

# Gather customer feedback.

# Learn and adapt.

# Repeat.



Increase your dealerships performance by learning what makes your customers happy.

- ✓ NZ's first ratings & reviews solution specifically for vehicle traders
- ✓ Understand exactly what experience your team is delivering
- ✓ Leverage positive customer reviews and experiences



**BuyerScore gathers valuable feedback from your customers so you can better understand the experience they are receiving at your dealership.**

**We then aggregate that feedback into an easy to understand star-rating for prospective customers to quickly identify the benefits of buying from your dealership.**

As more and more kiwis head online to research their next vehicle purchase, your online reputation has become more important than ever. That's why we've developed BuyerScore an independent ratings and reviews system that lets you learn from your customers and puts you back in control.

- ✓ Only buyers verified by a sale/purchase from you are asked to provide feedback
- ✓ Gather feedback for internal use only until such time you're ready to launch your public profile (all reviews then made public)
- ✓ Learn exactly what experiences your team are delivering to customers & help them improve
- ✓ Build trust and credibility not only with local purchasers, but also with out of town buyers who you are potentially more of a stranger to
- ✓ Quickly identify outstanding & poor performance within your dealership & team as well as any missed opportunities

★★★★☆ 4.16 | 202 reviews  
powered by

Acme Car Company  
**4.16** ★★★★★  
Based on 202 reviews

### DID YOU KNOW?

- 84%** of consumers trust reviews as much as personal recommendations
- 58%** of consumers say that a star rating is very important for a business
- 74%** of consumers trust a business more if they are associated with positive reviews



BuyerScore Features	
Survey customers that purchased a vehicle from you <i>Identify why customers purchase from you, team performers and after-sales feedback</i>	✓
Survey customers who did not purchase from you but did test drive a vehicle <i>Identify why customers decided not to purchase from you. Does not contribute towards your rating.</i>	✓
Survey results sent directly to you at the time they are submitted by customers	✓
Summary report and salesperson breakdown emailed monthly	✓
Your ratings & reviews published on your Trade Me & Need A Car vehicle listings	✓
Dealership badge and link displayed real-time on your website*	✓
Dealership rating certificate emailed to you monthly (for printing)	✓
Your BuyerScore rating available for other print, social media, YouTube and radio promotion**	✓
Automatically qualify for our annual regional & national awards	✓
Works with all major DMS providers in New Zealand	✓

\* Requires website configuration \*\* In accordance with BuyerScore guidelines

Vehicle sold or delivered in DMS

Request for feedback sent to customer

Reminders sent

Feedback received and sent direct to dealer

Dealers right to respond

Ratings aggregated and published



## The power to influence

**Great customer reviews** have the power to **influence others**. How much **impact** could comments like these be having on **your business**?

*"A great team of people who know what they are talking about and care genuinely about their customers."*

*"Great and easy to deal with. Makes our life easy!! You run a great operation."*

*"Very knowledgeable family business with high grade cars at competitive prices."*

*"Great service as I am on my learners and wasn't confident to drive the car home but one of the staff drove the car home for me."*



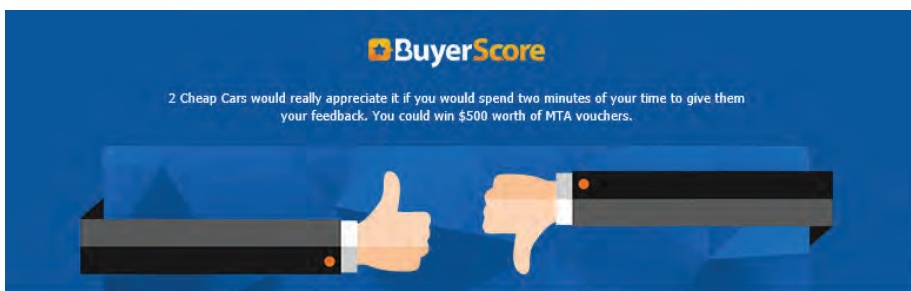
*"We're proud to be displaying BuyerScore reviews - the ability to provide genuine reviews from real customers, from a solution that easily integrates with DMS's will make it easier for our dealers to give their future customers confidence."*

Alan Clark, Head of Trade Me Motors

# BuyerScore Dealer Ratings & Reviews



Sample Standard Survey - Request for feedback



Hi Judy,

We would love to hear your feedback on your recent purchase of a **Toyota VITZ** from the team here at **2 Cheap Cars**. We promise it will take only **2 minutes** to complete.

We have commissioned BuyerScore, an independent party, to conduct this short questionnaire. BuyerScore offers survey services to more than **500 vehicle dealers** right across New Zealand, so rest assured your information will be handled with the utmost care and integrity.



As a way of saying thanks for your valuable time and feedback, your completed survey will automatically put you in the draw to

**WIN \$500 WORTH OF MTA VOUCHERS**

This survey is intended to **help us make improvements** to our sales process and as such we would really appreciate you taking the time to complete it, so we can **make your next experience with us even better.**

Kindest Regards,  
The 2 Cheap Cars team

To begin just click the link below.

**BEGIN SURVEY**

Sample Standard Survey - Feedback Form



Hi Simon's Company Ltd,

Thank you for offering to complete our short survey. Your feedback helps let us know if we are on the right track, or if we need to do better in certain areas.

Simply answer the questions below and then click the **Submit Survey** button once ready.

If you have any questions at any stage, please do not hesitate to [contact the BuyerScore support team here.](#)

Kindest Regards,  
Acme Cars & the BuyerScore team

**Please rate Acme Cars for each of the following factors when considering your recent purchase from them.**

### Customer Service

Poor      Excellent

### Knowledge & Expertise

Poor      Excellent

### Dealership Facilities (parking, toilets, kids area etc)

Poor      Excellent

### Finance & Insurance

Were you offered this service by our staff?  Yes  No

Poor      Excellent

I did not require this service

Sample Standard Survey - Feedback sent to Dealer

**Hi Acme Cars,**

We have received the following response to a BuyerScore survey:

**Sale Details**

Name	Simon McCentral ( <a href="mailto:simon@mcentral.co.nz">simon@mcentral.co.nz</a> )
Vehicle Purchased	2001 Toyota Corolla - (Stock #12345)
Dealership	Acme Cars
Date Sold	21 April 2017
Salesperson	John Smith
Business Manager	Jane Smith

**Customer Feedback**

Customer Service	★ ★ ★ ★ ☆
Knowledge and Expertise	★ ★ ★ ★ ☆
Dealership Facilities	★ ★ ★ ★ ★
Finance and Insurance	★ ★ ★ ★ ☆ <span style="color: green;">✔ Offered</span>
Trade in Process	★ ★ ★ ★ ★ <span style="color: green;">✔ Offered</span>
Would Recommend	No

Sample BuyerScore Dealer Page

[Home](#) [FAQ](#) [Contact us](#)

Last Reviewed: 24 Jun 2018    Reviews in the last 3 months: 23

**Acme Cars**  
★★★★★ 4.85 (74 Reviews)

**Rating Details**

Customer Feedback	Rating	People
Customer Service	★★★★★	74
Knowledge and Expertise	★★★★★	74
Dealership Facilities	★★★★★	67
Finance and Insurance	★★★★★	10
Trade-In Process	★★★★★	17

**Would recommend**

Period	Yes	No
Last 3 months	23	0
Last 6 months	21	0
Last 12 months	74	0

100%

of respondents would recommend this dealership to friends & family

**74 Reviews** 20 50 100

★★★★★ ✔ Yes

when i look to replace my other hiace i will be checking out what you have to offer you will be my first port of call look forward to doing a deal in the future Kind Regards Philip Gering

Reviewed by Polished Concrete Doctors Ltd    24 Jun 2018

★★★★★ ✔ Yes

No comment

Reviewed by Federal Property Limited    28 Jun 2018

★★★★★ ✔ Yes

No comment

Reviewed by Galliano C    19 Jun 2018

★★★★★ ✔ Yes

Have dealt with them on a few occasions and have always had good service

Reviewed by Albany Leasing Ltd    07 Jun 2018

★★★★★ ✔ Yes

keep up the good service

Reviewed by Timms J    05 Jun 2018

★★★★★ ✔ Yes

No comment

Reviewed by E-mea Ltd    05 Jun 2018

Sample Did Not Purchase (DNP) Survey - Request for feedback

Sample Did Not Purchase (DNP) Survey - Feedback Form

Acme Cars would really appreciate it if you would give them some feedback on your recent experience with them.

**Dear Simon,**

At Acme Cars we pride ourselves on good, honest customer service and we hope you experienced that during your recent interaction(s) with us.

Unfortunately our records indicate that you did not go onto purchase a vehicle from us. As a result, it is important for us to understand why you made this decision so we may try to improve our customer service and/or vehicle selection going forward.

We would appreciate your feedback on this matter simply by indicating which option from those below best describes your current situation:

- I am still interested in the vehicle but haven't decided to purchase yet**
- The vehicle and/or service you offered didn't meet my requirements and I am still looking**
- The vehicle and/or service offered didn't meet my requirements and I have managed to purchase something elsewhere**

In case you're wondering, we have commissioned BuyerScore™, an independent party, to conduct this short questionnaire. BuyerScore™ offer survey services to more than **500 vehicle dealers** right across New Zealand, so rest assured your information will be handled with the utmost care and integrity.

**Hi Candice,**

**Which option best describes your current situation?**

- I am still interested in the vehicle offered but haven't decided to purchase yet
- The vehicle and/or service offered didn't meet my requirements, but I am still looking
- The vehicle and/or service offered didn't meet my requirements, but I have since managed to purchase elsewhere

**We're sorry to hear we didn't quite get it right for you.**

Your experience is of great importance to the team here at Motorco Penrose. We would appreciate you taking 30 seconds to let us know how to do things better next time by answering the question below.

**Of the following areas what influenced your decision not to buy from us?**

Please select all that apply:

- You didn't have the right vehicle for my needs
- Your vehicles weren't presented very well
- Your prices were too high compared to others I saw
- The price you offered for my trade-in was too low
- I didn't like the vehicle after I test drove it
- I didn't like/trust the salesperson I dealt with
- I didn't like/trust the manager I dealt with

Sample BuyerScore Feedback - Trade Me (concept only; subject to change)

Trade Me LifeDirect Trade Me Insurance Holiday Houses Find Someone TravelBug MotorWeb Harmony

trademe **Browse** Sell My Trade Me Community Register Log in

Search in honda Watchlist Favourites Cart

Motors Used cars New cars Motorbikes Boats & marine Price guide BETA Reviews & advice Sell my vehicle

Trade Me Motors > Used Cars > Honda

### Honda Odyssey M NEW SHAPE TOP SPEC 2010

Listing #: 1540413608  
Auckland City, Auckland, NZ

XMAS SALE SPECIAL, BELOW CAR COST!!

Click to enlarge photo

**+\$ Add to Watchlist**

Asking Price **\$9,480**

Listed today

Dealer Details

**500 Autos Ltd**

Location  
104 Princes Street  
Onehunga, Auckland [View map](#)

Phone:  
027 760 5000

Dealer Rating **4.05** | **40 reviews**

[View feedback](#)

[Log in or register to contact the dealer](#)

**Trade in Welcome** **Zero deposit Finance available**

Key details

On road costs	Excluded	Fuel type	Petrol
Kilometres	125,437 km	Engine size	2400cc
Body	Pearl, 5 door, Station Wagon	Transmission	Automatic
		Import history	Imported
		Stereo description	CD(s), Radio

Interested in this vehicle?

Get a full report before purchasing for up-to-date info, plus odometer readings and ownership check.

[Buy report](#)

Description

Features

ABS brakes	Air conditioning	Central locking	Power steering
Climate Control	Electric Mirrors	Electric Windows	Immobiliser

Microsoft  
Start now and get \$200 in credit  
[GET YOUR FREE 4.2LURE TRIAL](#)

Car buyer's checklist

- Check this vehicle's history with Motorweb
- Get this car checked out by the AA before you buy
- Get an instant quote to insure this car today
- Learn about your legal rights when you buy a car
- Get a free quote to get this delivered

Sample BuyerScore Feedback - Need A Car

needacar Vehicles Finance Insurance Dealers

Photos About Contact Finance Feedback Ask Question Actions

### 2007 BMW 323i

Share Print Send me a link

Listing # 1000000000

**\$8,950**  
(includes on road costs)

**\$75.85 / per week**  
over 24 months at 2% (excl. GST)  
[How is this calculated?](#)

[Do I qualify for finance?](#)

[Call 0800 000 468](#)

[Ask a question](#)

[Book a test drive](#)

[Trade in quote](#)

[Apply for finance](#)

79 Felton Mathew Ave, Saint Johns, Auckland

0800 000 468

[Email this dealership](#)

[www.aucklandcars.co.nz](#)

[View Facebook page](#)

Open today 9:00AM - 6:00PM

Languages spoken: English

4.13 | 137 reviews

**BuyerScore**

View more customer reviews

**AUCLAND | CARS**

79 Felton Mathew Ave, Saint Johns, Auckland

0800 000 468

[Email this dealership](#)

[www.aucklandcars.co.nz](#)

[View Facebook page](#)

Open today 9:00AM - 6:00PM

Languages spoken: English

4.13 | 137 reviews

**BuyerScore**

View more customer reviews

**More information**

Price drop

Less than 10 views

Finance available Insurance available

About This Vehicle

Description: At Auckland Cars, all our cars come:-Professionally Groomed-Freshly Serviced-New

Details: Engine: 2450cc, Petrol  
Body: Sedan  
Odometer: 75,133km  
Ext Colour: Black  
Interior: Black, 5 seats  
Transmission: 6 Speed Auto

Safety Rating: (unknown)

Price: Annual fuel cost of \$2,970  
1 out per week based on price of petrol \$2.00 and an average distance of 14000 km

Feature Highlights:

- Airbags
- Central Locking
- Dual Air-Con
- CD Player
- Chain Drive
- Electric Mirrors

BuyerScore  
4.13 | 137 reviews  
A very professional team.  
-Anthony G, Auckland

Sample BuyerScore Dealer Certificate - Issued monthly for onsite display in dealership



This is to certify that

# Stadium Cars Christchurch

Has achieved an overall customer experience rating of



**4.70**

Based on 872 reviews as at 1 July 2018



General Manager - BuyerScore





Limelight Software Limited T/A Motorcentral  
PO Box 8444, Riccarton, Christchurch 8440

Ph. 0800 623 687

Email. [sales@motorcentral.co.nz](mailto:sales@motorcentral.co.nz)



[www.motorcentral.co.nz/buyerscore](http://www.motorcentral.co.nz/buyerscore)

**DISCLAIMER:**

The information contained in this brochure is provided as is and without any warranties of any kind, whether expressed or implied, including but not limited to, implied warranties of satisfactory quality, fitness for a particular purpose and/or correctness. The contents of this brochure is for general information purposes only and does not constitute advice.

Limelight Software Limited does not represent or warrant that the information and/or specifications contained in this brochure are accurate, complete or current. Therefore, Limelight Software Limited makes no warranties or representations regarding the use of the content, details, specifications or information contained in this brochure in terms of its correctness, accuracy, adequacy, usefulness, timeliness, reliability or otherwise, in each case to the fullest extent permitted by law.

Feb 2020