

The AI-Powered Reputation Platform Built for Dealers

Reputation's all-in-one Intelligence Platform helps you get found faster, chosen more often, and trusted for life, turning every customer interaction into measurable revenue growth and operational excellence.

Your reputation fuels discovery, loyalty, and growth — yet most dealerships still manage it in silos.

Reputation unifies listings, reviews, surveys, social, and insights into one intelligent platform that transforms customer feedback into measurable business outcomes.



Stronger Discovery

in local & AI search



Higher Star Ratings

to drive showroom & service conversion



Actionable Insights

to identify what impacts satisfaction & loyalty



Proven ROI

through measurable gains in CSI and lead volume

122

Point increase in Reputation Score

Ken Ganley Auto Group

1M+

5 Star Reviews

AutoNation

69%

Increased clicks to call

Principle Auto Group



It's not just a dashboard. It's the heartbeat of our customer experience."

— Eduardo Rodriguez
National CX Director Ed Napleton Automotive Group

From self-service to fully managed, choose the package that best fits your dealership

→ A-Spec

→ Advanced

→ Social Media Optimization

For the busy dealer who needs to save time. Our expert team to manage your review responses - saving you hours each week while ensuring brand consistency.

For the strategic dealer ready to delegate. We manage your listings, reviews, and surveys, while you get advanced tools like Social, Actions, and Competitive Insights to drive operational improvements.

For the dealer group that demands a complete, turnkey solution. Premium is our fully managed, "white glove" service where our team executes your strategy across listings, reviews, surveys, and all social media.

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A-Spec

Advanced

Social Media Optimization

→ Listings: Get Found

Business listings: Unify listings across 200+ sites, including (Google, Facebook, Apple, Bing, etc.) via a single platform.

X

X

Local Search Insights: Analyze local search performance and trends.

X

X

AI Reputation Manager: Understand how AI search engines perceive your dealership(s) & market.

X

X

Service & Sales Dept Listings: Create dedicated business listings for your Sales & Service departments.

X

Managed Service

Business Listings Management: Leverage the power of a dedicated, expert team to optimize and manage your dealership's online listings. Our Managed Service ensures your local storefront drives high-intent traffic by performing the following actions:

- Ensure profile completeness
- Perform profile updates across major listing sites
- Upload photos & videos

X

→ Reviews: Get Chosen

Reviews: Manage ratings & reviews across 200+ sites, including (Google, Facebook, Cars.com, CarGurus, etc.) via a single platform.

X

X

AI Powered Review Responses: Generate brand-approved review responses with one-click using Voice of Brand.

X

X

Email Review Requesting: Automatically solicit online reviews via email. Send up to 20,000 requests per location, per year.

X

X

** Requires paid DMS integration for requesting automation*

SMS Review Requesting: Automatically solicit online reviews via SMS. Send up to 20,000 requests per location, per year.

X

X

Managed Service

Managed Review Responses: Protect your reputation and mitigate risk by relying on our expert team to deliver fast, on-brand responses to all customer reviews. Our Managed Service delivers:

- Dispute resolution assistance
- Responses to positive, negative and neutral reviews
- 24 hour SLA for review responding, once ingested
- Multi-language review responding including US English, UK English, French, German, Spanish (Mexico), Spanish (Spain)

X

X

The AI-Powered Reputation Platform Built for Dealers

| A-Spec | Advanced | Social Media Optimization |
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→ Surveys: Ask Questions

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|--|---|---|--|---|
| <p>Surveys: Capture private quantitative and qualitative feedback via surveys. Receive 3 templated surveys with ability to create up to 3 more.</p> | X | X | | |
| <p>CX Metrics: Track key CX metrics like NPS, Customer Satisfaction, and Star Ratings and benchmark over time.</p> | X | X | | |
| <p>Review Booster: Turn positive survey feedback into online reviews with a few clicks.</p> | X | X | | |
| <p>Managed Service</p> <p>Managed Surveys: Automate the creation, delivery, and responses of customer surveys to capture immediate, actionable feedback and CX insights. Our Managed Surveys team offers:</p> <ul style="list-style-type: none"> • Pre-built surveys to send across customer lifecycle • Monitoring delivery and completion tracking • Monthly summary analytics analysis • Survey Feedback Responding • Automated Survey Requesting (DMS Integration Required) | | | | X |

→ Insights: Find Meaning

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|--|---|---|
| <p>Reputation Score: Measure your online reputation with a single, proprietary metric, allowing dealers to benchmark their online credibility and receive actionable recommendations on what and where to improve.</p> | X | X |
| <p>Experience Insights: Uncover the hidden drivers of negative and positive reviews through AI-powered sentiment analysis, instantly translating unstructured feedback into clear operational themes.</p> | X | X |
| <p>Journey Insights: Map customer sentiment directly to specific dealership touchpoints—from initial web search to final service visit—to pinpoint critical moments of friction and standardize the high-performance customer journey.</p> | X | X |
| <p>Reputation IQ: Synthesize your review data using conversational AI to instantly answer complex strategic questions and uncover the hidden themes that influence customer buying decisions.</p> | X | X |
| <p>Voice of Brand Dashboard: Measure the alignment of every dealer response with your corporate brand guidelines, instantly identifying top performers and coaching opportunities to reduce brand risk and ensure consistent customer dialogue.</p> | X | X |
| <p>Competitive Insights: Benchmark a dealer's performance against tens of thousands of comparable locations, leveraging AI-powered SWOT analysis and deep experience insights to drive targeted, data-backed operational improvements.</p> | | X |

The AI-Powered Reputation Platform Built for Dealers

| A-Spec | Advanced | Social Media Optimization |
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→ Social: Engage Everywhere

Publish: Centralize your social publishing calendar and content approval across all networks, ensuring brand consistency and compliance without daily oversight.

X

X

Engage: Accelerate customer engagement by consolidating all incoming social DMs, comments, and reviews into one central workflow, enabling rapid response to in-market buyers and service requests.

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X

Managed Service

Managed Social Publishing: Cultivate a continuous, engaging presence across all major social media platforms to drive local awareness and brand community. Our Managed Service delivers:

- 3 social posts / week / per location across Google, Facebook, & Instagram
- Strategic content planning
- Spanish translated posting

X

Managed Service

Managed Social Response: Accelerate customer service and capture immediate sales opportunities by deploying our team to manage all direct messages and mentions across social channels. Our Managed Service delivers:

- 24/7 inbox monitoring across Facebook, Instagram & X
- Triage support & rapid mitigation
- On-brand replies

X

→ Actions: Close Loops

Actions: Transform customer feedback into actionable tickets, instantly assigning tasks to the right staff and teams to ensure timely resolution and verifiable closed-loop communication.

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With more than 50,000 dealerships competing for the same customers, your reputation is what drives the click, the call, and the sale.

Trusted by 17k+ dealers & OEMs

Powered by 250+ partners & integrations

