



Traver Connect Announces the Release of its Fixed Ops Reputation Management Solution

Richardson, TX – May 24, 2018

Traver Connect, a leader of high-quality centralized service BDC call centers, and service BDC solutions for the automotive industry, announced the release of two reputation management products, Reputation Optimizer™ and Reputation Surveyor™. Both reputation products are geared towards fixed ops review generation, their key difference is their focus and origination of the reputation opportunity. These reputation products aim to bolster review efforts for automotive service departments, which are typically outnumbered by sales department reviews.

The solutions both focus on increasing the number of reviews Dealers receive for their service department as well as increase the overall scores they are currently receiving. Regarding the reputation products, Rob Canales, VP of Product Development, said:

“Dealers are now forced to consider service department reviews along with the traditional sales department reviews. The service department reviews typically generate revenue immediately, if they have enough reviews and their scores are 4.0 or better. Dealers want a comprehensive strategy that addresses their service department reputation and getting the reviews is the most difficult part. Our platform makes an immediate and measurable contribution with positive service reviews immediately.”

Speaking to the opportunity for reputation management, John Traver, CEO of Traver Connect, said:

“The two most obvious ways to grow a service department is to either bring more customers into the drive or to increase the average spend while their vehicle is in the shop. Reputation addresses the first opportunity by answering the search engine question of “Who should I service my vehicle with?” We’ve implemented this reputation tool within our call process and we are generating new reviews and new RO business for our Dealers. Reputation is a straightforward game: customers do their homework on the web with the number of reviews and the average score driving the bulk of their decision. This solution addresses both, while channeling out negative reviews.”

The new reputation management offerings are available from Traver Connect. To learn more, call the Traver Connect sales team at 855-891-0010 or email sales@traverconnect.com.

About Traver Connect: Traver Connect offers a complete suite of Service BDC solutions enabling dealers to maximize service lane opportunities. Their professionally trained teams, industry-leading software, and well-executed best practices are assisting clients to grow consistently and profitably. To learn more about Traver Connect, visit their website: www.traverconnect.com.

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Media Contact:
Rob Canales
Traver Connect
Tel: (972) 865-4247
Email: rcanales@traverconnect.com
Website: www.traverconnect.com

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