



AUTOMOTIVE GROUP



Podium



It's Worth It.

Podium is not only a great platform for tracking and managing our reviews, but also to be used as a secure communication channel with our customers.

Where you should spend most time. Home to all conversations, invites, and reviews.

Inbox



Dashboard and Reviews

Dashboard gives you whole store information and Reviews shows all reviews from all sites.

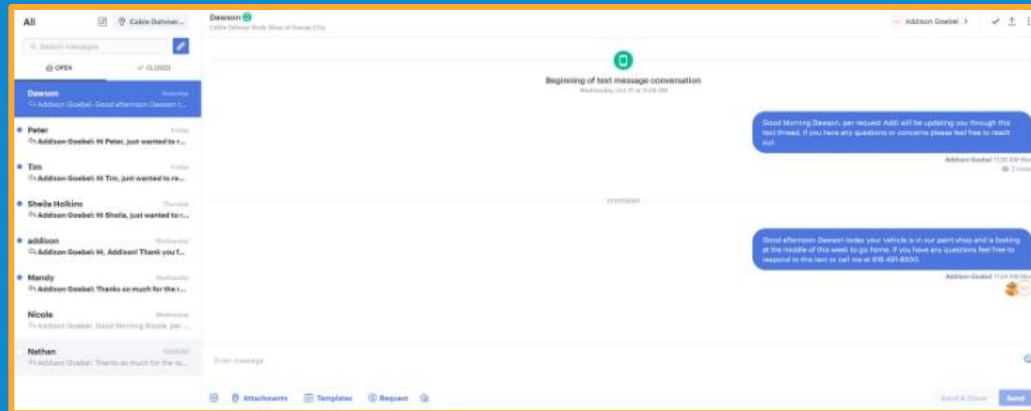
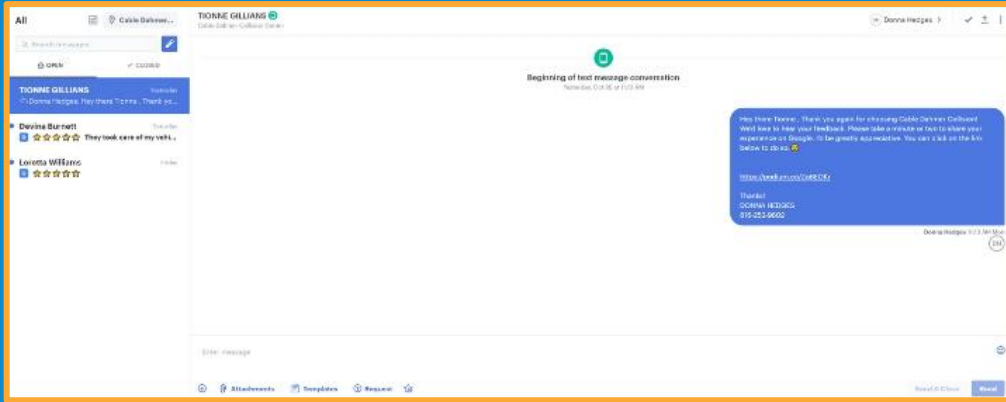


Leaderboard

Best place to see where you stack up against the other sales staff by store and by group.



Inbox



1. Send Review Invites

The inbox is mostly used to manage, see, and respond to invites that were sent through Podium.

2. Opt - In Availability

We will always want to send an opt-in message to the customer before we contact them by call or message. Even if we have verbal consent.

3. Constant and Secure Communication


The inbox is also used as a safe and secure place to hold conversations with customers throughout their time with us.


FACTS & TIPS

- Inbox will show when a customer has opened the review link, not sent a review, and when the review was posted.
- Make sure to ask permission if using Podium to communicate constantly.





Send a Message


To send a message you just choose the pencil in the corner, type the customer's phone number or email address, their first name, and choose the template you would like to send them. These messages can be edited and other templates can be made.

All  Cable Dahmer...

Search messages 

OPEN CLOSED


 **New Message**   


New Message from: Ultra Clean Car Wash 



SEND TO:
207 992 3564

NAME:
Brittany

SUGGESTED TEMPLATES:
[★ Review Invitation](#) [Review Invitation Reminder](#) [Say Thanks](#) [See all Templates...](#)

Hi, **Brittany** ! Thank you for choosing **Ultra Clean Car Wash** . Can you take 30 seconds and leave us a quick review? The link below makes it easy: [Review Invitation](#) 

  Attachments  Templates  Request  | 161

Send & Close **Send**

Opt-In Message

Templates

🔍 Search

MY FAVORITES

★ **Review Invitation - Organization Default**

Hi, :contact! Thank you for choosing :location:. Could you take 30 seconds to leave us a review using the following link? :review_invitation:

★ **Service Opt in**

Hi :contact, this is :user, with :location:. I would like to text you on this number to keep you updated on your vehicle's progress. Can you respond with a YES or a NO before I proceed? You can reply STOP at anytime to stop receiving messages.

★ **Sales opt in**

Hi :customer_first_name, this is :user_first_name, with :location_name. I would like to text you on this number to keep you updated on your sales experience. Can you respond with a YES or a NO before I proceed? You can reply STOP at any time to stop receiving messages.

Hi **Elizabeth**, this is **Brittany**, with **Cable Dahmer Body Shop of Kansas City**. I would like to text you on this number to keep you updated on your sales experience. Can you respond with a YES or a NO before I proceed? You can reply STOP at any time to stop receiving messages.

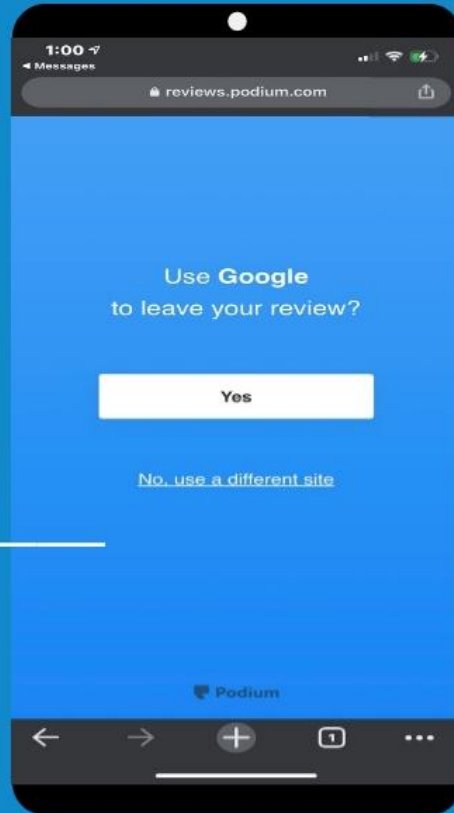
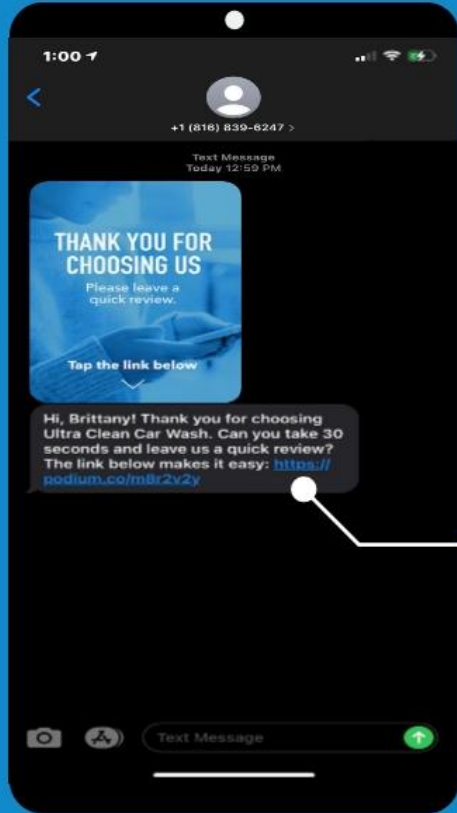


When a review is left via the link sent, your conversation history will display the review.

You will be able to see when they click on the link.

You will be able to see others that view your conversation.





Customer View

When a text is received and the customer clicks on the link, they will be sent to a webpage where they will choose what platform they want to leave a review on.

As soon as the link is clicked - You will get a notification
As soon as the review is left - You will get a notification

The review will show up in the inbox thread and on the reviews tab.

DASHBOARD

The dashboard is an overview of the ratings of all locations or ratings just by store.

Features	All Locations	Store Level
INBOUND LEADS	√	√
TOTAL CONVERSATIONS (MTD)	√	√
AVG. REVIEW RATING	√	√
TOTAL REVIEWS (MTD)	√	√
REVIEW INVITES (MTD)	√	√
SITE RATINGS	×	√

Reviews

The screenshot displays a Podium review management interface. It features a main content area with two reviews and a right-hand sidebar with filters. The first review is from Facebook user Gina Uziel, dated Oct 27, 2020, with a response from Cable Dahmer Chevrolet. The second review is from Facebook user Grace Justus, dated Oct 26, 2020, with a response from Cable Dahmer Chevrolet. The sidebar includes a search bar, location filter (Cable Dahmer Chevrolet), date range filter (All Time), ratings filter (1 star to 5 stars), review site filter (All Sites, Cars.com, DealerRater, Edmunds, Facebook, Google, Yellow Pages), and employee tag filter (All Reviews).

Facebook Gina Uziel 🍌 recommends ↑ Share

My sales guy was Alex Ryan he was awesome about getting me just what I was looking for. Definitely will recommend Alex to friends and family.

Alexander Ryan ✕ Alex Beck ✕

Respond as Cable Dahmer Chevrolet Reply

📍 Cable Dahmer Chevrolet 1834 S Noland Rd, Independence, MO 64055, USA Oct 27, 2020

Facebook Grace Justus 🍌 recommends ↑ Share

Mike Mountjoy went above and beyond !!!

Mike Mountjoy ✕

Respond as Cable Dahmer Chevrolet Reply

📍 Cable Dahmer Chevrolet 1834 S Noland Rd, Independence, MO 64055, USA Oct 26, 2020

Google A Google User ★★★★★ ↑ Share

Angel Was very helpful. will recommend cable dahmer to everyone.

Search keywords

Location
Cable Dahmer Chevrolet

Date Range
All Time

Ratings ⓘ
Min. Rating: 1 star Max. Rating: 5 stars

Review Site
 All Sites
 Cars.com
 DealerRater
 Edmunds
 Facebook
 Google
 Yellow Pages

Employee Tag
 All Reviews

1. View Reviews

Under the reviews tab, you are able to see all reviews left by any customer and on any platform that is linked to Podium.

2. Respond to Reviews

The inbox is also used as a safe and secure place to hold conversations with customers throughout their time with us.

FACTS & TIPS

- You can assign to Managers and Salespeople for review.
- You can respond as the store (will not have your name attached).
- You must have a minimum of 50 reviews at the end of the year to qualify for Mark of Excellence.

Leaderboard

👤 **Employees** 📍 Locations

🔍 Search Showing 68 employees

Rank	Name	Total Conversations ↕	Review Invites ↕	Total Reviews ↕
Totals:		54	53	39
1	 Caleb Emejuobi	16	16	10
2	 Destiny Farmer	11	11	8
3	 Joshua York	9	9	5
4	 Kristen Ayotte	6	6	3
5	 Christina Dennis	3	2	2
5	 Jordan Purvis	3	3	1
5	 William Washington	3	4	5
8	 Bobby Barlow Sales Consultant	1	1	0
8	 Jason Dodd	1	0	0
10	 Amanda Lodezma	0	0	0
10	 Amid Jones	0	0	0
10	 Brittany Ouellette	0	0	0

Leaderboard

On the leaderboard, you can see how many conversations you have created, how many invites sent, and how many reviews you have received back.

FACTS & TIPS

- This helps hold you accountable while staying competitive.
- Is a great location to find your stats for the check out log (can sort by many options)

Competitive Insight

We must have at least a **4.5 rating on Google** to consistently be seen on all searches relating to our area and industry.

