

Solution Launched That Combines Best Features of Reputation Management & CSI

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Why this breakthrough is Significant:

A Customer Experience Management (CEM) platform is now available that combines the best features of reputation management with the necessary features of CSI to create the most accurate and transparent depiction of a customer's dealership experience to date.

Who did it?

SureCritic is the first to create a new customer experience management category with the launch of SocialCSI.

Unlike other providers who prequalify customers before asking for a review, SureCritic ties reputation requests in directly with CSI information, enabling transparent, verified reviews for customers and actionable data for dealers.

Here's how it works:

A customer has an experience through the sales, service or parts department at their local dealership or repair shop. SureCritic integrates with information in the point-of-sale system and emails the customer requesting a review within 24 hours of their visit.

Once the customer has completed the review, it is verified through SureCritic and shared on a SureCritic website unique to that business. If the review is negative, the customer has the opportunity to provide more detailed information through SureCritic's new Low Score Diagnostics feature.

The dealership is notified in real-time of the customer's concerns and provided with in-depth, quantitative data related to what when wrong. The in-depth information generated through SureCritic's SocialCSI solution is a key element in resolving a customer issue quickly, as well as giving the automotive client valuable information that can help drive process improvement.

Positioning Commentary from David Brondstetter, SureCritic CEO:

"We've combined the best features of social with the necessary features of traditional CSI to create a new class of customer feedback." "Unlike other providers, we don't just ask happy customer for reviews. It's important that our process provides the highest level of transparency for consumers combined with a flexible reporting and analytics platform that helps drive business improvement for OEMs, dealerships and repair shops in a way they are accustomed to interacting with their traditional CSI solution."

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Dealers can also measure Concern Resolution Effectiveness:

Additionally, as part of the platform, the dealership or repair shop has the opportunity to measure their concern resolution effectiveness through an industry-first process called ReScore™. The business' ReScore index shows, on average, the increase in star rating from the customer after the business attempts to resolve the concern that generated the poor review. Customers are also encouraged to share their reviews on social networks with easy push tools offered on the SureCritic site.

For more information on SureCritic or their Customer Experience Management (CEM) solution, please visit www.surecritic.com or email at sales@surecritic.com.

What you need to know about SureCritic:

SureCritic is the industry's first SocialCSI® solution, offering a Customer Experience Management (CEM) platform that combines the best features of reputation management with the necessary features of CSI.

The result is the most accurate and transparent depiction of a customer's dealership experience online. Using information from the dealership's point-of-sale system, SureCritic sends customers a review request within 24 hours of their visit.

In addition to a transparent and accurate review process, SureCritic offers dealerships and repair centers actionable data through their Low Score Diagnostics test, tools to push reviews out through social media, and the opportunity to measure their concern resolution effectiveness through an industry-first process called ReScore™.

SureCritic was founded on the belief that not all reviews are created equal. We hear the same story time and time again from prospective clients-reviews out there on the web just aren't representative of their Actual customer's experiences.

When browsing reviews, look for the "Verified by SureCritic" logo, which has provides the assurance that this is an actual customer.

