

2019 AUTOMOTIVE REPAIR SHOP CUSTOMER SURVEY: KEY FINDINGS

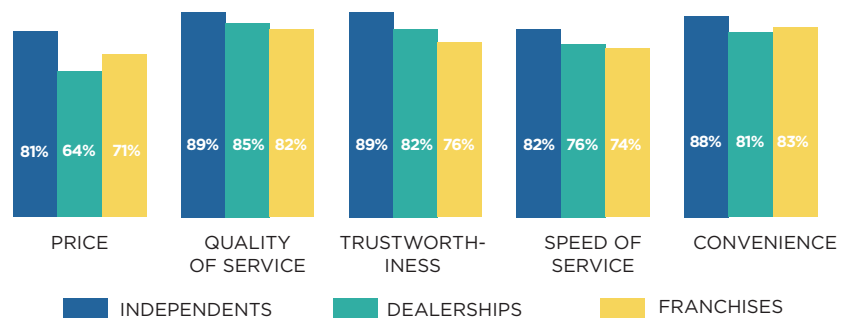


Repair Shop Websites surveyed nearly 600 U.S. auto repair shop customers to determine what shops could be doing to increase their business and make customers happier. This is the first in a series of infographics detailing the findings of this research.

INDEPENDENT REPAIR SHOP CUSTOMERS ARE HAPPIER

Compared to dealerships and franchise repair shops, independent auto repair shop customers ranked their shops more highly in each of the five measured categories. This data supports the fact that independents most often provide a better overall experience than dealerships or franchises at a lower price point.

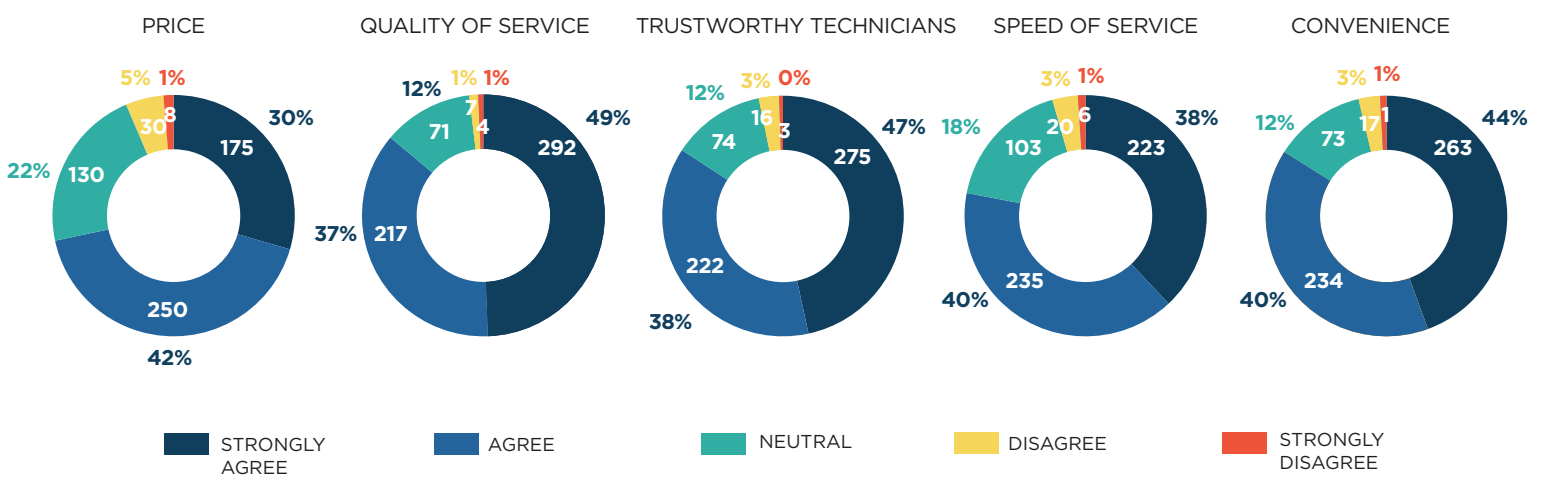
I WOULD RATE MY SHOP AS EXCELLENT ON:



CONVENIENCE AND SERVICE QUALITY ATTRACT CUSTOMERS

While only 30% of all repair shop customers strongly agreed that their shop provided excellent pricing, 49% felt strongly that the customer service was excellent. An ever-increasing number of locally provided products and services are being replaced with cheaper automated alternatives, but auto repair still requires human interaction. The quality of that interaction is the largest single factor in whether your shop will attract customers.

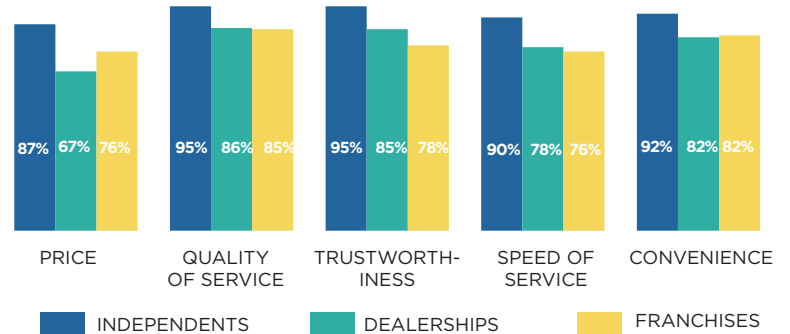
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TRUSTWORTHY TECHNICIANS AND SERVICE QUALITY CREATE CUSTOMER LOYALTY

Despite many customers' relentless focus on price, it's hard to earn loyalty with price alone. Customers who reported "always" or "frequently" using the same repair shop generally rated that shop highly across the board. Price, however, was the least likely of the five categories to get excellent marks. Once again, independents outscored franchises and dealerships in every category.

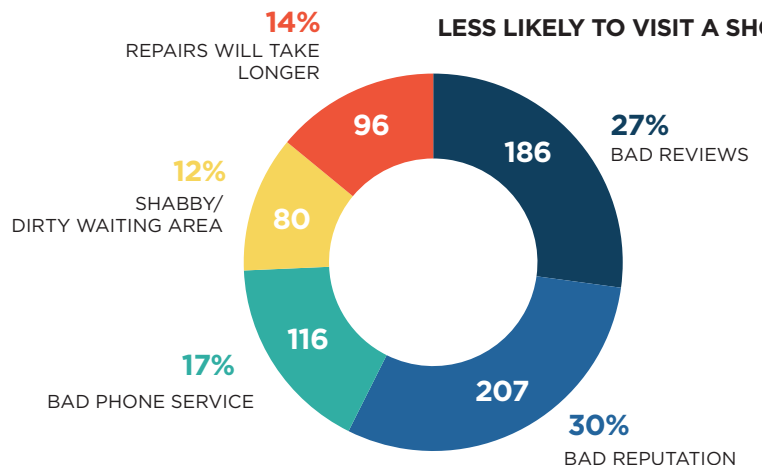
AMONG CUSTOMERS THAT FREQUENTLY USE THE SAME REPAIR SHOP, PERCENTAGE THAT RATE THEIR SHOP "EXCELLENT" ON:



CUSTOMERS REALLY HATE BAD REVIEWS

When customers were asked what factors would make them unlikely to select a shop, bad reviews and bad reputation were very commonly cited. In fact, a bad phone experience was significantly less likely to remove a shop from consideration than bad online reviews! Reviews are so influential that many people weigh them more highly than their own personal experience.

WHAT WOULD MAKE YOU SIGNIFICANTLY LESS LIKELY TO VISIT A SHOP?



AND THEY DON'T MIND LEAVING GOOD ONES WHEN ASKED

The best way to dilute the damage of a bad review is to earn dozens of more recent good reviews - and the best way to earn good reviews is to simply ask happy customers if they would provide one. Customers are over three times as likely to leave a review if they're asked to leave one. These positive reviews make customers more likely to visit the shop, and enhance the shop's position on search engines including the Google Local Pack (the map section above the search results in Google).

ASKED TO LEAVE A REVIEW



NOT ASKED TO LEAVE A REVIEW

