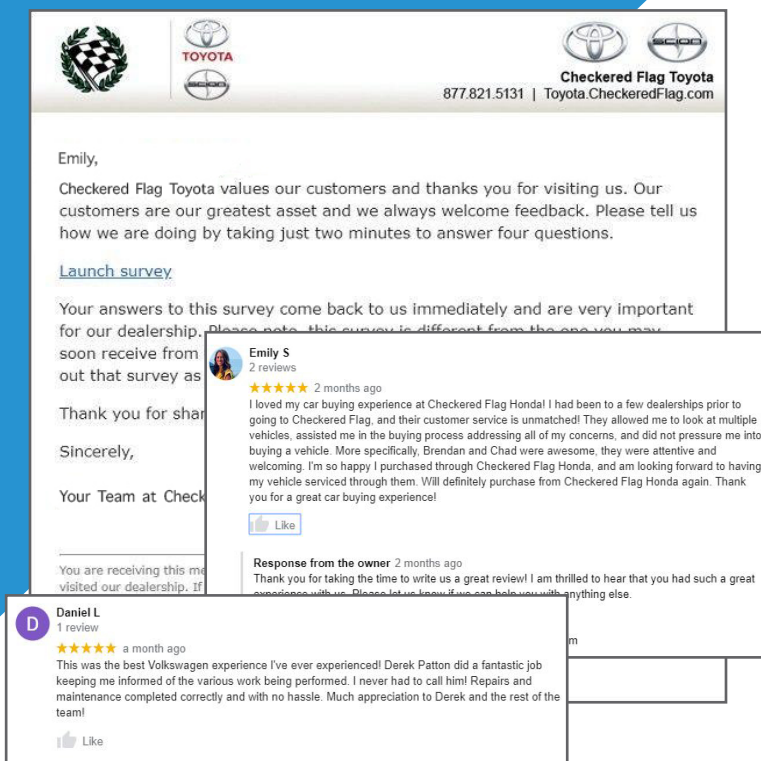


DIGITAL AIR STRIKE'S REVIEW SURGE HELPS CHECKERED FLAG AUTO GROUP GENERATE THOUSANDS OF NEW POSITIVE REVIEWS ON GOOGLE



Goal:

Checkered Flag Auto Group wanted an easy and automatic way to get feedback from customers, generate new, positive reviews, and understand its Net Promoter Score.

Solution:

- ✓ With Digital Air Strike's Review Surge, surveys were emailed to car buyers and service customers requesting feedback about their experience.
- ✓ The responses provided the dealership group with actionable feedback and fresh insight into the customer experience, including its Net Promoter Score which shows how likely customers are to recommend its dealerships to others.
- ✓ Review Surge allows customers who provide positive feedback to post their comments on top review sites, quickly generating more positive reviews.
- ✓ Review Surge's smart survey technology recognizes Gmail addresses and directs those consumers to post feedback only on Google as the search engine rewards businesses with a high volume of positive reviews.
- ✓ The dealership group also used Digital Air Strike's Mission Control to monitor its reviews across multiple sites for all stores.

RESULTS:

Checkered Flag Toyota

2,093 Google Reviews – 4.7 Star Rating

Checkered Flag Honda

2,469 Google Reviews – 4.8 Star Rating

Checkered Flag Hyundai World

1,499 Google Reviews – 4.8 Star Rating

Checkered Flag Volkswagen

1,489 Google Reviews – 4.7 Star Rating

DIGITAL AIR STRIKE IMPROVES THE DEALERSHIP EXPERIENCE FOR OUR CUSTOMERS

The feedback we get from Digital Air Strike's Review Surge improves our dealership and the experience we deliver to our customers. Most valuable to us is the Net Promoter Score from the survey. Whether or not our customers will refer us to others is something we monitor at the group level, along with online reviews, through Digital Air Strike's Mission Control.

CHECKERED FLAG AUTO GROUP