

How Roadchef Drives Customer Acquisition & Loyalty

Motorway Service Operator Success Story



Key Stats

106% increase in review volume annually.

+25% increase in Listing 'Clicks-to-Directions' between 2021-2022, and +75% since 2020.

16,000 more reviews, on average each year, generated by Roadchef since 2017.

89.8% of tickets raised (customer issues) are closed on time.

How Roadchef Improved Customer Acquisition & Loyalty With Reputation Experience Management (RXM)

Faced with the challenge of unifying its online presence and customer feedback channels, Roadchef embarked upon its partnership with Reputation to achieve the following objectives:

- Unification of Feedback Channels:** Roadchef sought a centralised platform to unify and manage diverse online and digital customer feedback channels, including surveys and reviews.
- Increase Conversions:** As a motorway service area operator, maximising conversions from Google listings and maps through 'Clicks-to-Directions' was crucial to Roadchef. This demanded a solution capable of improving listing accuracy and performance.
- Scalable Solution:** With ambitious long-term growth plans, Roadchef required a solution to expand alongside its evolving business landscape and needs.
- Enhanced Review Requesting:** Roadchef aimed to request customer reviews for its service areas rather than specific stores and brands operating within its locations. By boosting review volumes and response rates, Roadchef knew that the online visibility of its sites could be improved.

With Reputation as its solution provider, Roadchef successfully addressed these challenges and empowered the motorway service area operator to consolidate its customer feedback efforts while driving astounding growth in review volumes and listing conversions.

With Reputation, Roadchef has achieved a 106% increase in review volume annually.

Reviews

Through Reputation’s Reviews module, Roadchef has been able to dramatically increase its review volumes to boost its online visibility.

Since partnering with Reputation, Roadchef has seen:

16,433

more reviews on average each year.

106%

annual increase in review volumes.

Listings

To improve online visibility for their locations, Roadchef’s leadership adopted Reputation’s Listings module to take control of its Google listings and achieve monumental increases in listing views and conversions.

As a result of using Reputation’s Business Listings module, Roadchef has achieved:

646%

increase in Clicks to Directions from their Listings profiles

+25%

increase in 'Clicks to Directions' between 2021-2022, and +75% since 2020.

Actions

Roadchef adopted Reputation’s Actions module to streamline its management of customer queries and complaints.

Now, Roadchef closes 89.8% of tickets raised on time and within an impressive average 9-hour close time.

"Reputation been a game-changer for us. This platform's remarkable ease and efficiency have significantly improved our ability to manage and enhance our online reputation. It has transformed the way we handle customer feedback, making it easier to address concerns promptly. This not only enhances the customer experience but also turns potential negatives into positives. Our online review scores across various platforms have improved and remained at higher scores since we started using Reputation. The platform's data-driven insights and analytics have empowered us to make informed decisions and implement changes that positively impact our online reputation. The real-time monitoring and reporting features ensure we maintain the high standards our customers expect. Reputation has become an invaluable tool for Roadchef; it has helped us improve our practices, enhance the customer experience, and consistently maintain high review scores."

Amanda Mason, Head of Marketing, Roadchef

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