

What are the customers saying about

AUTO DEALERSHIPS IN YOUR CITY

Competitor Analysis Report

DEALERSHIPS ANALYSED:

- DEALERSHIP 1
- DEALERSHIP 2
- DEALERSHIP 3
- DEALERSHIP 4
- DEALERSHIP 5
- DEALERSHIP 6



BASED ON
GOOGLE REVIEWS

REPORT OBJECTIVE

The objective of this report is to analyze customer feedback for auto dealerships in <your city> using Google reviews. By examining customer sentiment, service quality, responsiveness, and engagement, the study identifies key areas influencing satisfaction and benchmarks performance against competitors.

The insights aim to help dealerships understand their strengths, address weaknesses, and implement strategies to enhance customer experience and loyalty. This data-driven approach provides a clear roadmap for improving competitive positioning and driving business growth.

OUR PROFILE

We are The Automotive Consultants or TAC, a sales intelligence consulting firm dedicated to helping auto-dealerships unlock their potential through data-driven insights. Our expertise lies in understanding market dynamics, analyzing customer feedback, and delivering actionable intelligence that empowers businesses to gain an unparalleled competitive edge.

By leveraging advanced analytical models and deep market research, we enable dealerships to identify opportunities, address challenges to improve customer satisfaction.

WHAT'S IN THE REPORT

Customer feedback is a cornerstone of understanding business performance and customer satisfaction. This report dives into the customer sentiments and behaviors surrounding auto dealerships in <your city>, focusing on key metrics like engagement, response quality, and service aspects.

By analyzing publicly available Google reviews, the study aims to provide actionable insights that help businesses improve their offerings, enhance customer relationships, and gain a competitive edge. The goal is to empower dealerships with data-driven strategies for growth and sustained success

Business Metric	Metric Definition
Overall Customer Sentiment	What is the mood of the customers for a business as reflected in reviews received - positive, negative or neutral
Are Customers Engaging deeply	Do customers write reviews actively ; if yes - are the reviews long and detailed with rich feedback OR the reviews are short and lack meaningful information
Review Relevance for new customers	Do new customers find the reviews available on your profile helpful? - Based on other customer comments and likes received
Business Response Rate	How often does the Business respond to the Google Reviews
Business Response Quality	Does the business reply according to the tone and feedback received in the review comment OR are the responses non-contextual.

Our Approach

Using publicly available Google reviews, we employed an advanced algorithmic model to delve deep into customer sentiment, engagement patterns, and recurring themes. This approach enables us to capture the nuances of customer feedback, categorizing it across key performance indicators (KPIs) such as service quality, response rate, and review helpfulness. By visualizing and interpreting this data, we identify trends, areas of excellence, and opportunities for improvement that businesses can leverage to optimize customer experience.

INDUSTRY SUMMARY

RANKING SUMMARY

This report evaluates the performance of six competitors—**Dealership 1, Dealership 2, Dealership 3, Dealership 4, Dealership 5, and Dealership 6** — based on key customer engagement and business response metrics derived from Google reviews.

Takeaways :

- 1.<Dealership 1> emerges as the top competitor, with the highest overall customer sentiment and strong review relevance, reflecting exceptional customer satisfaction and trust.
- 2.<Dealership 2> secures second place with a robust response rate and quality performance, along with favorable sentiment and engagement levels.
- 3.<Dealership 3> demonstrates strengths in customer engagement and review relevance but has scope to improve sentiment and response quality, ranking third overall.
- 4.<Dealership 4> offers balanced performance across most metrics, especially in engagement, though it lags slightly in response rate and quality.
- 5.<Dealership 5> ranks fifth due to challenges in sentiment, response rate, and review relevance, despite notable engagement.
- 6.<Dealership 6> rounds out the rankings, hindered by consistently low scores across all metrics, highlighting the need for significant improvements in responsiveness and customer satisfaction.

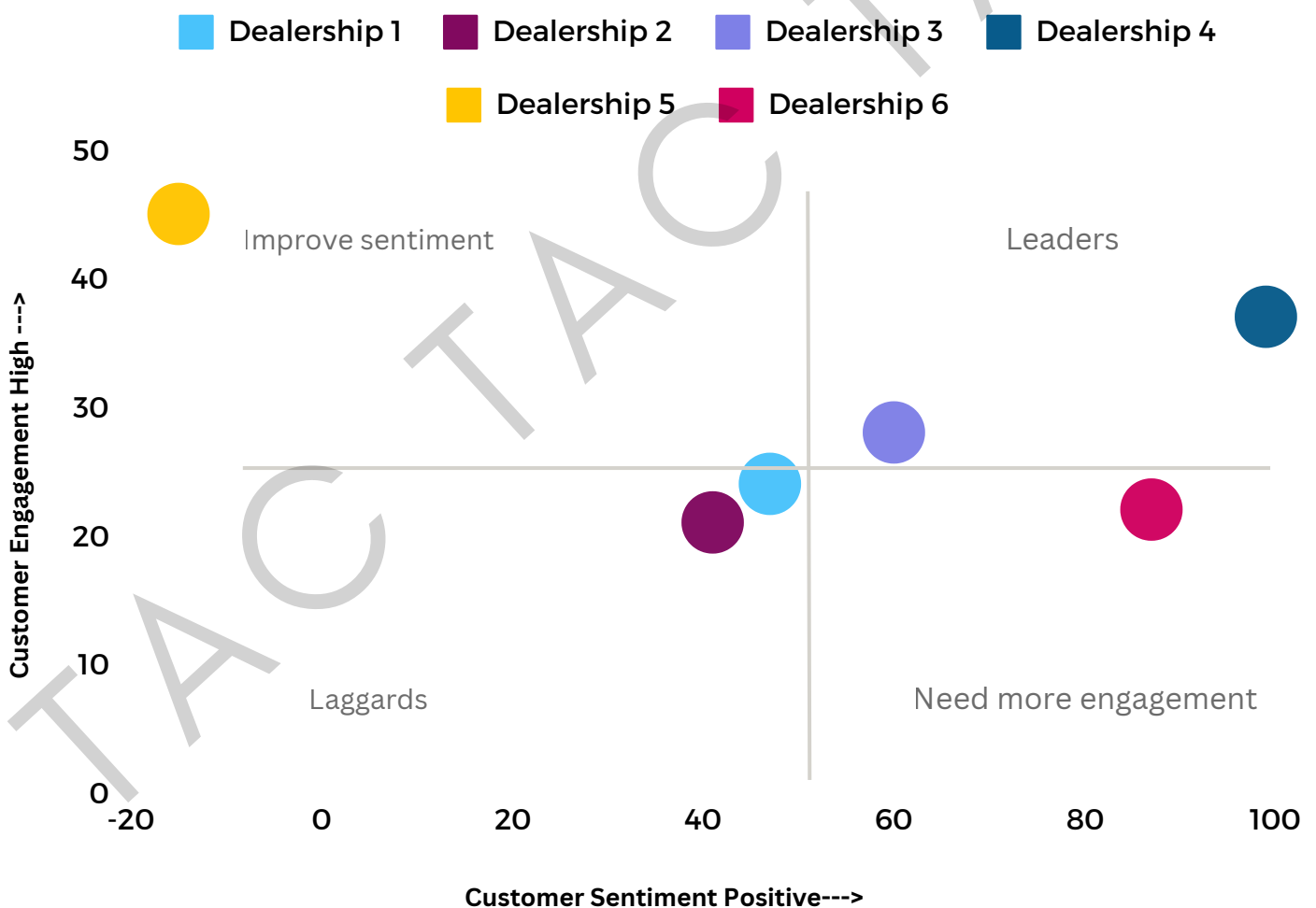
Business Metric	Dealer-1	Dealer-2	Dealer-3	Dealer-4	Dealer-5	Dealer-6
Overall Customer Sentiment	4	5	3	1	6	2
Are Customers Engaging deeply	4	6	3	2	1	5
Review Relevance for new customers	5	4	5	2	1	3
Business Response Rate	6	5	4	3	2	1
Business Response Quality	6	4	5	2	3	1

Rankings (1 being the best and 6 the lowest) highlight competitive strengths and opportunities for improvement across sentiment, engagement, review relevance, and responsiveness.

A. HOW ARE THE CUSTOMERS FEELING

CUSTOMER SENTIMENT AND DEPTH OF ENGAGEMENT

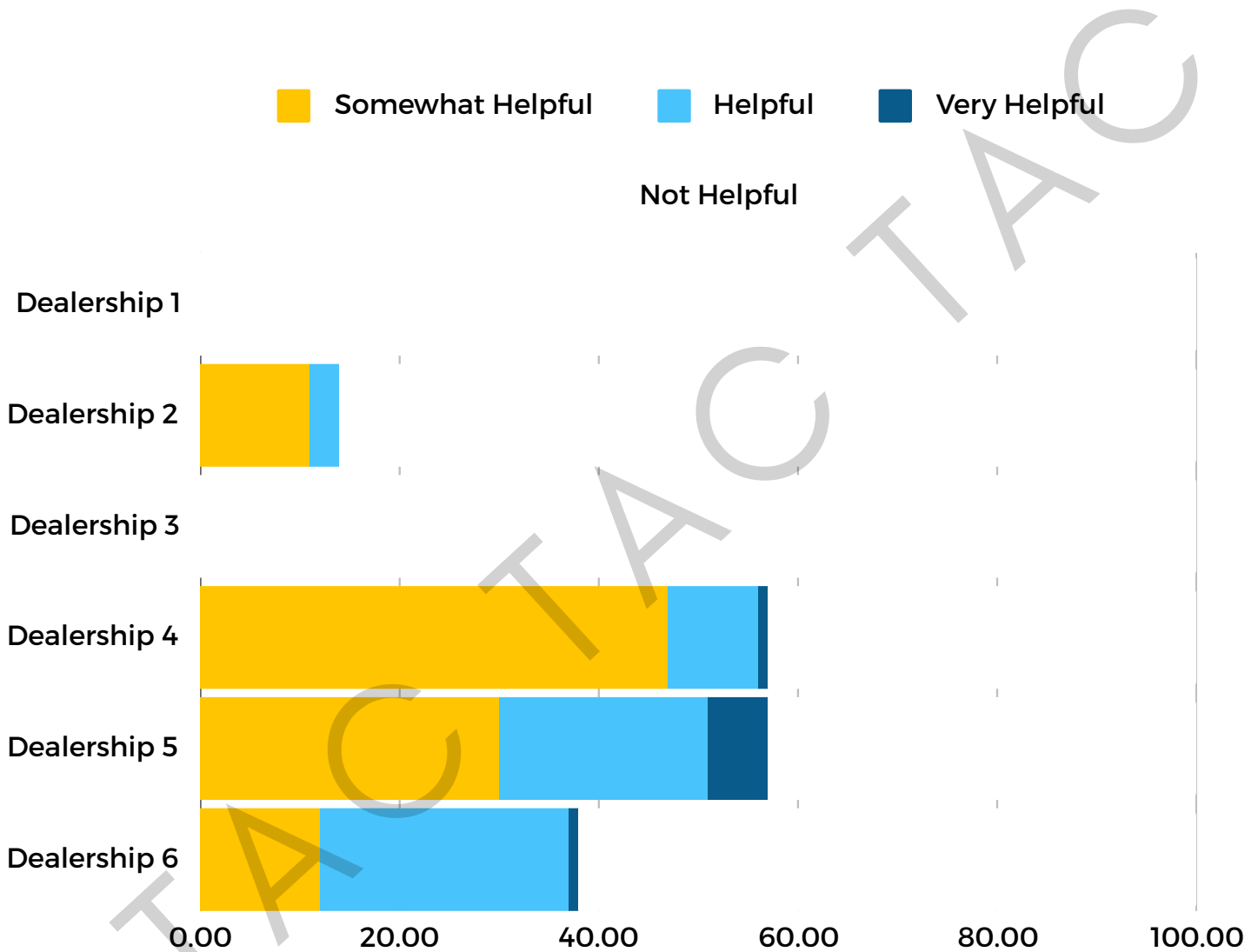
This analysis examines customer sentiment (X-axis) and the depth of customer engagement (Y-axis) to understand how customers perceive the business and how actively they interact with it. Sentiment reflects the emotional tone of reviews, ranging from positive to negative, while engagement measures the frequency and depth of interactions such as review length, ratings, and additional feedback.



Represented on the chart, the goal is to move towards Quadrant 4, where high positive sentiment aligns with strong engagement. This quadrant signifies satisfied, actively involved customers—an ideal state for business growth and reputation. Identifying patterns here helps target strategies for improving both sentiment and engagement.

B. DO NEW CUSTOMERS FIND YOUR REVIEWS HELPFUL?

The number of likes on customer reviews is a key indicator of their helpfulness and relevance of reviews. Reviews with high likes are often seen as trustworthy and informative, influencing potential customers' decision-making.

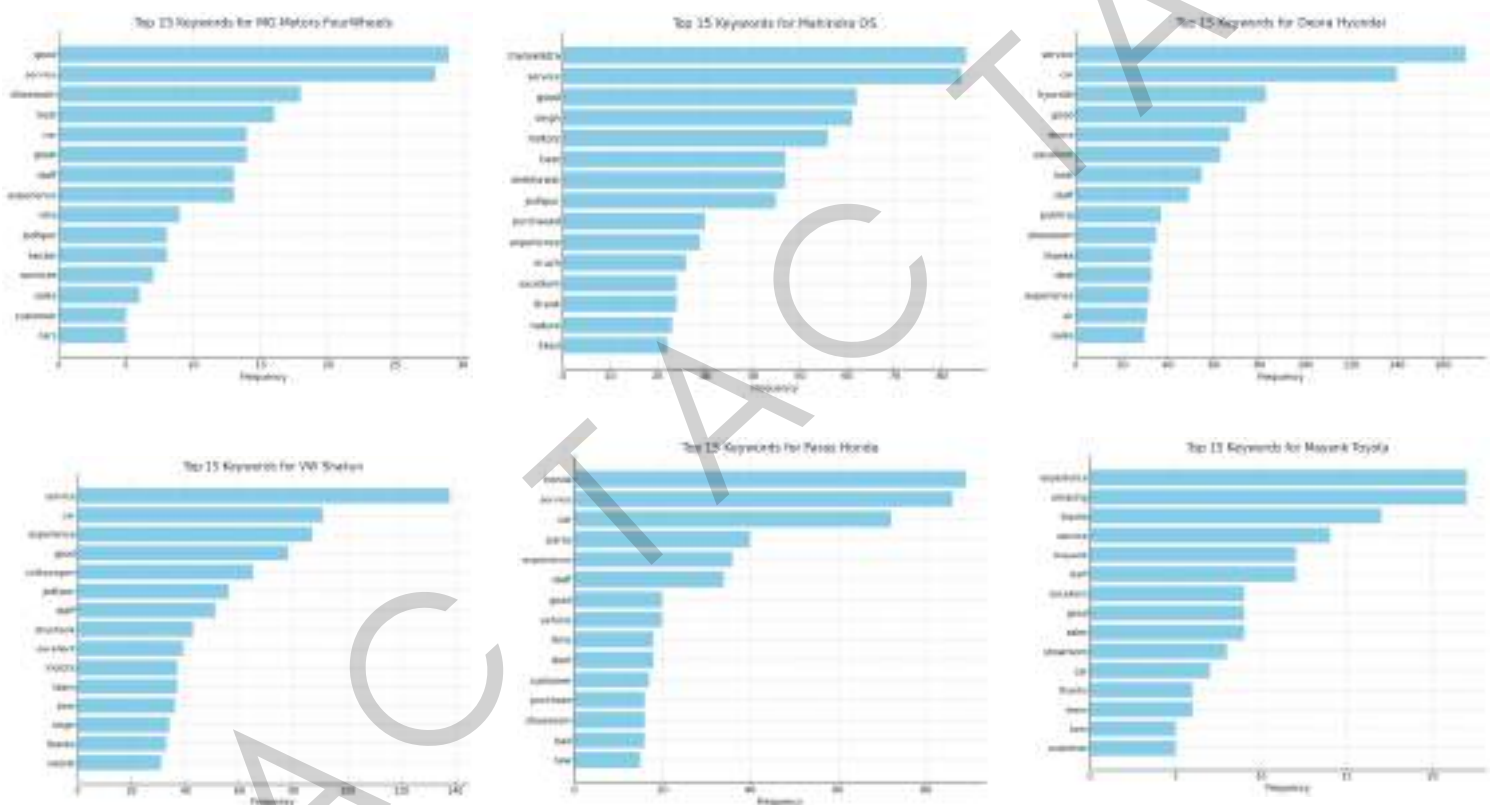


This KPI helps businesses assess the quality and impact of customer feedback. Encouraging meaningful and authentic reviews can enhance the company's credibility and draw in more customers by establishing a strong reputation.

C. WHAT 'WORDS' ARE THE CUSTOMERS USING

TOP USED KEYWORDS IN REVIEWS

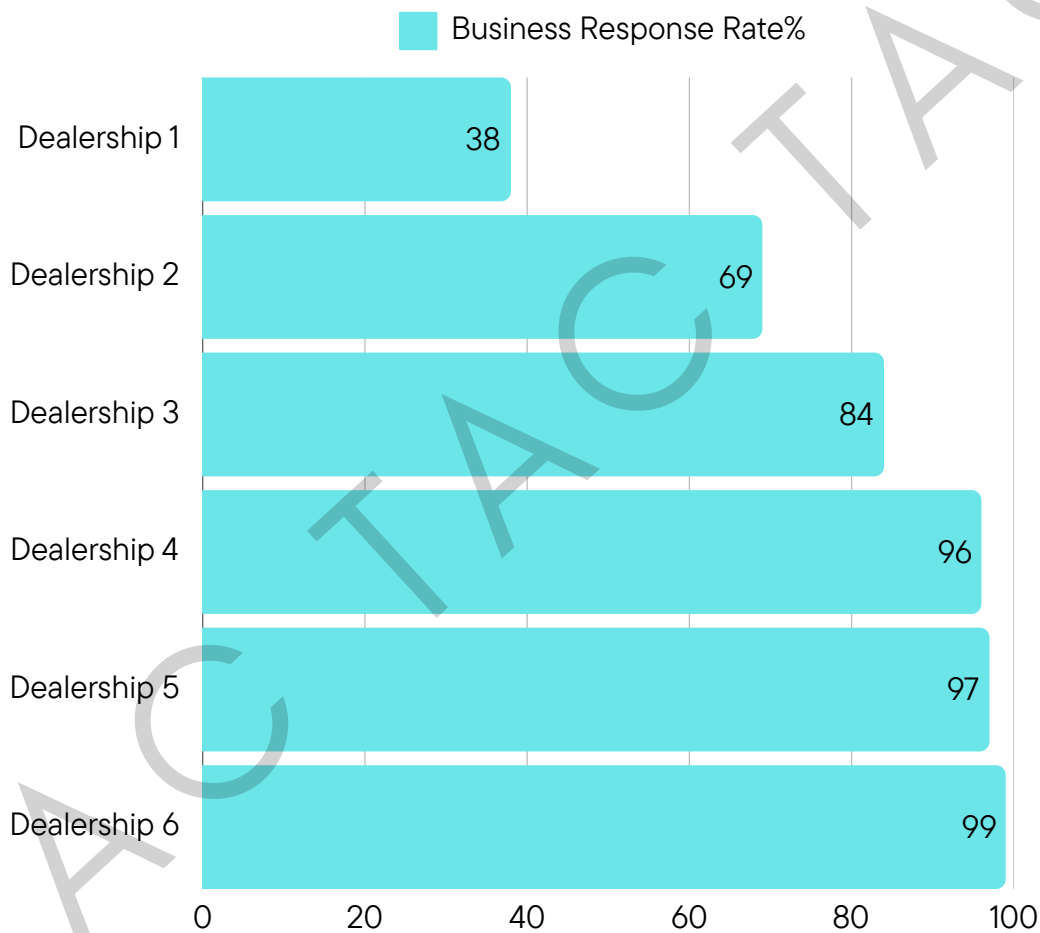
Keyword analysis reveals the top 15 words frequently mentioned in reviews for each competitor. Displayed in a histogram, this data uncovers recurring themes, priorities, and pain points expressed by customers.



Common keywords can highlight areas where the business excels or struggles, offering actionable insights. Tracking this information helps businesses understand customer language, tailor marketing and communication strategies, and align offerings with customer needs.

E. IS THE BUSINESS PROMPT IN RESPONDING TO REVIEWS?

The business response rate measures the percentage of reviews that receive replies. A high response rate reflects a business's commitment to customer engagement and its willingness to address feedback. Displayed as a column chart, this KPI highlights responsiveness trends.

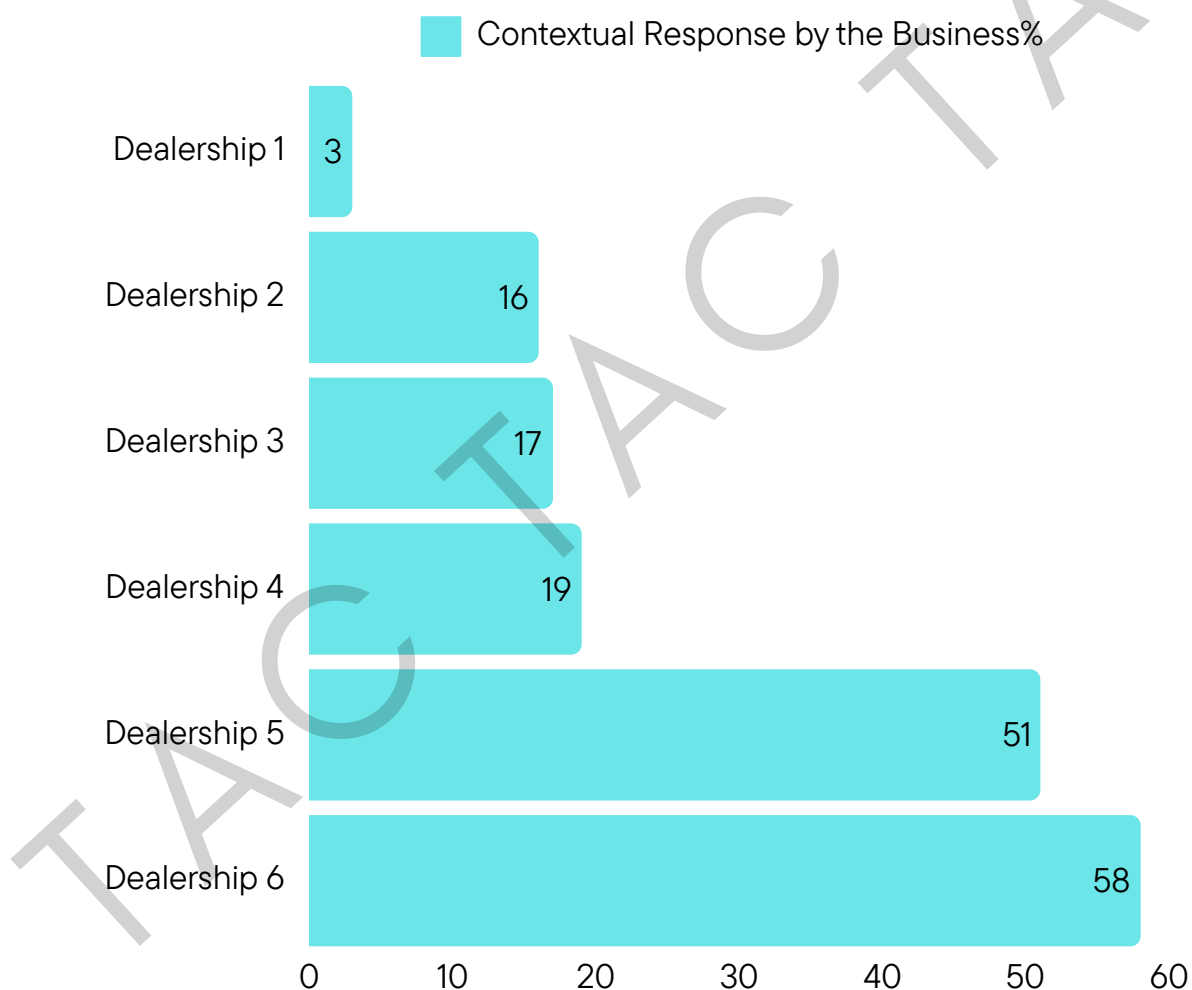


Regularly responding to reviews builds trust, demonstrates attentiveness, and fosters a positive relationship with customers, ultimately improving brand perception and loyalty.


F. WHAT IS THE QUALITY OF RESPONSE FROM BUSINESS?

This analysis evaluates the quality of responses, distinguishing between contextual (relevant and personalized) and non-contextual (generic or vague) replies*. Businesses offering contextual responses show a genuine effort to address individual concerns, fostering stronger customer trust and satisfaction.

* Quality of response is measured only for cases where business response is available for a review comment



This KPI provides insights into how effectively the business handles feedback. High-quality responses not only resolve issues but also create a positive impression, turning reviewers into advocates for the brand.



DISCLOSURE STATEMENT

This report is based solely on publicly available information and has been compiled through the application of internal algorithms and methodologies for assessing and measuring key performance indicators (KPIs). The analyses, conclusions, and any recommendations provided in this report are the result of independent internal research and review.

We declare that this report is not sponsored or influenced by any party, whether named in the report or otherwise. No external funding, support, or material influence has been received or utilized in the preparation of this document.

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This disclosure is intended to inform users of the scope and limitations of our work and to assert the non-sponsored and unbiased nature of our analysis.

THANK YOU

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