



# AUTO BRAND SCORECARD REPORT

## 2025

REPUTATION RANKINGS  
AND ANALYSIS FROM:

- ◆ OVER 8 MILLION REVIEWS
- ◆ TOP 150 DEALER GROUPS
- ◆ 32 OEMS



# WHAT IS widewail?

Widewail is a reputation management technology and services company located in Burlington, VT. Our vision statement: “Widewail creates trust between businesses and the communities they serve.”

The Wailers are led by an executive team with a combined 50 years of experience within the automotive vertical in operations, digital marketing, technology sales and executive leadership. The Widewail Trust Marketing Platform is the newest in the industry. Launched in July of 2018, Widewail is built on modern technologies, presenting features that solve problems for the modern dealer.

As the backbone of the Lithia Motors reputation management program and achieving endorsements by Lexus, BMW, MINI, SDC and Jiffy Lube, Widewail has been quickly recognized as a leader in the space.

## Reputation, A Better Way

### What Widewail Replaces... and What You Get Instead

#### Asking customers for reviews

Instead of  
Staff solicitations and QR codes.

#### Widewail gives you...

Automated review requests via the right channel and right time that convert exceptionally well.

#### Writing review responses

Instead of  
Customer service manager chasing people down over days and weeks.

#### Widewail gives you...

Thoughtful human-authored responses under 24 hours. Back-and-forth with frontline teams happens within the Widewail app.

#### Analyzing review trends

Instead of  
Reading reviews manually and guessing.

#### Widewail gives you...

AI-powered insights that identify trends interviews and detail operational issues so you can fix problems.

#### Sending follow-up surveys for deeper insights

Instead of  
Surveys with low response rates.

#### Widewail gives you...

High-response surveys that provide detailed insights and are coordinated with review requests, so you don't over survey.

#### Manage listings

Instead of  
Randomly discovering business listing errors and updating details manually.

#### Widewail gives you...

One-click updates for thousands of listings across 75+ platforms from a single dashboard.

# WELCOME TO THE BRAND SCORECARD

## Using Google Reviews and AI to Rank Customer Experience for the Largest Names in Automotive...

### **NEW FOR 2025: OEM YEAR OVER YEAR TREND AND COMPARISON DATA, REPUTATION SCORECARDS FOR EACH OF THE TOP 150 DEALER GROUPS**

Each year, Widewail's Brand Reputation Scorecard uses millions of Google reviews to characterize each automaker's dealership customer experience using insights from its customers' words. Widewail's AI technology can organize, interpret, distill, and measure millions of free text reviews into clear insights.

Built on data from 8 million Google reviews from 18,000 new car dealerships across the U.S. in 2023-2024, this report uses AI to analyze and uncover trends in customer experience at scale.

Reputation has evolved beyond digital marketing. It is now a critical operational tool for improving decision-making and optimizing the customer journey. On top of this, AI is everywhere—but how are marketing teams using it to truly understand their customers? This report demonstrates how AI can transform dealership performance by turning customer feedback into actionable insights.

Widewail's AI-powered system categorizes and tags reviews across 27 unique topics, calculating the percentage of reviews that touch on each one. This approach reveals key trends shaping the automotive industry and provides a clearer picture of customer needs.

The report is broken into two sections. One, Widewail's rankings and analysis of trends found in this year's brand reputation scorecards, and two, a directory of in-depth scorecards for each OEM and dealer group profiled in this report.

We'll start with OEM reputation rankings in 2024, followed by an examination of the winner to better understand the brand's strengths. To round out the analysis section, we identify the brands making strong moves up the rankings in 2024 and those that have faded.

This report is focused on OEM data. All dealer group data can be found in the scorecard directory.

# WHAT IS A BRAND SCORECARD?

THIS YEAR'S REPORT CONSISTS OF THREE PARTS:

- ◆ **RANKINGS**
- ◆ **32 OEM BRAND SCORECARDS**
- ◆ **TOP 150 DEALER GROUP SCORECARDS**

The core of this report is a directory of brand reputation scorecards that provide reputation metrics and topic analysis for each OEM and dealer group.

Each scorecard begins with a reputation health score, a top-level look at a business's reputation performance on a scale of 0-100. Paired with the health score is the performance of each business in core reputation metrics, compared to 2024 industry benchmarks.

Further down the scorecard, we cover topic analysis: what is mentioned in the text of the reviews and how often each topic is talked about by customers of the business in question compared to what is typically found industry-wide. The scorecards cover topics GMs care about most first, followed by the 10 most mentioned topics, and finally, all remaining topics we study.

To get a detailed look at the customer experience for each business in maximum detail, head over to the directory and find the OEM or dealer group you'd like to learn about.

**Browse Scorecard Directory**

32 OEMs + Top 150 Dealer Groups



**2024 OEM REPUTATION**

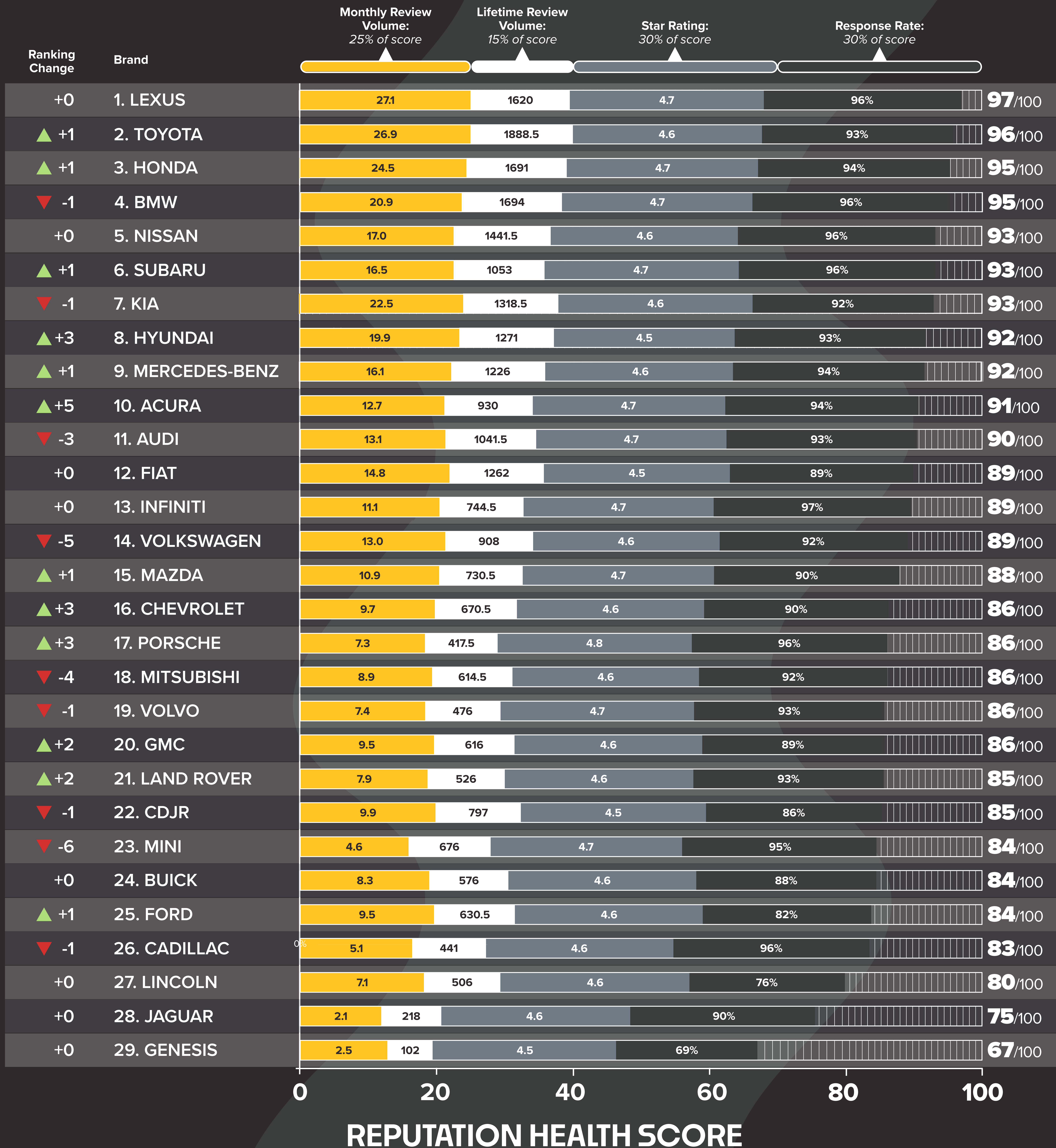
# **RANKINGS**

# AUTO BRAND SCORECARD REPORT

# LEXUS WINS AGAIN

## OEM REPUTATION RANKINGS, 2024

\*GOOGLE REVIEWS ONLY



# LEXUS HELD OFF TOYOTA AND HONDA BY INCREASING ITS REVIEW VOLUME BY 26% TO 27 MONTHLY PER STORE, WHILE MAINTAINING A 4.7 RATING

**BMW LOST ONE SPOT THIS YEAR WITH A DISAPPOINTING 7% MONTHLY VOLUME GAIN. THE INDUSTRY AVERAGE GAIN WAS 18% IN 2024.**

**ACURA CLIMBS AN IMPRESSIVE FIVE SPOTS TO #10, WHILE MINI DROPS SIX TO #23.**

Lexus wins for the second year in a row with a reputation health score of 97/100. Lexus demonstrates a remarkable ability to translate customer visits into reviews, averaging an industry-leading 27 Google reviews per month per location, up 26% YoY. In tandem, Lexus maintains a 4.7 average star rating across the entire dealer network and an average response rate of 96%, tied for the highest among OEMs.

As a result of low YoY review volume growth of just 7% (the industry average is 18% in 2024), BMW falls two spots to #4 in the rankings. Toyota grew its volume by 26%, and Honda by 37%, resulting in a heavyweight rankings shakeup.

Acura climbs an impressive five spots up to #10 on the back of 52% review volume growth YoY. Acura was the only brand to gain five spots. Hyundai, Chevrolet, and Porsche gained three.

MINI fell six spots, closely followed by Volkswagen, which fell five. Both were the result of significant backslides in review volume efficiency, dropping 29% and 22%, respectively.

## WHAT IMPACTS A BRAND'S HEALTH SCORE?

To calculate a brand's health score, we looked at four reputation metrics, weighing each as a percentage based on its impact on overall reputation. Note that the topic performance, i.e., what is discussed within the reviews, is not included in the health score calculation. Widewail's reputation health score is an assessment of a business's reputation performance from a tactical perspective. We've broken the components of the health score into three categories:

### **Review Response Rate (30%)**

Engaging with customers by responding to reviews is a key component of a healthy reputation. Responses indicate a commitment to service standards and empathy for customers and prospects, while active engagement boosts search engine rankings.

### **Star Rating (30%)**

Rating is a key identifier of business health. Google star rating substantially impacts whether a business appears in local search results and gets considered by potential customers.

### **Lifetime and Monthly Review Volume (40%)**

We believe that review activity is an important indicator of reputation health for a business, and it's a leading driver of local search rankings. Therefore, we've given it a heavy weighting in the calculation of a Widewail reputation health score. This category includes two components: lifetime review volume (15%) and monthly review volume (25%).

**LEARN MORE ABOUT WIDEWAIL'S RANKING METHODOLOGY**

# 2024 REVIEW VOLUME RANKINGS

LEXUS WINS. BIG GAINS FROM HONDA AND ACURA.

## 2024 OEM GOOGLE REVIEW VOLUME RANKINGS

\*Volume is on a per month, per store basis

RANK	BRANDS	2024 VOLUME	YOY CHANGE	RANK	BRANDS	2024 VOLUME	YOY CHANGE
1	LEXUS	27.1	+26% ▲	16	CDJR	9.9	+12% ▲
2	TOYOTA	26.9	+26% ▲	17	CHEVROLET	9.7	+14% ▲
3	HONDA	24.5	+37% ▲	18	FORD	9.5	+28% ▲
4	KIA	22.5	+27% ▲	19	GMC	9.5	+15% ▲
5	BMW	21.0	+7% ▲	20	MITSUBISHI	9.0	-3% ▼
6	HYUNDAI	19.9	+31% ▲	21	BUICK	8.3	+11% ▲
7	NISSAN	17.0	-3% ▼	22	LAND ROVER	7.9	+7% ▲
8	SUBARU	16.5	+33% ▲	23	VOLVO	7.4	+11% ▲
9	MERCEDES	16.1	+23% ▲	24	PORSCHE	7.3	+14% ▲
10	FIAT	14.8	+12% ▲	25	LINCOLN	7.1	+25% ▲
11	AUDI	13.1	+7% ▲	26	CADILLAC	5.1	+14% ▲
12	VOLKSWAGEN	13.0	-22% ▼	27	MINI	4.6	-29.1% ▼
13	ACURA	12.7	+52% ▲	28	GENESIS	2.5	+38% ▲
14	INFINITI	11.1	+21% ▲	29	JAGUAR	2.1	+22% ▲
15	MAZDA	11.0	+19% ▲				

### GROWTH LEADERS

Top 5 brands with most monthly review growth: Honda (+6.7 reviews), Lexus (+5.6), Toyota (+5.5), Kia (+4.8), and Hyundai (+4.7).

### Other Highlights:

86% of OEMs saw review volume growth in 2024.

Of luxury brands, Acura (+4.33) and Mercedes (+2.96) saw the largest jumps in monthly review volume.

BMW's review volume only grew 1.4 reviews/month, resulting in a drop from #2 to #4 on the overall reputation rankings, as Toyota and Honda both added over 5 reviews/month.

### VOLUME DROP

Only 4 brands saw their median monthly review volume per location drop in 2024: MINI (-29%), Volkswagen (-22%), Mitsubishi (-3%), and Nissan (-3%).

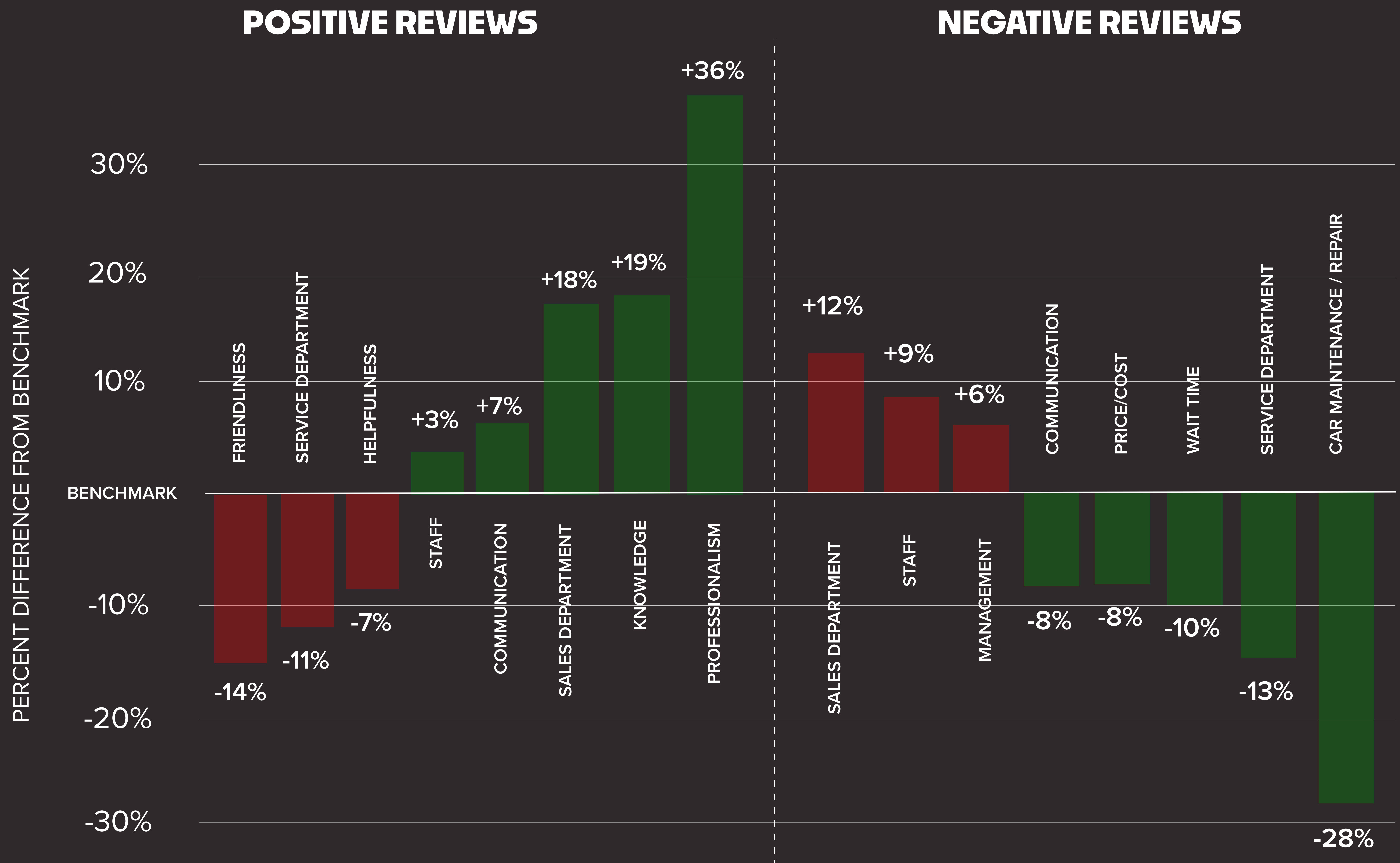
Of these, Volkswagen had the most substantial drop, losing nearly 4 monthly reviews per location, which is largely responsible for Volkswagen dropping 5 spots down the reputation rankings, one of the largest ranking declines. To put this in perspective, a loss of 4 monthly reviews per location for a network of 600+ dealerships results in roughly 31,000 fewer reviews for the brand in 2024.



# WHY DOES LEXUS KEEP WINNING?

## THE FORMULA BEHIND THE LEADING AUTOMOTIVE REPUTATION.

LEXUS VS. INDUSTRY BENCHMARKS FOR 16 FREQUENTLY MENTIONED TOPICS IN DEALERSHIP GOOGLE REVIEWS



### LEXUS OUTPERFORMS THE INDUSTRY IN 10/16 FREQUENTLY MENTIONED CUSTOMER EXPERIENCE TOPICS

Lexus wins Widewail's OEM reputation rankings for the second year in a row based on its impressive ability to efficiently activate the voice of its customers on a per-rooftop basis. Lexus leads the industry with an average of 271 monthly reviews per dealer, growing 26% year-over-year to get there.

Lexus began 2024 as the industry leader in monthly review volume. It maintained the top position, holding off a substantial push from Toyota, which also saw a 26% growth in review volume in 2024, and Honda, which grew 37% YoY. Without its strong performance and growth, Lexus would likely have lost its top spot.

Just as important, Lexus did this while maintaining an average rating of 4.7 stars. When we look into what's driving that 4.7 rating, we learn more about how Lexus dealerships operate and what the industry can learn from their success.

### SO, WHAT'S BEHIND THAT 4.7?

Of the 16 most-mentioned topics industry-wide, Lexus outperforms the industry benchmark in 10 of them. Two topics in particular stand out for Lexus: professionalism and car repair/maintenance.

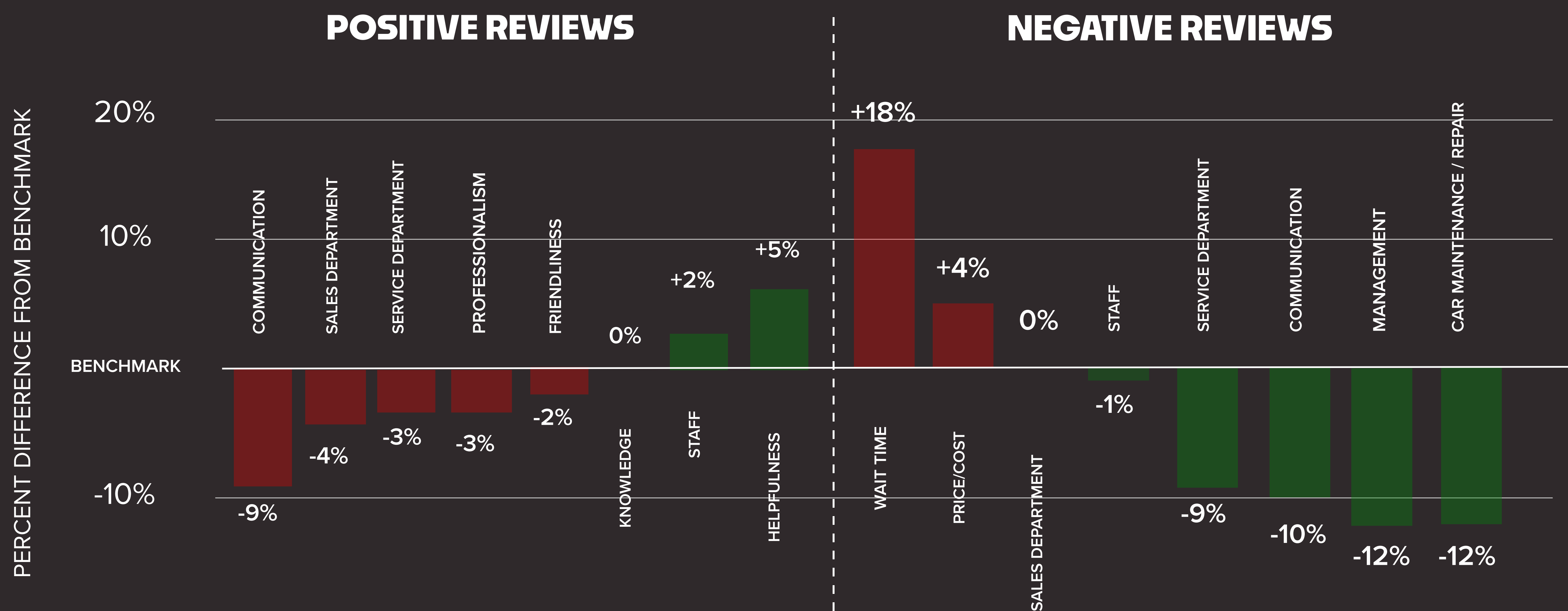
In positive reviews, Lexus customers mention professionalism 36% more often than the industry average. Conversely, in negative reviews, Lexus customers mention car maintenance/repair 28% less often. Lexus ranks #1 among OEMs for the lowest negative mentions of car maintenance/repair.

# HOW TOP FINISHERS COMPARE TO LEXUS

ALTHOUGH LEXUS WON, BOTH TOYOTA AND HONDA NARROWLY MISSED THE TOP SPOT.

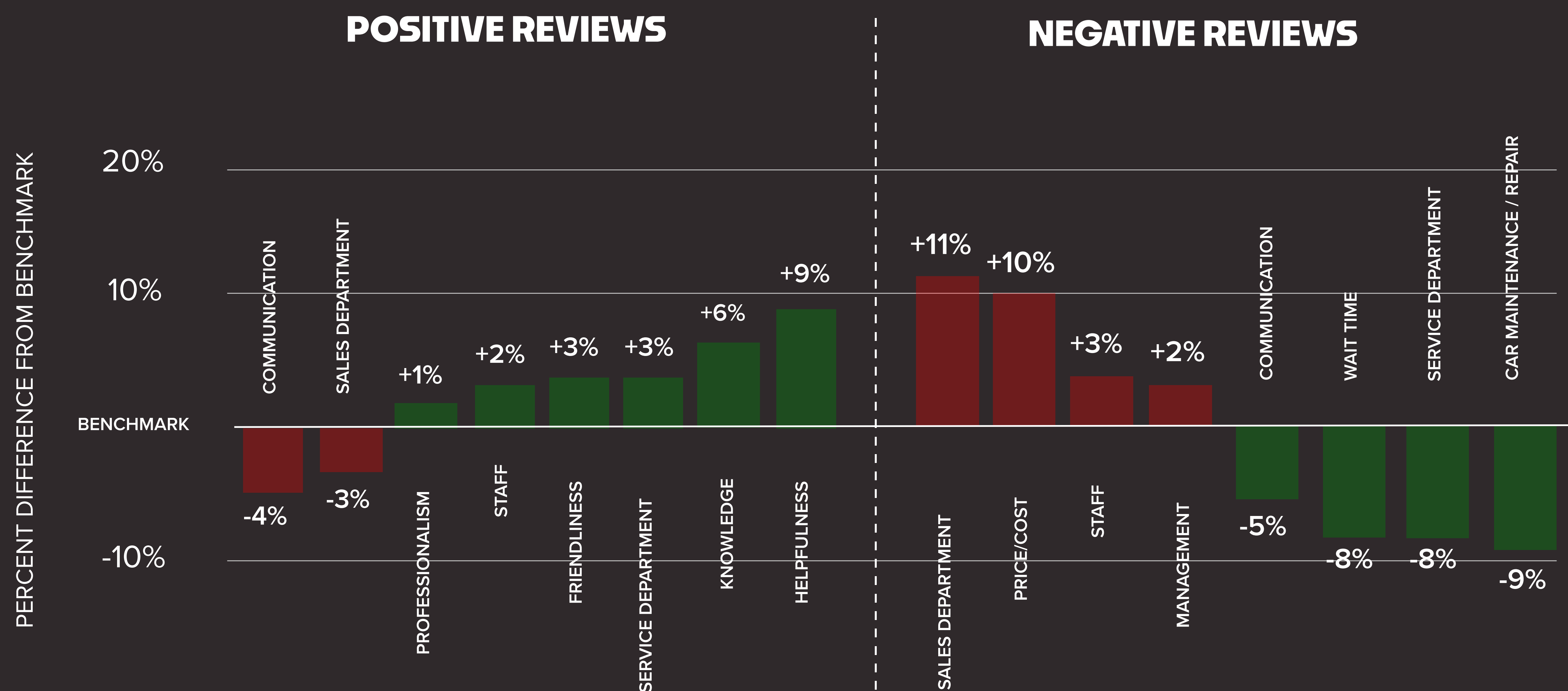
## TOYOTA OUTPERFORMS INDUSTRY IN 7/16 KEY TOPICS

TOYOTA VS. INDUSTRY BENCHMARKS FOR 16 FREQUENTLY MENTIONED TOPICS IN DEALERSHIP GOOGLE REVIEWS



## HONDA OUTPERFORMS INDUSTRY IN 10/16 KEY TOPICS

HONDA VS. INDUSTRY BENCHMARKS FOR 16 FREQUENTLY MENTIONED TOPICS IN DEALERSHIP GOOGLE REVIEWS



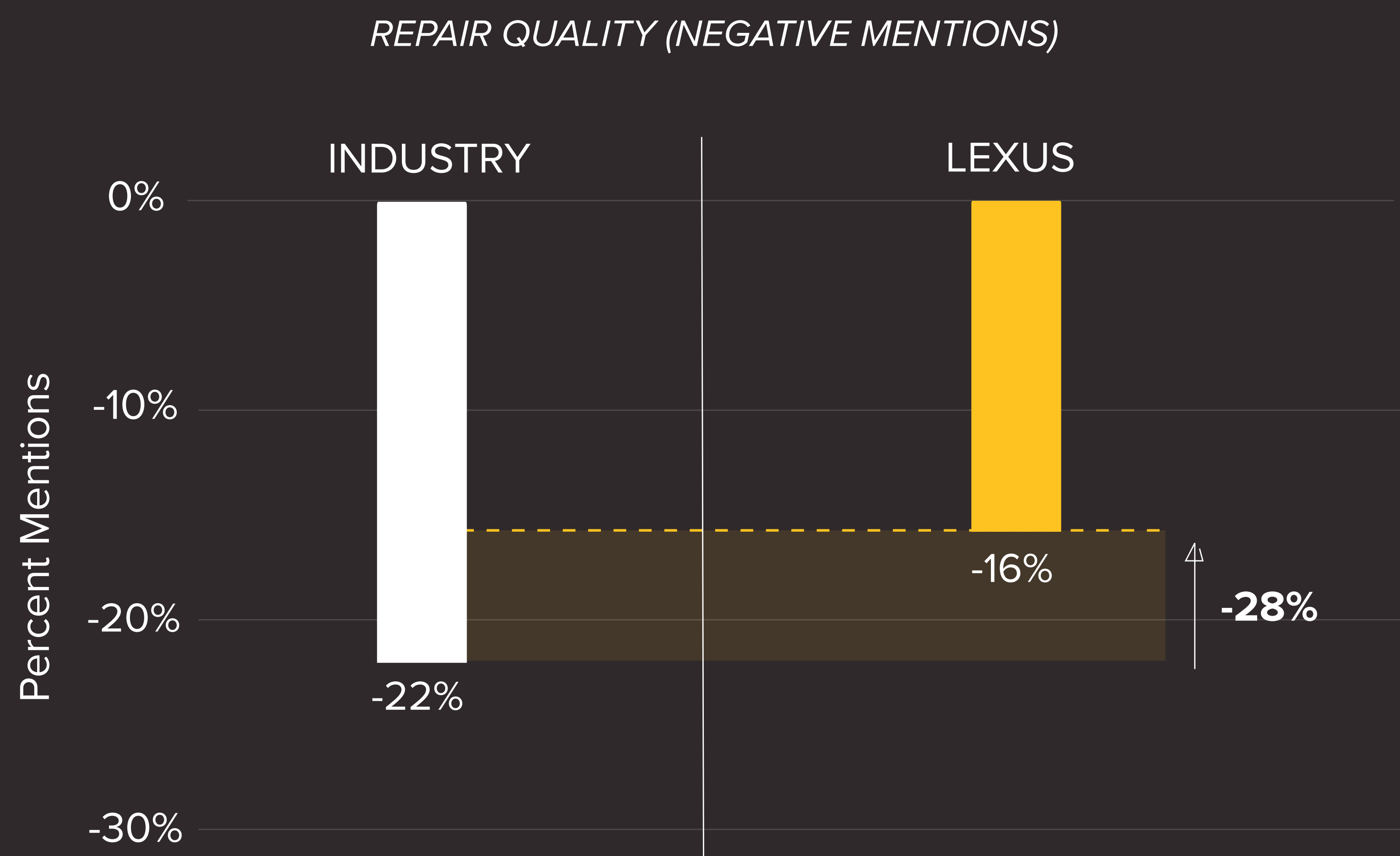
Similar to Lexus, Toyota does a good job of minimizing negative reviews that mention service-oriented topics: service dept., communication, and car maintenance/repair. Wait time stands out as a pain point for the brand, mentioned in negative reviews 18% more often than is typical for the industry. Additionally, Toyota is slightly underperforming the industry in many topics common to positive reviews.

The Honda customer experience story varies from that of Toyota by outperforming the industry in many positive topics. Helpfulness is a strength of the brand, while negativity surrounding price and cost is a problem when stacked against Toyota and Lexus, who receive fewer negative mentions of price/cost.

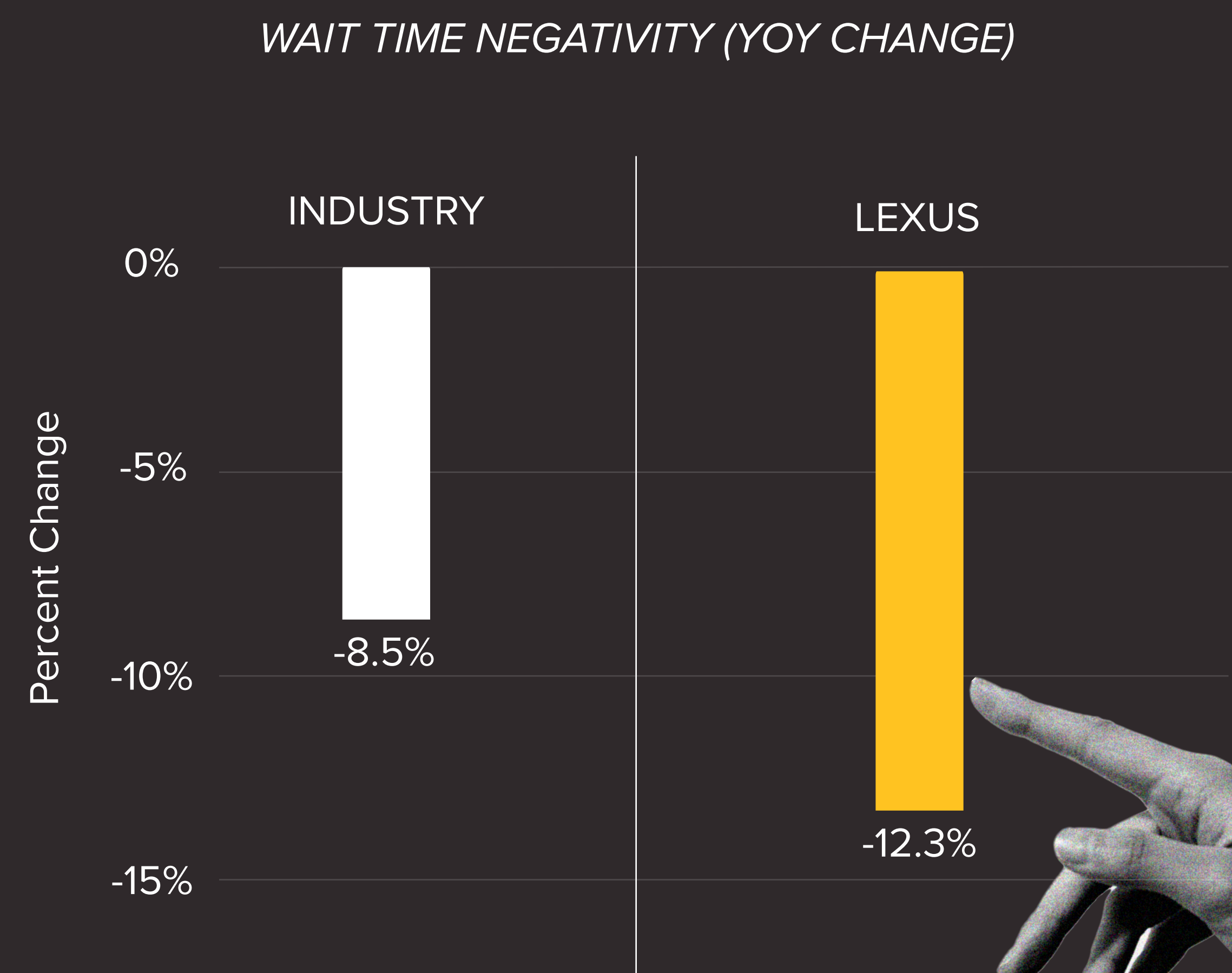
# WHERE LEXUS GAINED

GENERALLY, LEXUS PERFORMS STRONGLY IN SERVICE-ORIENTED CATEGORIES. TWO CATEGORIES IN PARTICULAR: WAIT TIME AND REPAIR QUALITY.

## REPAIR QUALITY IN NEGATIVE REVIEWS



## WAIT TIME IN NEGATIVE REVIEWS



### WAIT TIME

Lexus wait time negativity dropped 12.3% YoY, outpacing the average drop of 8.5%. Lexus was already outperforming the industry in 2023, and they've increased their lead in 2024. On a related note, of all topics in 2024, negativity related to wait times dropped the most. While Lexus leads the way, this improvement in customer satisfaction is a win for the industry at large.

### REPAIR QUALITY

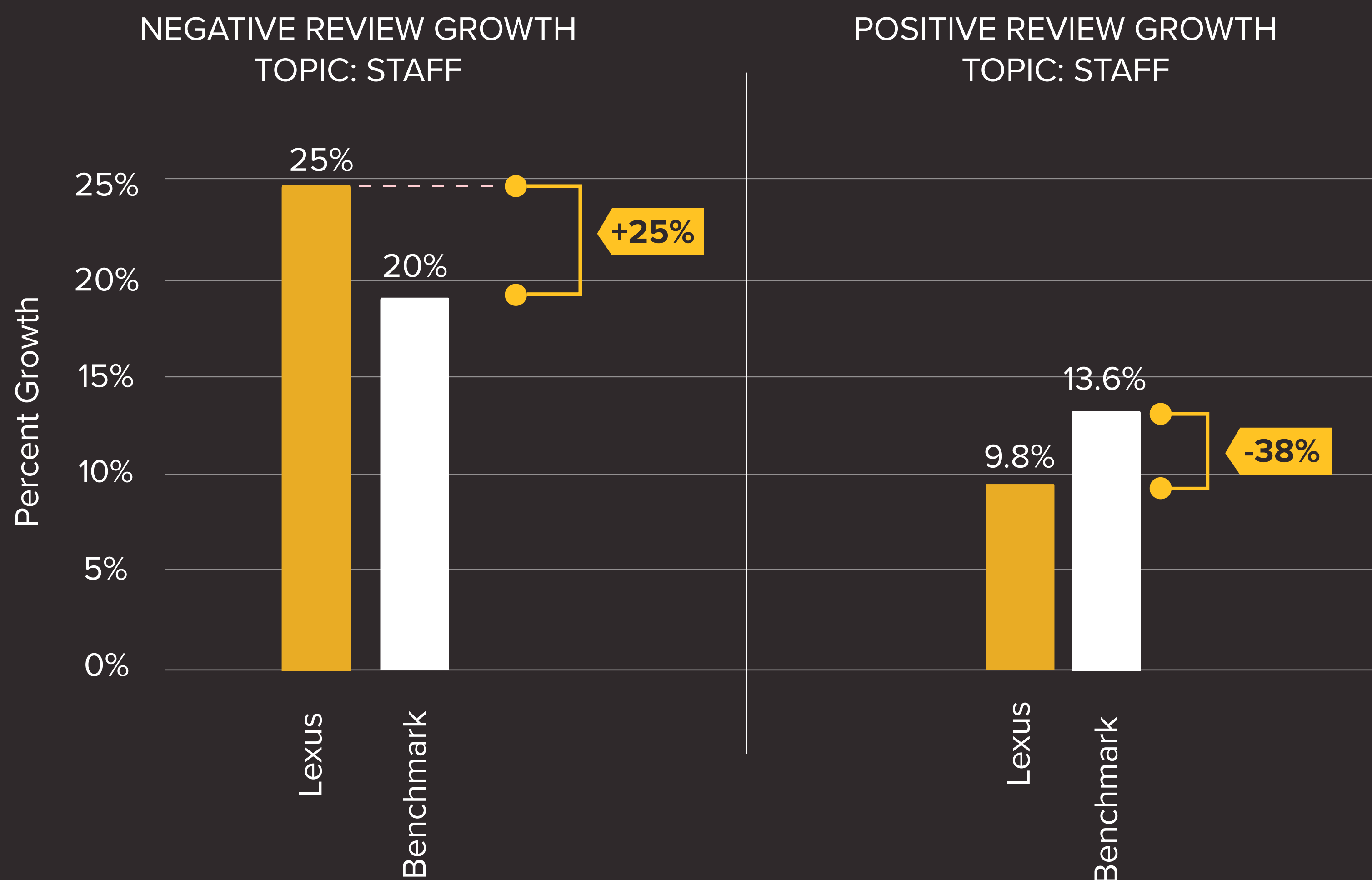
Lexus is the best (according to customers) at getting repair work done correctly, with car maintenance/repair mentioned 28% below the benchmark in negative reviews, ranking Lexus the best in this category. In 2023, Lexus was ranked #2 in this category.

# WHERE LEXUS STRUGGLED

WHILE NONE OF THE DATA SUGGESTS MAJOR PROBLEMS FOR LEXUS, WE HAVE IDENTIFIED TWO AREAS IN WHICH BRAND SENTIMENT IS CHANGING LESS FAVORABLY THAN THE REST OF THE INDUSTRY WHEN LOOKING AT 2024 PERFORMANCE AGAINST 2023.

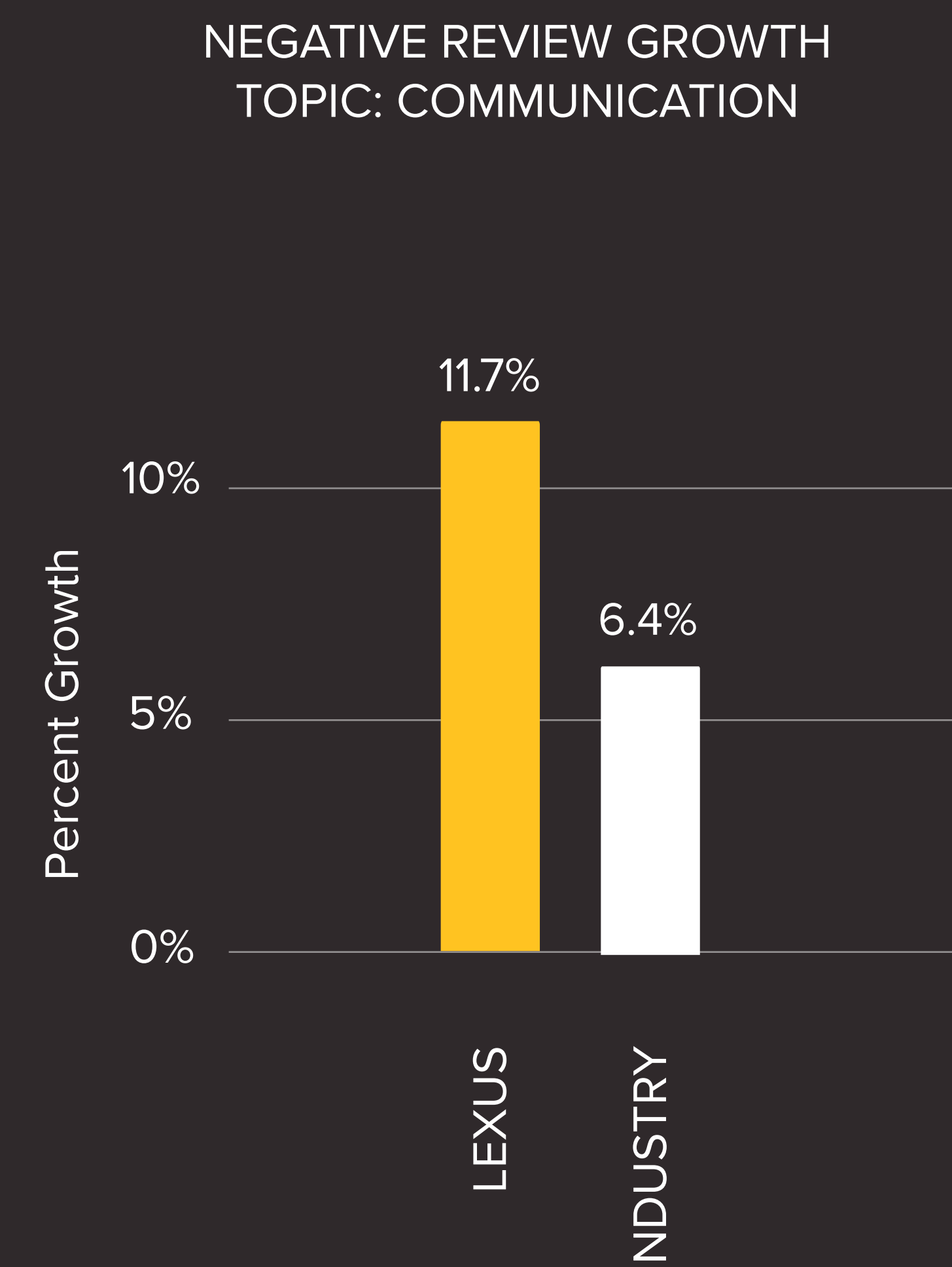
## STAFF

PERCENT GROWTH YOY IN MENTIONS OF STAFF IN LEXUS REVIEWS VS. INDUSTRY BENCHMARKS



## COMMUNICATION

PERCENT GROWTH YOY IN MENTIONS OF COMMUNICATION IN LEXUS REVIEWS VS THE INDUSTRY BENCHMARKS



### STAFF SENTIMENT IN POSITIVE REVIEWS

Lexus saw a 9.8% growth in positive staff mentions, lagging behind industry growth of 13.6%. In response, Lexus's staff positivity ranking among OEMs dropped from #3 to #9. Additionally, negative staff mentions rose 25%, increasing more than the industry growth of 20% during the 2023-2024 timeframe.

### COMMUNICATION IN NEGATIVE REVIEWS

While Lexus still outperforms the average by 8%, its negativity related to communication grew 11.7% YoY, dropping from the brand with the second-lowest mentions of communication in negative reviews in 2023 to fourth.

**Browse Scorecard Directory**

32 OEMs + Top 150 Dealer Groups



**BRANDS MAKING SIGNIFICANT**

# **GAINS**

## ACURA

### ACURA MOVES UP 5 SPOTS IN RANKINGS, MOST OF ANY BRAND

This rankings jump is largely due to a 51% increase in median monthly review volume per rooftop, from 8.4 to 12.7, outpacing the average industry increase of 18%. This growth is primarily in service, where its review volume increased by 53% YoY.

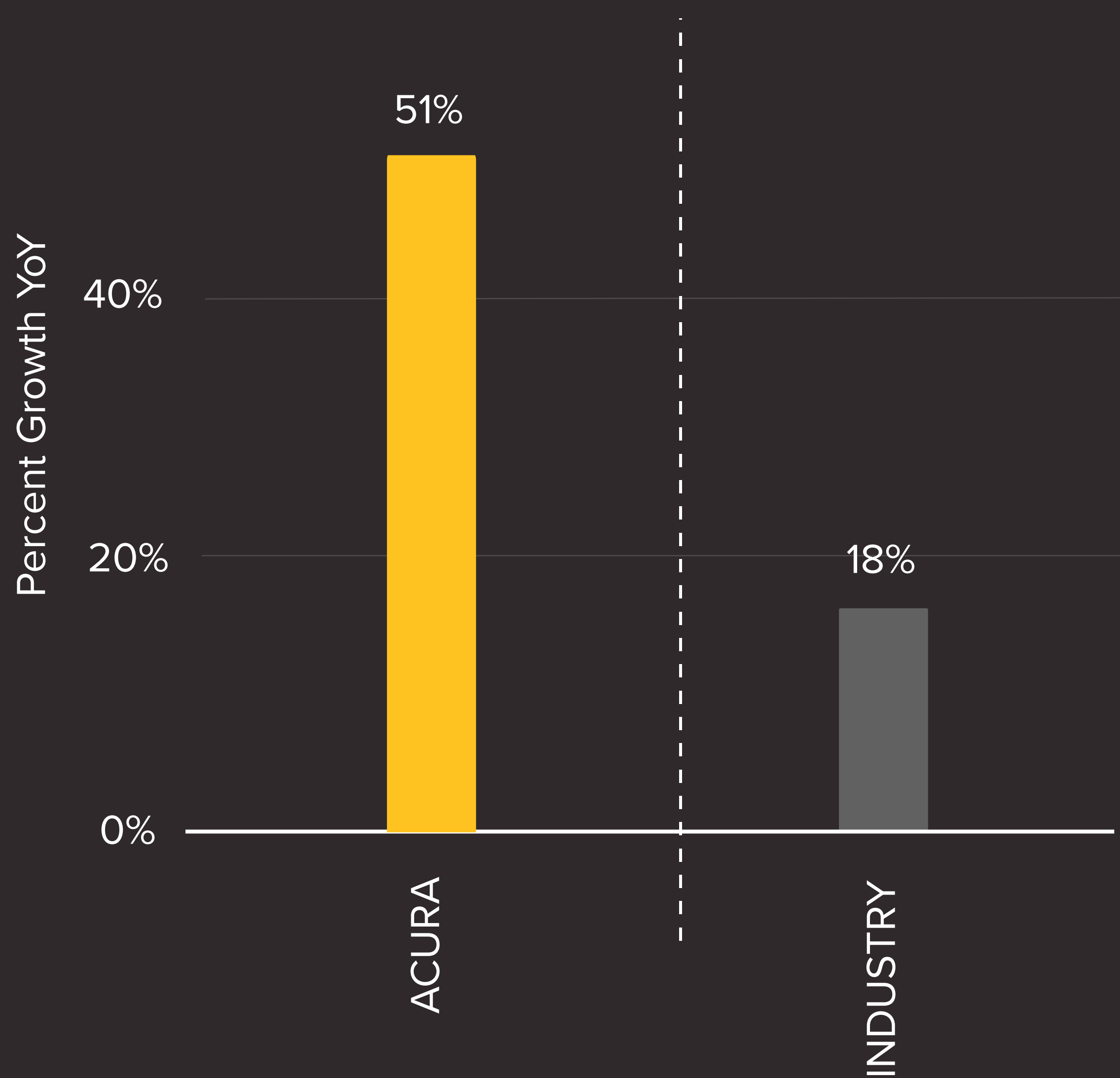
When we explore the details of the Acura customer experience, we find the dealership base distinguishes itself notably in two topics: professionalism and wait time.

In positive reviews, Acura customers highlight professionalism 26% more often than is typical for the industry. This is strong, putting the brand 10th in the rankings for the most positive mentions of professionalism, although it's in the middle of the pack amongst luxury automakers.

In negative reviews, Acura outperforms the industry with 28% fewer mentions of wait time issues. Acura ranks 5th for the topic. This is even more impressive knowing that industry-wide negative wait time mentions are down significantly in 2024.

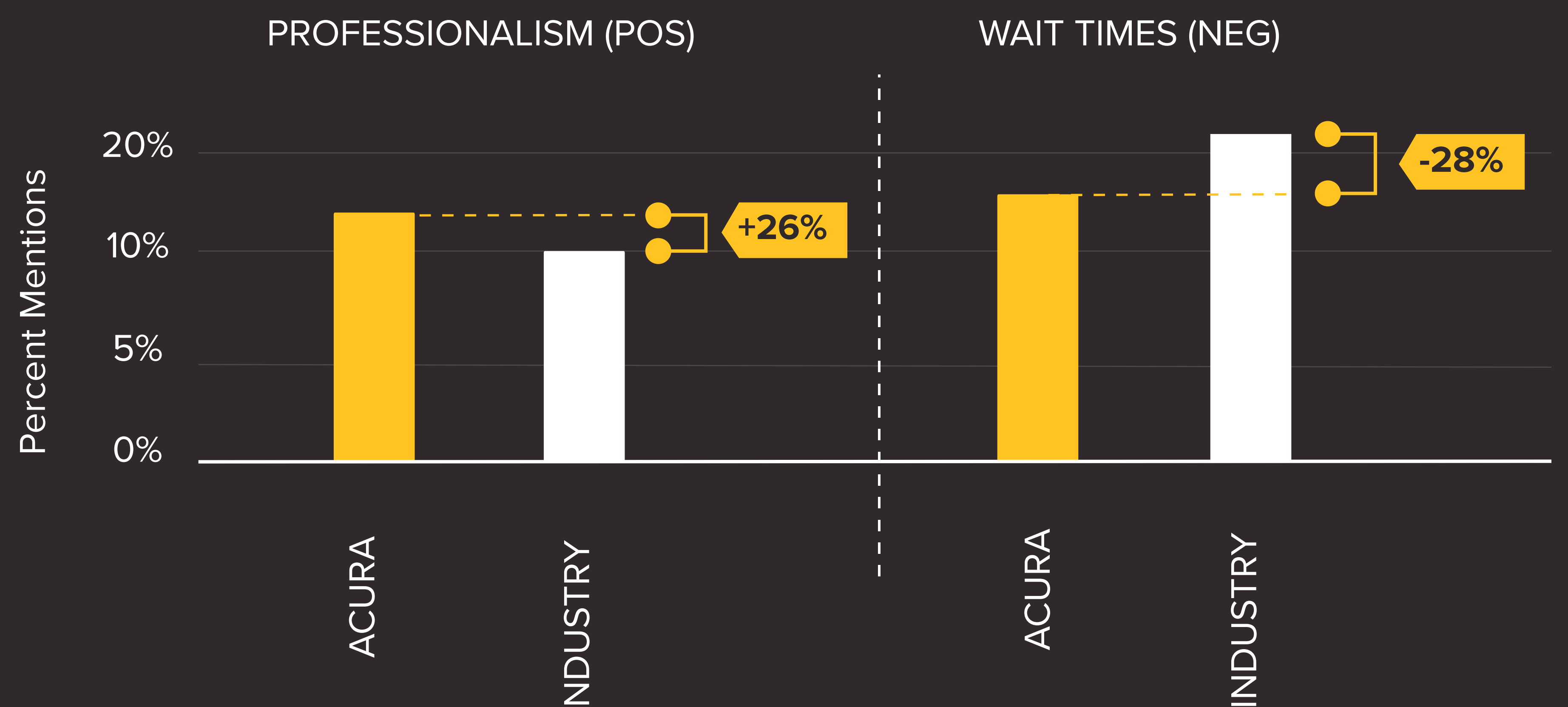
### REVIEW VOLUME GROWTH 2023-2024

REVIEW VOLUME PER ROOFTOP



### KEY TOPIC PERFORMANCE

ACURA VS INDUSTRY BENCHMARKS



## GENESIS

### GENESIS SUCCESSFULLY FIGHTS INDUSTRY TREND OF RISING STAFF NEGATIVITY

Genesis staff negativity only grew 5% this year, leading the industry and fighting against strong headwinds. On average, dealerships saw a 20% growth in negativity around staff this year.

Genesis also had the largest growth of all brands in positive mentions of knowledge, up 12% YoY, outpacing the industry growth of 1%. As we reported in the 2024 Automotive Voice of the Customer Report, knowledge is a key driver of positive experiences in the sales department—the 3rd most important topic. Genesis was 13th in the 2023 OEM rankings for positive knowledge. In 2024, it's 5th.

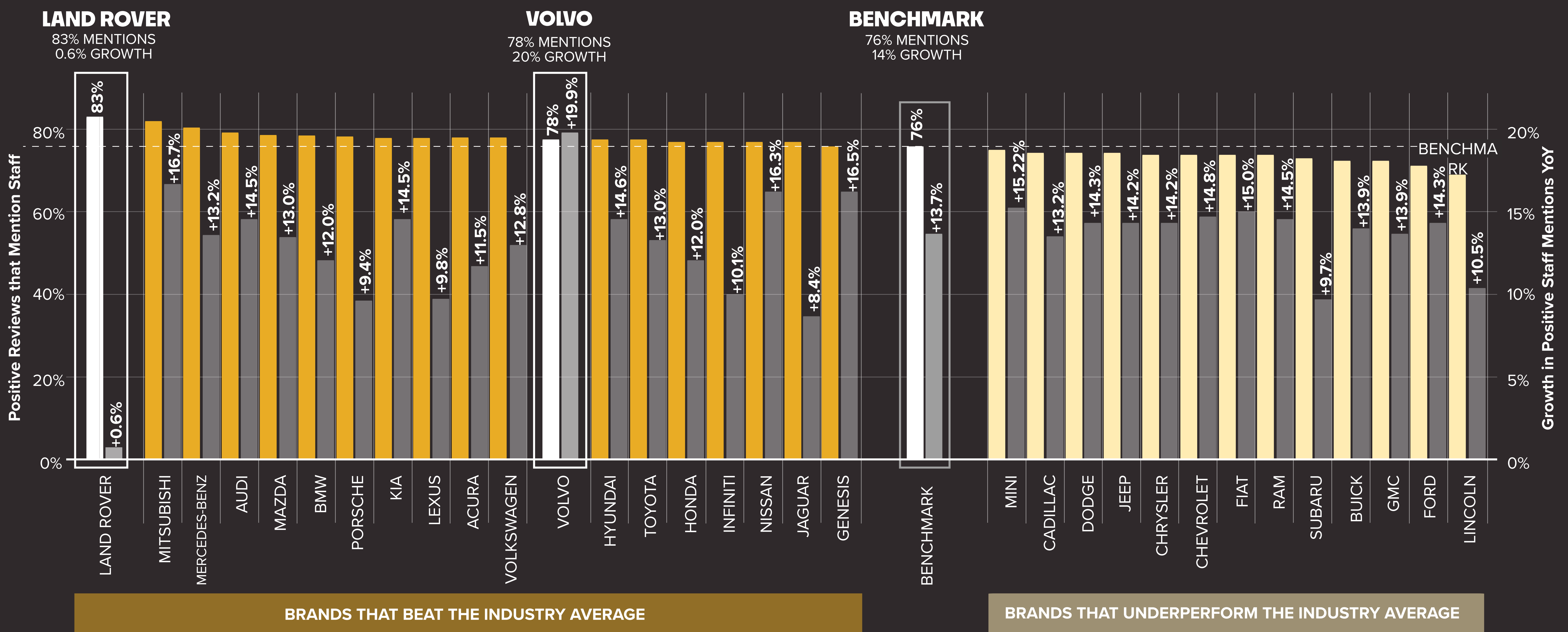
## LAND ROVER & VOLVO

### LAND ROVER MAINTAINS #1 TOPIC RANKING WITH A HIGH PERCENTAGE OF POSITIVE REVIEWS THAT MENTION STAFF, VOLVO CLIMBS WITH SUPERIOR GROWTH RATE

Staff is the most common topic in positive reviews in 2024, mentioned in 76% industry-wide. This year, 59% of automakers outperformed the industry benchmark, with more than 76% of their dealership's positive reviews mentioning a good staff experience. Leading the way is Land Rover, with 83% of its positive reviews highlighting staff, retaining its #1 staff topic ranking from last year.

In 2023, Land Rover had a massive lead of 10 points, but that has evaporated in 2024. Among the top 10 brands, all grew 9-17% this year except Land Rover, which grew less than 1%. Volvo is just outside the top 10, ranked 11th for positive staff mentions in 2024, with a staggering 20% year-over-year growth. Hats off to Volvo.

## STAFF IN POSITIVE REVIEWS: LAND ROVER WINS, VOLVO OUTPERFORMS INDUSTRY AND RECORDS STRONG GROWTH



## VOLKSWAGEN

**VOLKSWAGEN SALES DEPARTMENT MENTIONS IN POSITIVE REVIEWS GROWS MOST OF ANY BRAND**

Only five brands saw any growth in positive mentions of their Sales Departments in 2024. Volkswagen had the largest growth at 10%.

### THE TOP FIVE:

- VOLKSWAGEN (+10%)**
- LAND ROVER (+9.3%)**
- MINI (+6%)**
- NISSAN (+2.7%)**
- GMC +(0.9%)**

## HONDA & TOYOTA

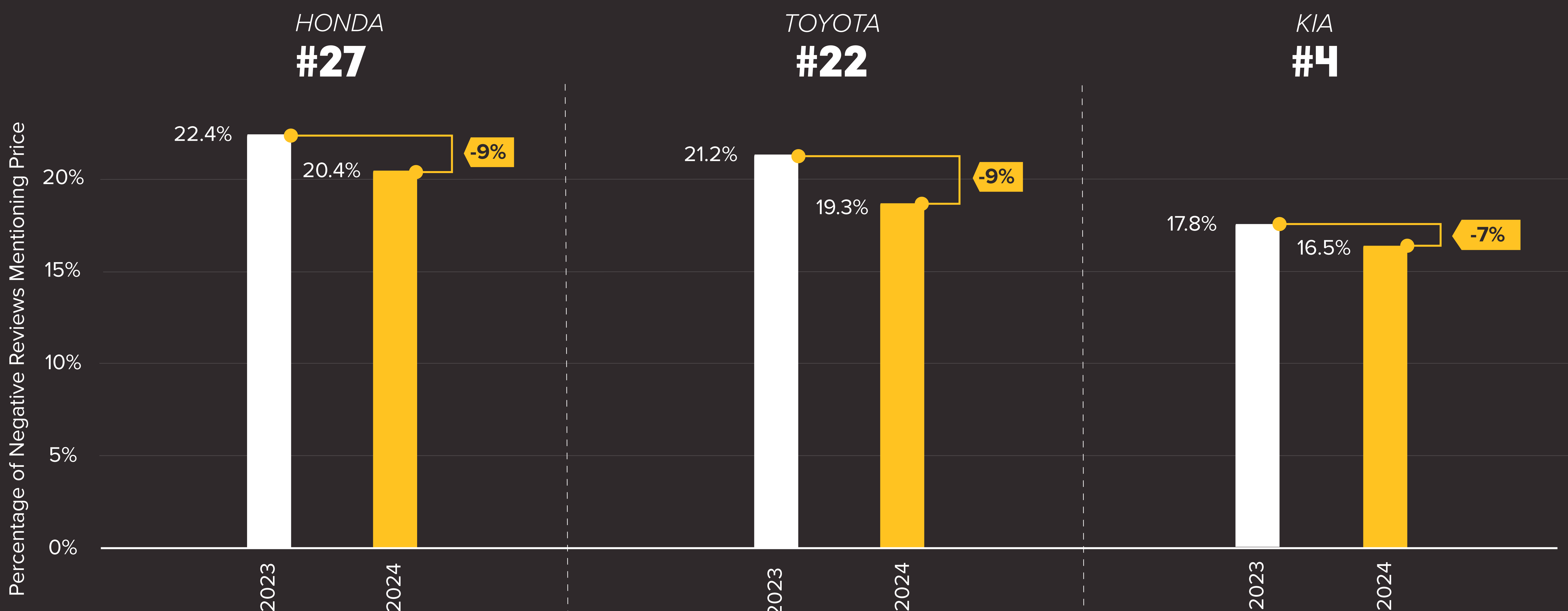
**HONDA & TOYOTA PRICING NEGATIVITY DROPS MOST OF ANY BRAND**

Both Toyota and Honda have seen a 9% reduction in negativity around pricing YoY, the two largest improvements of any OEM. For two powerhouse brands among non-luxury buyers, this is a good sign for pricing sentiment. With that said, they still don't rank well for the topic (22nd and 27th places, respectively), with relatively high mentions of pricing in negative reviews. Kia saw a 7% drop in mentions of price and, consequentially, a substantial move up the topic ranks in 2024 from 12th to 4th.

More good news: Honda's positive mentions of deals grew 11.69% YoY, outpacing the industry growth of 6.3% (86% over the benchmark). In 2023, Honda ranked #11 for positive mentions of deals. In 2024, it ranks #7.

## PRICE SENTIMENT: HONDA & TOYOTA LEAD IN REDUCTION, BUT KIA CLIMBS THE RANKS

AGGREGATE MENTIONS OF PRICE/COST IN NEGATIVE REVIEWS PAIRED WITH YOY CHANGE FOR EACH BRAND





## JAGUAR

### JAGUAR SERVICE DEPARTMENT POSITIVITY GROWING FAST

Jaguar has had a year of ups and downs, but undoubtedly, the brand's growth in service department positivity is a win. Specifically, Jaguar saw the greatest increase of any brand in positivity for its service department, growing 16.5%. Most brands saw positivity surrounding service departments grow in 2024 with only four brands recording a decline: Genesis, Land Rover, MINI, and VW.

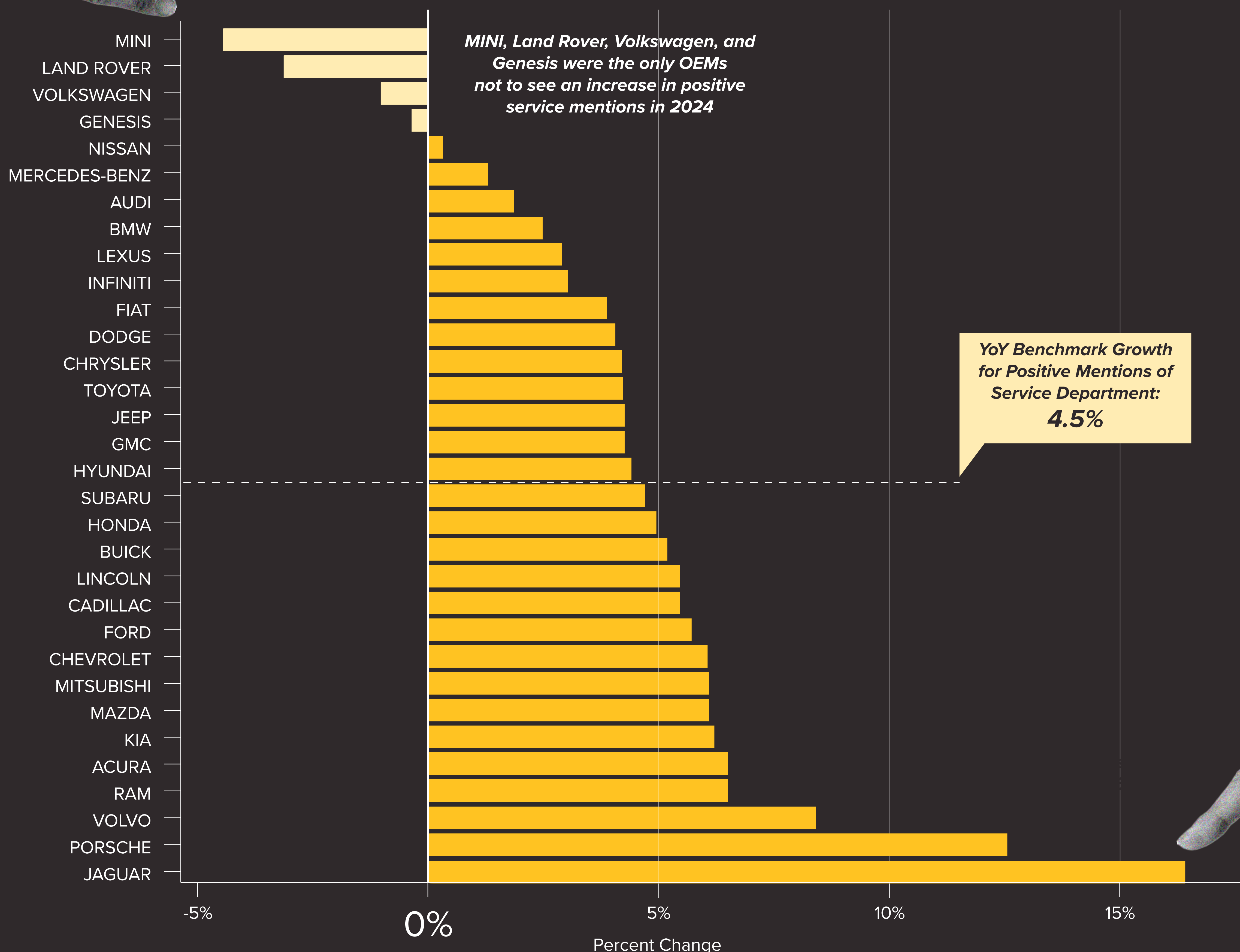
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## ONLY 4 BRANDS SAW A DECLINE IN POSITIVE SERVICE DEPARTMENT MENTIONS

YOY POSITIVE MENTIONS OF SERVICE DEPARTMENT



**BRANDS SUFFERING SIGNIFICANT**

**BACKSLIDES**

## MINI

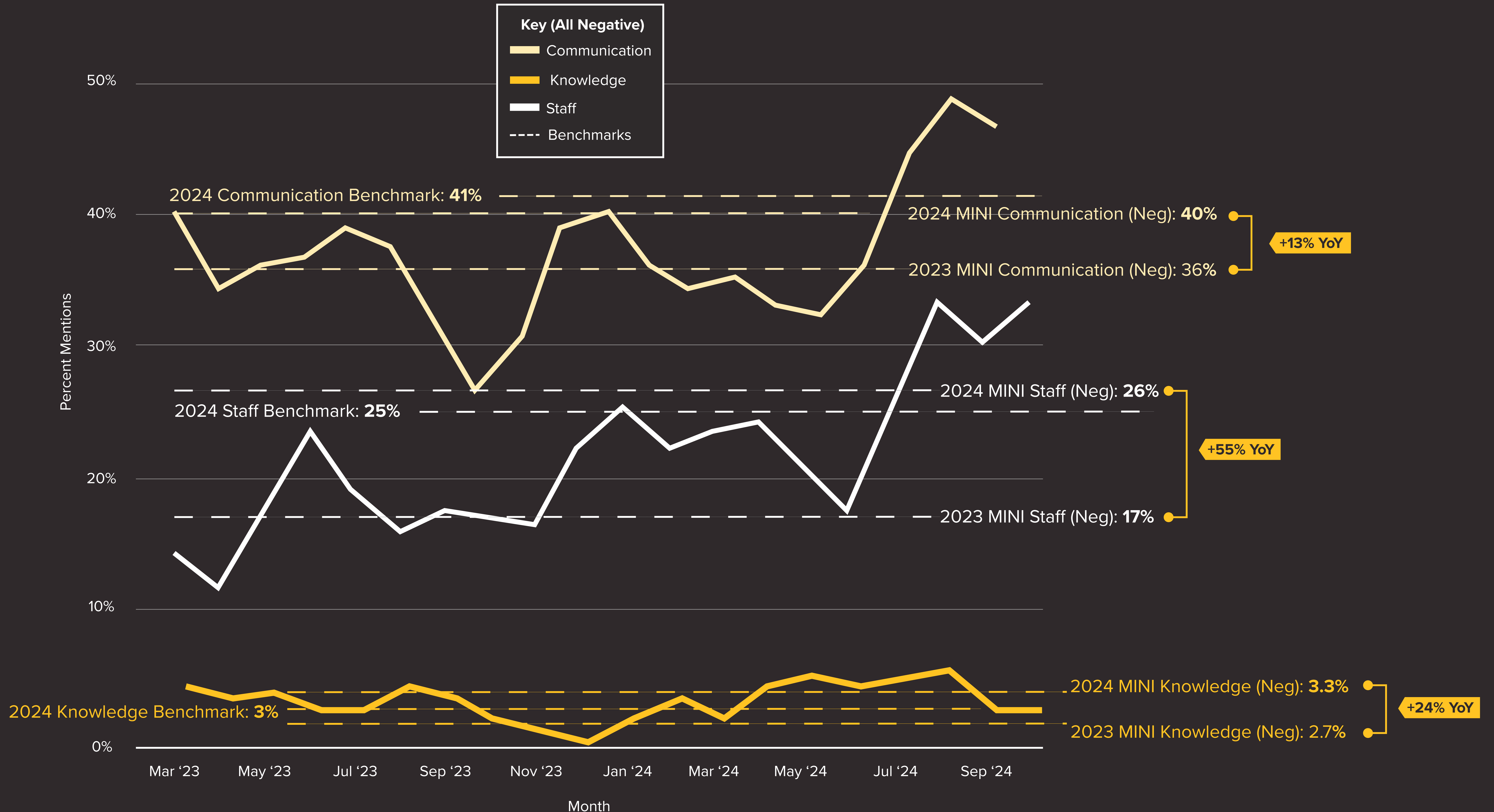
### MINI LOSES SIGNIFICANT GROUND IN REPUTATION RANKINGS

MINI fell six spots in the reputation rankings, the most of any brand this year. While MINI's loss of rankings is primarily related to a 29% drop in monthly review volume per dealership, the brand is also experiencing challenges with negativity related to staff, communication, and knowledge.

Negative mentions of staff are up 55% YoY, the largest gain of any brand, far outpacing the industry average of 20% growth. Related to communication, negative mentions grew 12.7% YoY for MINI, the highest of any brand, outpacing the industry YoY growth of negativity at 6.4%. Only Volkswagen saw more growth than MINI this year in negative mentions of knowledge, both up over 20%.

## AS MINI'S REVIEW VOLUME DROPS 29%, ITS NEGATIVE MENTIONS OF STAFF, COMMUNICATION & KNOWLEDGE GROW

MINI'S NEGATIVE TOPIC MENTIONS COMPARED TO INDUSTRY BENCHMARK



## VOLKSWAGEN

ALTHOUGH VOLKSWAGEN STAFF MENTIONS GROWS 10% IN POSITIVE REVIEWS, IT JUMPED 34% IN NEGATIVE REVIEWS

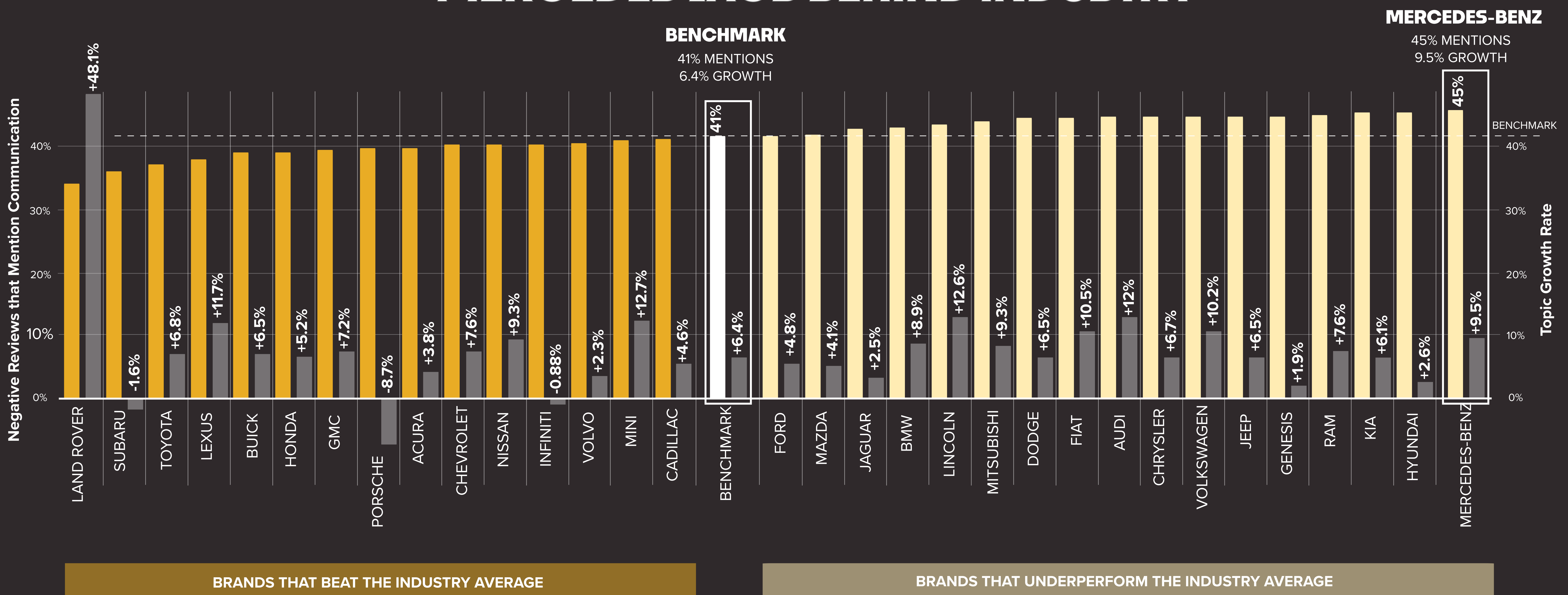
Volkswagen struggled with review efficiency in 2024, losing 22% of its monthly volume per location (from 16.6 reviews to 13), resulting in a ranking drop from #9 to #14. The brand saw huge growth in mentions of its sales department this year, resulting in the highest YoY growth rate of department mentions for any brand in BOTH positive and negative reviews. While positive mentions of the sales department grew an impressive 10%, negative mentions grew sharply, at 34%.

## MERCEDES-BENZ

COMMUNICATION IS A FREQUENT PROBLEM FOR MERCEDES-BENZ DEALERS, AND IT CONTINUES TO GROW IN 2024

Communication is the #1 cause of negative reviews, and, as a result, we watch that metric closely. We were surprised to see Mercedes-Benz finish as the lowest-ranked brand for communication, with over 45% of its negative reviews mentioning communication. This is the result of a year with 10% growth in mentions of the topic for the brand, the 7th-highest growth rate among OEMs. Mercedes falls nine spots in the 2024 negative communication topic rankings, from #23 last year to #32 today.

### COMMUNICATION IN NEGATIVE REVIEWS: MERCEDES LAGS BEHIND INDUSTRY



## JAGUAR

### LARGE GROWTH IN NEGATIVE PRICE SENTIMENT FOR JAGUAR

Jaguar saw a 25% increase in negativity related to pricing from 2023 to 2024. No other brand came close to that. During that same period, negativity around pricing has dropped 1.7% industry-wide. Porsche was #2 with 14% growth in price negativity, Hyundai #3 with 11% growth, and Genesis rounded out the top four with 10%.

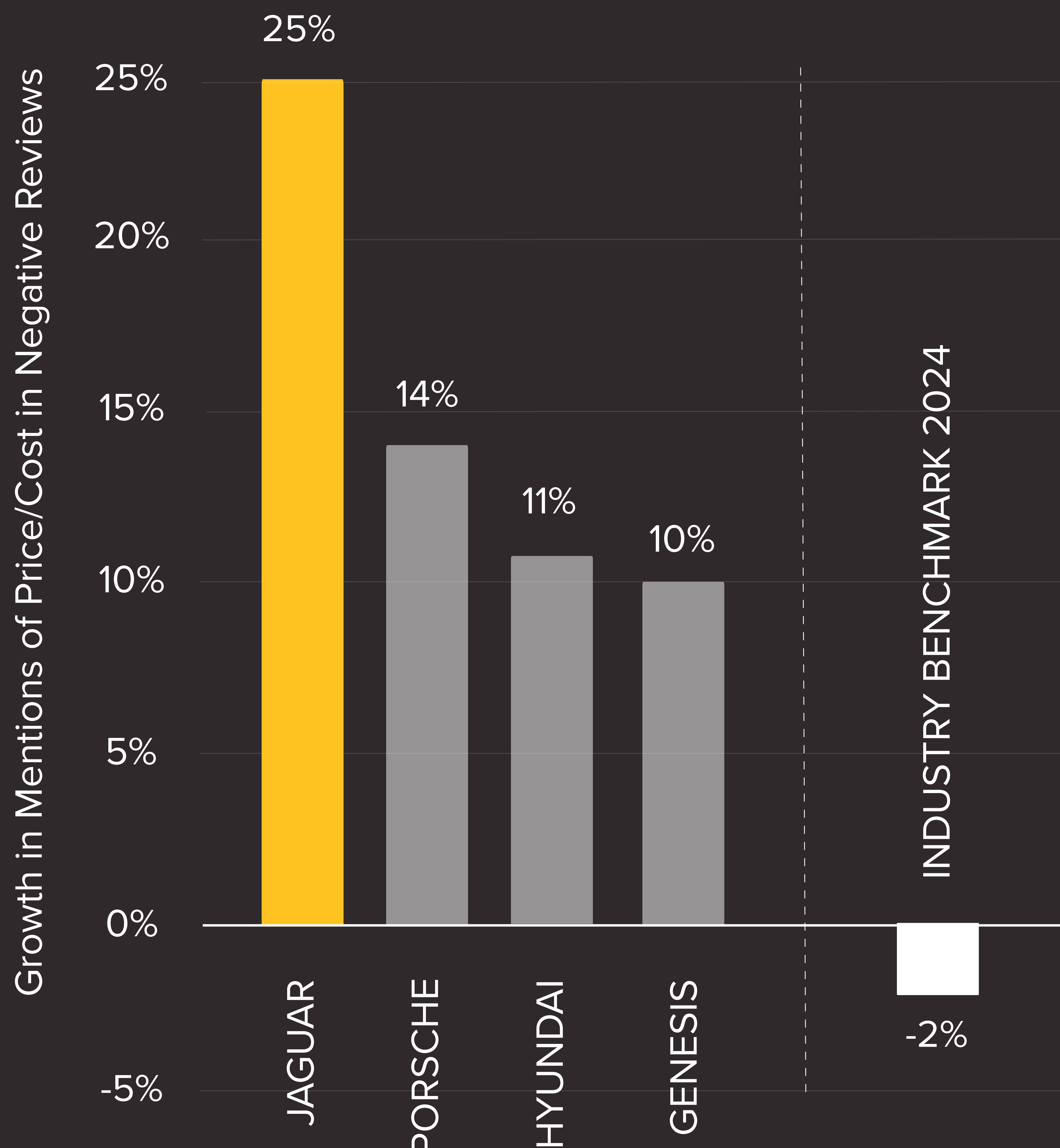
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## LEADERS IN NEGATIVE PRICE SENTIMENT GROWTH: AS INDUSTRY REDUCES NEGATIVE MENTIONS, JAGUAR GROWS

GROWTH IN MENTIONS OF PRICE/COST IN NEGATIVE REVIEWS FROM 2023-2024





# 41% Of Lexus Dealers are Using Widewail to Get 5X More Reviews, Increase Ratings, and Minimize Response Time

INDUSTRY BENCHMARKS:	→	LEXUS DEALERS USING WIDEWAIL
<b>11.7</b>	MONTHLY REVIEW VOLUME	<b>57.6</b> ← <b>5X HIGHER</b>
<b>4.56</b>	AVERAGE GOOGLE RATING	<b>4.76</b>
<b>11.1%</b>	NEGATIVE PERCENTAGE	<b>5.8%</b>
<b>91.7%</b>	RESPONSE RATE	<b>99.5%</b>

## HOW IT WORKS

First, we help you get your reputation from ok to best in your market, quickly. This can all be done while spending less time and money through an in-house team without altering your in-store experience.

- Automation to ask every customer for a review via SMS.
- Campaigns to customize how you ask.
- Outsource review response to our team of experts (2M+ responses authored).
- Consistent business listings across 75+ platforms.

