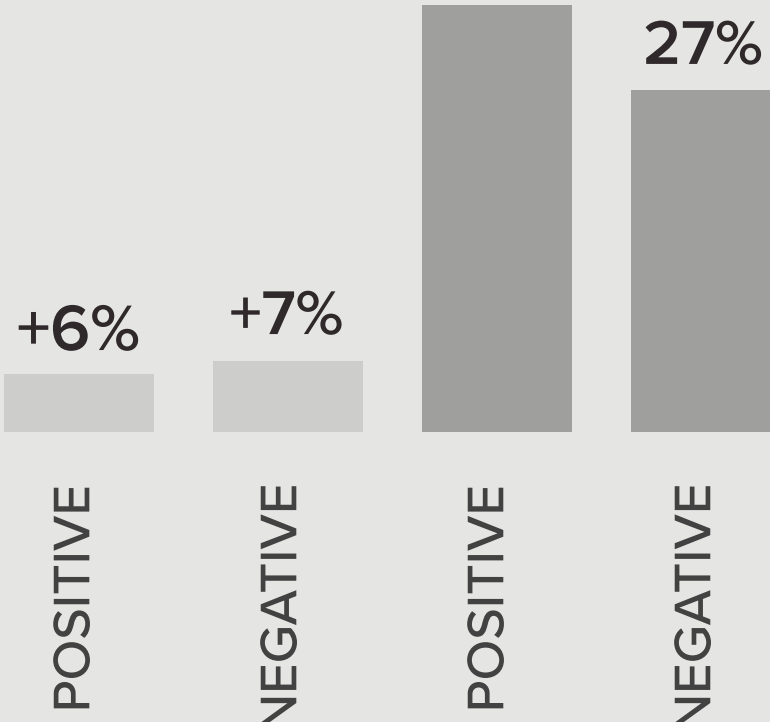
2024 STAFF BENCHMARK

YOY GROWTH



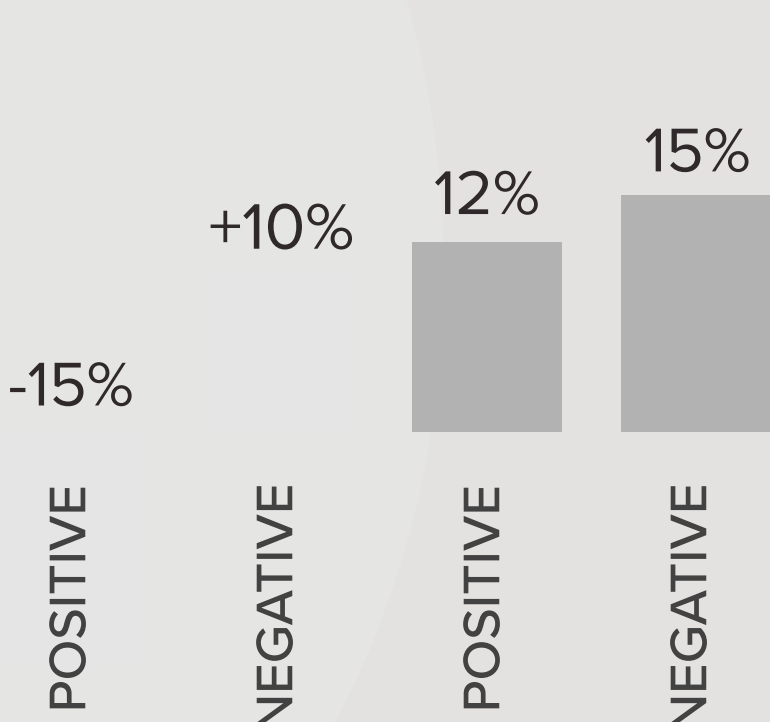
STAFF IN SALES SCENARIO

VS. BENCHMARK YOY GROWTH



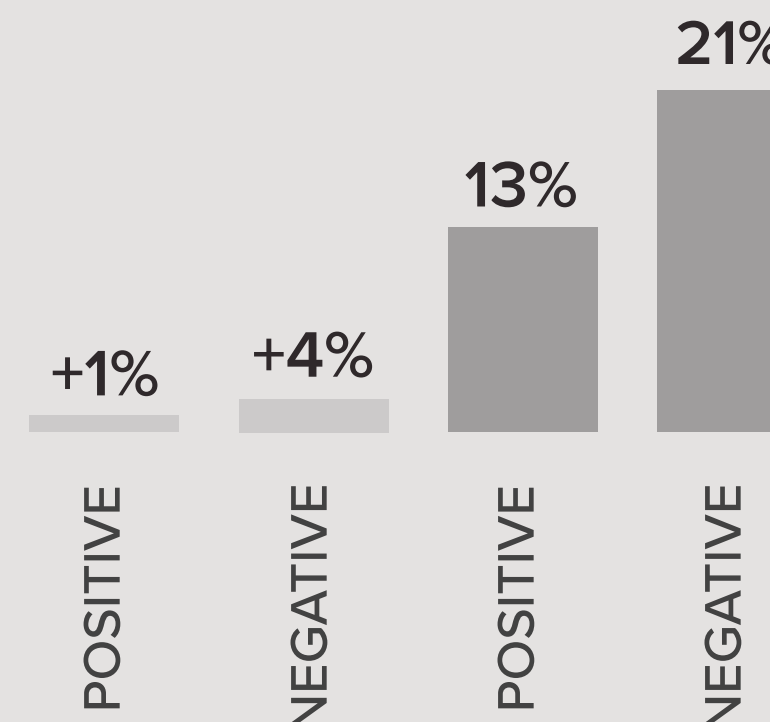
STAFF IN SERVICE SCENARIO

VS. BENCHMARK YOY GROWTH



STAFF AT LUXURY DEALERS

VS. BENCHMARK YOY GROWTH



STAFF AT NON-LUXURY DEALERS

VS. BENCHMARK YOY GROWTH

