



USING VOC AND VOE FEEDBACK FOR MARKETING PROGRAMS

Your employees' and customers' experiences provide valuable insights into your dealership

OVERVIEW

OBJECTIVES

- Promote your dealership to attract new customers and employees
- Make it easy to find insights and reviews
- Complement product-focused promotions
- Maximize impact of content received during regular surveys and feedback programs
- Recognize and thank employees in a public forum

STEPS

- Have regular, methodical survey and engagement programs
- Create a process for flagging and highlighting success stories
- Build steps into your process to make it easy for your target audiences to find your positive reviews and feedback



From a marketing standpoint, it's important to seize an opportunity for us to promote publicly, not just internally but also to our customers. So with these social platforms, not only do our employees see recognition out in the real world, but potential prospects do as well.

-- ROB DURHAM

Vice President of HR & Marketing
Lakeside International Trucks

Prospective employees and customers alike will seek information on your company through a number of channels. Most dealerships will have ongoing product promotions and advertising, but potential customers and employees alike want insights beyond traditional marketing. Most will go to online review sites to learn more about how your dealership functions.

When you have intentional and methodical employee and customer connection programs such as Voice of Customer and Voice of Employee, you have a constant stream of exactly the type of content your target audience is seeking. While your programs' first purpose is to measure satisfaction and ensure that your business practices are optimized, the honest responses and feedback you receive from your surveys can be leveraged into valuable marketing content.

This is why it is important to link your engagement programs with your marketing efforts so that it easy for your target audiences to find the content they want: real-world, hands-on examples of how you stand out from your competitors. As an added bonus, you will be giving your employees some much-deserved public recognition, which will increase their overall satisfaction and sense of value.

REAL WORLD EXAMPLES

Congratulate and recognize employees or locations

Congratulating an employee of a job well done or highlighting a success story in a public way not only gives deserved praise to the employee or location involved, it highlights your strengths to potential customers and employees. It also underscores that you value both your staff and customers.

Create a customer success story

Many customers will share anecdotes about how your dealership has helped them. There are a number of ways to share this story, ranging from a video testimonial to a blog post to a press release.

Create social media posts

A positive comment can be shared as a quote. Even a simple statement like "Another 5-star review" with a link to all of your reviews will have immediate impact.

Add endorsements and reviews to your website and emails

A live feed of your online reviews on your website or in your email signature can be augmented with quotes, ratings, and other feedback received on your VOC or VOE surveys.