



FORDDIRECT

 Reputation

Reputation Management

Empowering the Customer Journey with Reputation

Reputation understands the dynamics of today's Reputation Management landscape. As a Reputation Management partner with FordDirect, Reputation can help your dealership make the most of every interaction with shoppers and existing customers.

Package options from Reputation give you everything you need to put your best foot forward at any level you desire. Today, 89% of consumers are likely to use a business that responds to all of its online reviews, and Reputation Essentials+ helps you become one of those leading, high-performing businesses. Additional package options offer you a packed set of features to increase your dealership's online visibility, or use real-time scanning and management to show you a dashboard view summarizing review and social activity if that's your sole focus.



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Features and Benefits Exclusive to Reputation Essentials+

Enhanced Review and Management Features in the Reputation Dashboard

Save time and become more efficient by using a single platform – the Reputation dashboard – to review and respond to dealership messages on multiple sites like Google Business Profiles and Facebook Messenger, as well as SMS texting.

Automated SMS Requests

Cut down on email! With Reputation Essentials+, you no longer have to manually send Review Requests via email. Save time with the ability to set up automated SMS Review requests instead. Mobile app users can access reviews in one touch.

Save Time with Reputation Essentials+

No more logging into multiple platforms to track feedback or missing key opportunities because of difficult processes. Ultimately, you'll capture leads and streamline responses to solve customer issues and inquiries faster. Reputation Essentials+ includes all the features of the base Reputation Essentials package, which you'll read about on the next page.

* BrightLocal, 2022. <https://www.brightlocal.com/research/local-consumer-review-survey/>



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Reputation Essentials

The base Reputation Essentials package delivers many of the features you need to measure and monitor your connections across review and social platforms.

Managed Review Response

Reputation will monitor your third-party review sites and respond to 100% of negative reviews and 50% of positive reviews within three days.

FordDirect SMRM Mobile App

Reputation gives you access to their mobile app for ease of access. Enjoy review site and social site monitoring, alerts, the ability to post new content and respond to reviews, and more.

SMS Review Requests

Send text message review requests to customers that includes calls to action and direction to third-party review sites. (For automated review requests, check out Reputation Essentials+.)

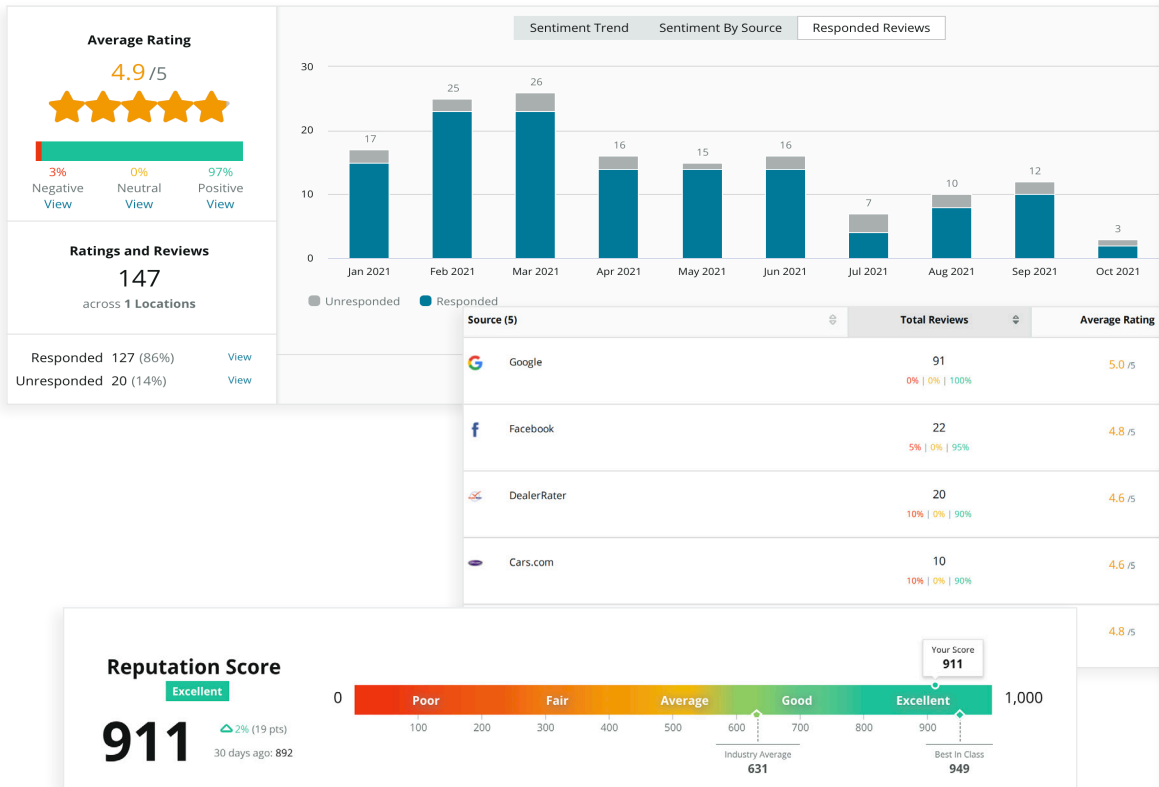
Much More!

Bolster your Reputation Score, automatically publish customer feedback to your website, build surveys for your customers, and do plenty more with Reputation Essentials.

Dashboard

To save time and money yet feel the pulse of your reputation management performance on demand, try our dashboard-only option. The dashboard is a cloud-based interface summarizing your review and social platforms. You'll receive:

- **Real-time scanning of review sites for new reviews**, which you can respond to from the Reputation platform
- **A collection of your social media mentions**, all of which you can manage with ease and efficiency
- **Access to the Reputation Manager mobile app**, which includes support for measurement, monitoring, and connections management for social and review sites



Hometown Ford
4.3 ★★★★★ 1,334 Google reviews
Ford dealer in Anywhere, USA

Service options: In-store shopping · In-store pickup · Delivery
Address: 12345 Anyplace St., Anywhere, USA 54321
Departments: Hometown Ford Service · Hometown Ford Parts
Hours: Open · Closes 6PM · More hours
Phone: (123) 456-7890

Reviews from the web
Facebook: 4.4/5 (332 votes)
DealerRater: 4.7/5 (48 reviews)

Reviews
"Great experience and customer service with Tracy as my service expert."
"Great people... Great pricing and excellent service."
"Wonderful experience with salesman Bob and the staff at Hometown Ford."



Package Offerings & Pricing

FordDirect's Reputation packages are Ford Co-op and LBEAP eligible.

	Platform Only	Reputation Essentials	Reputation Essentials+
Core Features	\$219	\$385	\$605
GENERATE REVIEWS			
Review Generation Partners will assist in review generation by users across review and social sites.		✓	✓
Text (SMS) Requests for Reviews Send review requests to customer via text message.	✓	✓	✓
Text (SMS) Surveys Send surveys to customers via text message.	✓	✓	✓
MONITOR, MANAGE & RESPOND			
Monitoring Social and review sites monitored by Partner.		✓	✓
Review Response by Partner Partner will monitor social and review sites and respond on their behalf of Dealer/Retailer.		Review response Negative reviews: 100% Positive reviews: 50%	Review response Negative reviews: 100% Positive reviews: 50%
Review Routing Specific to Brand For dual Dealers/Retailers – reviews will be routed for only one brand, either the Ford or Lincoln dealership.		✓	✓
Dealer/Retailer Alerts Customizable email alerts for new reviews sent to your team for review.	✓	✓	✓
COMMUNICATE & ENGAGE			
Consolidated Message Center Consolidated inbox for managing conversations generated from SMS, Facebook, Google Business Profile, internal team chats, etc.			✓
Automated SMS Review Requests Set up automated SMS review requests.			✓
Promotional Widgets Add streaming reviews or your Reputation score to your website.		✓	✓
Survey Widget Display what customers are saying about your business.		✓	✓
VISIBILITY & METRICS			
Mobile Access to Partner Platform Mobile access to Partner platform via app or mobile web browsing.	✓	✓	✓
Reporting Dashboard Access conversion metrics and reporting for generated reviews, volumes and ratings.	✓	✓	✓
Performance Status Monthly performance report including a broad range of metrics to track Reputation Score progress over time (i.e., Reputation Score, review management).	✓	✓	✓
Competitive Radar Compare dealership's online reputation against the competition. Useful for developing a plan to maintain or improve reputation score.		✓	✓
SUPPORT & TRAINING			
Dealer/Retailer Assistance Access knowledge repositories for training and help or contact partner for live assistance opportunities.	✓	✓	✓