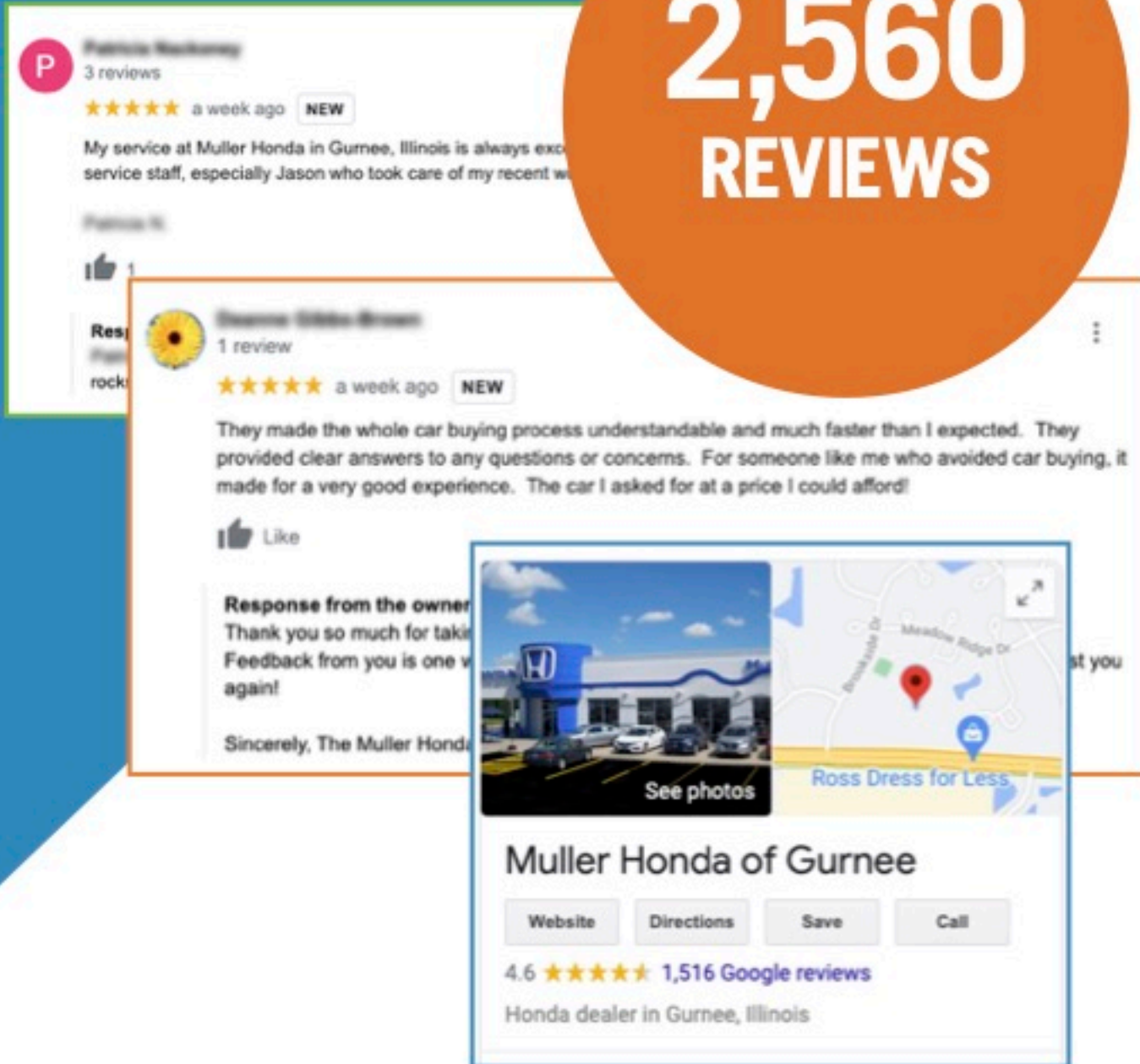


2,560 REVIEWS



DIGITAL AIR STRIKE HELPS MULLER HONDA OF GURNEE GET MORE POSITIVE REVIEWS AND RESPOND TO CUSTOMERS

Goal:

Muller Honda of Gurnee, near Chicago, Illinois, wanted a better partner to manage their online reputation, quickly and easily send surveys to customers and get more positive reviews.

Solution:

- ✓ Muller Honda of Gurnee uses Digital Air Strike's survey and review technology to get customer feedback and more positive reviews via email and text message.
- ✓ Digital Air Strike's team alerts the dealer to any new reviews and posts personal responses to the reviews that encourage customers to contact the dealership if there was an issue.
- ✓ Digital Air Strike provides monthly reporting on reviews and star ratings to give the dealer the most comprehensive overview of the dealership's online reputation.

DIGITAL AIR STRIKE IS THE TRUSTED VENDOR TO HELP US GET MORE REVIEWS

The key thing I love about Digital Air Strike is the trust factor. They are professional and accommodating and the team is very proactive. I needed a company that I could trust and didn't have to babysit. I am contacted on a regular basis by Digital Air Strike to see how things are going. I like the proactive outreach in a fast process. I also like that each review response is unique and different and isn't a canned response.

GRAY SCOTT, MARKETING DIRECTOR, MULLER HONDA

RESULTS: ✓

2,602

CUSTOMER SURVEYS SENT FROM FEBRUARY TO APRIL 2021 BY DIGITAL AIR STRIKE

95%

REFERRAL RATING EARNED BY THE DEALER

5

STAR RATING ON EDMUNDS

4.95

STAR RATING ON CARS.COM

4.67

STAR RATING ON GOOGLE