

KIA-UK: How Reputation Helps Increase Sales and Service Leads

Automotive Success Story



Key Stats

- **4.6/5** Overall star rating has improved from 4.2 to 4.6 stars out of 5.
- **754%** increase in overall review volume and **75%** response rate after implementing Reputation
- **95%** data accuracy on business listings, resulting in **2x** more website visits and **46%** more listings views year over year.
- **2,500+** increase in sales leads since implementing inbox and messaging solutions
- **25%** increase in overall market share in the UK since working with Reputation.

How Kia Increased Its UK Market Share With Reputation

Kia's customer-first philosophy is at the heart of the brand. So, to thrive in today's feedback economy, Kia Motors UK teamed up with Reputation to revamp its customer experience programme, manage multiple customer touchpoints and drive vehicle sales.

By partnering with Reputation, Kia exceeded its own expectations and consolidated its place as one of Britain's best-loved automotive brands with a staggering increase in its UK market share.

Reimagining its CX strategy, Kia Motors UK set out to:

- Increase the response rate from inbound customer feedback.
- Increase the brand and dealer network star rating to reflect the level of customer service.
- Ensure business listing and data accuracy at all times.
- Manage surveys in the same platform as reviews, listings and social.

To achieve these aims, Kia Motors UK invested in Reputation’s all-in-one Reputation Experience Management platform to respond to reviews, request reviews from customers, manage business listings across its locations, and deploy customer surveys.

Since partnering with Reputation, Kia Motors UK has achieved a 75% review response rate.

Customer Feedback

Through Reputation’s Reviews and Surveys modules, Kia Motors UK has been able to dramatically increase its review response rates as well as achieve a monumental increase in the number of inbound reviews overall. Moreover, Kia has raised its star ratings across its dealer network.

Since partnering with Reputation in 2017, Kia Motors UK has seen:



Listings

Kia Motors UK’s leadership recognized the importance of accurate business listings for dealership locations. Thus, the brand adopted Reputation’s **Business Listings** capability to address inaccuracies and ensure location data was kept up-to-date.

As a result of using Reputation’s Business Listings module, Kia has achieved:



Kia Motors UK boasts a Reputation Score that sits 112 points above the industry average.

Reputation Score X

Overhauling its customer experience programme, Kia Motors UK adopted Reputation’s proprietary **Reputation Score X** to monitor, understand and improve its overall brand health. Now, Kia Motors UK boasts a Reputation Score that sits 112 points above the industry average, highlighting the effectiveness of the brand’s customer-first approach.

“ In my opinion, the Reputation platform offers the best solution out there. The platform is great, easy to use, and I really like the modular approach. Our dealers have the power to respond and influence customers’ opinions in real time, from within the Reputation platform.”

David Hart, Customer Experience Manager, Kia Motors UK

Discover our full range of solutions for automotive brands

