

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 you verify and nominate are asked to provide feedback
- ✓ Customer feedback remains private to you until you decide to publicise your ratings & reviews
- ✓ 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

Source: <https://www.brightlocal.com/learn/local-consumer-review-survey>



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

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."

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




"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





2 Cheap Cars would really appreciate it if you would spend two minutes of your time to give them your feedback. You could win \$500 worth of MTA vouchers.



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 (simon@mcentral.co.nz)
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	★ ★ ★ ★ ★	✓ Offered
Trade in Process	★ ★ ★ ★ ★	✓ Offered
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	★ ★ ★ ★ ★ (4.86)	74
Knowledge and Expertise	★ ★ ★ ★ ★ (4.81)	74
Dealership Facilities	★ ★ ★ ★ ★ (4.35)	67
Finance and Insurance	★ ★ ★ ★ ★ (4.73)	16
Trade-in Process	★ ★ ★ ★ ★ (4.58)	17

Would recommend

Period	Yes	No
Last 3 months	23	0
Last 6 months	41	0
Last 12 months	74	0

100% of respondents would recommend this dealership to friends & family

74 Reviews

20

30

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 Pacific Group Limited 24 Jun 2018

★ ★ ★ ★ ★ ✔ Yes

⌵

No comment.

Reviewed by Graham C. 12 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 Timena G. 05 Jun 2018

★ ★ ★ ★ ★ ✔ Yes

⌵


No comment.

Reviewed by Filbia M. 05 Jun 2018


BuyerScore Dealer Ratings & Reviews



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



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. 

Sample Did Not Purchase (DNP) Survey - Feedback Form



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](#)
[FindSomeone](#)
[Travelbug](#)
[MotorWeb](#)
[Harmoney](#)

2:40 pm, 8 Feb

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in honda

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[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!!

[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
4.55 | 97 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	Additional costs may apply	Engine size	2400cc
Body	125,437km	Transmission	Automatic
	Pearl, 5 door, Station Wagon	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
Climatic Control	Electric Mirrors	Electric Windows	Immobiliser

Sample BuyerScore Feedback - Need A Car

[Vehicles](#)
[Finance](#)
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[Dealers](#)

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Car for sale - BMW - 320i - 2007

2007 BMW 323i

\$8,950
Includes on-road costs

\$75.85 / per week
over 36 months with no deposit. [Get](#)
[How is this calculated?](#)

[Do I qualify for finance?](#)

[Call 0800 000 468](#)

[Ask a question](#)

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[Trade in quote](#)

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About This Vehicle
Description
At Auckland Cars, all our cars come: -Professionally Groomed -Freshly Serviced -New...
[+ More](#)
Details
Engine: 2450cc, Petrol
Body: Sedan
Odometer: 75,153km
Ext Colour: Black
Interior: Black, 5 seats
Transmission: 6 Speed Auto
Safety Rating
Unknown
Fuelsaver
★★★★★
Annual fuel cost of \$2,970
Cost per year based on price per litre of petrol \$2.00 and an average distance of 14000 km
Feature Highlights

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

[+ More](#)
Please note: Vehicle information as supplied by Auckland Cars.

More information
Price drop
Less than 10 views
Finance available
Insurance available

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

79 Felton Mathew Ave, Saint Johns, Auckland
0800 000 468
[Email this dealership](#)
[www.aucklandcars.nz](#)
[View Facebook page](#)
Open today 9:00AM - 6:00PM
Languages spoken: English
★★★★★ Jun 2018
'A very professional team.'
— Amung G, Auckland
[View more customer reviews](#)

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

 BuyerScore



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



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www.motorcentral.co.nz/buyerscore

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July 2018