

# How to Handle Consumer Complaints

Presented by Terry O'Loughlin  
January 2015

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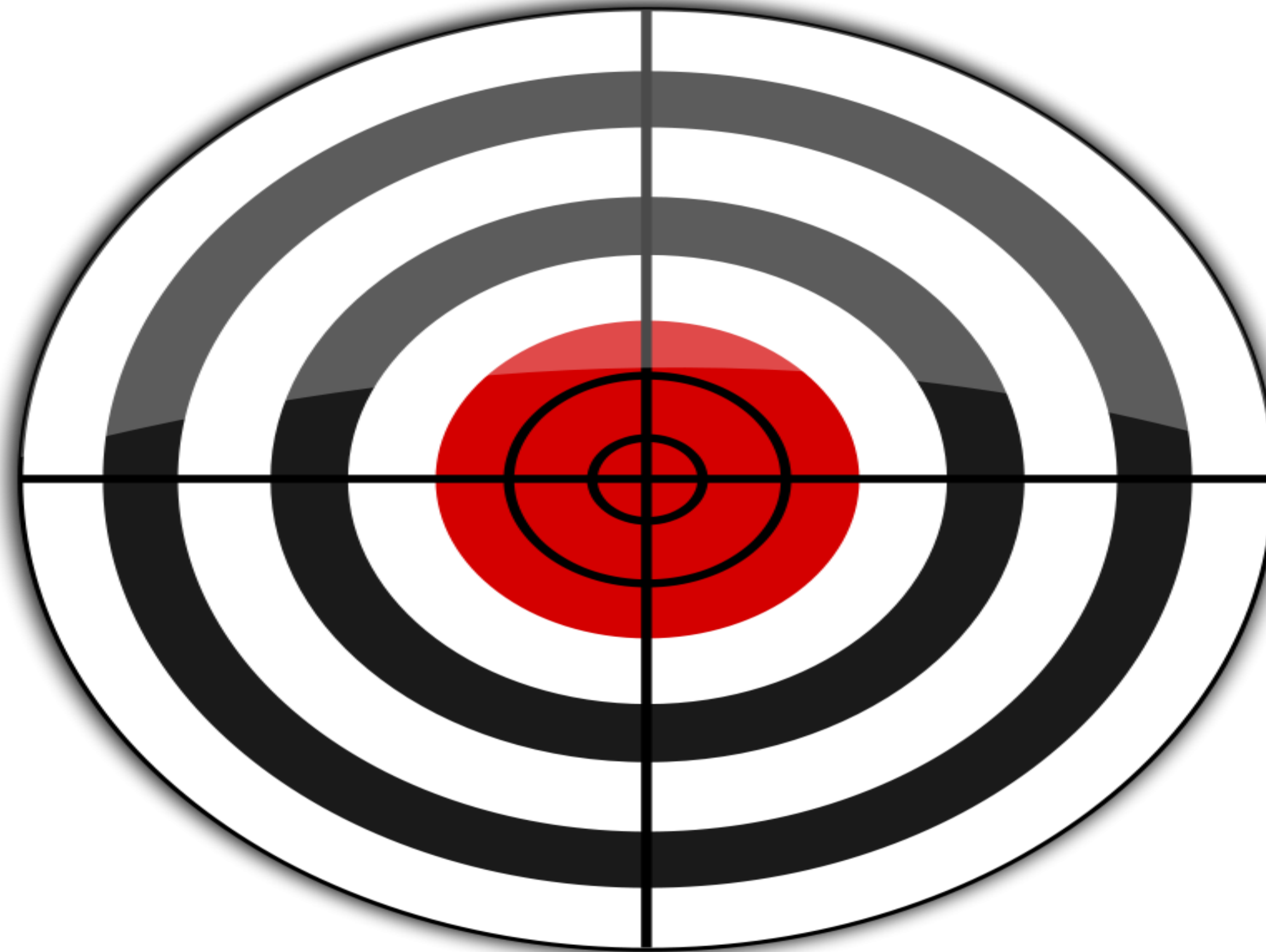
# Introduction

- How can I be helpful?
- My Experiences.
- Two Rules:
  - Don't Get Noticed.
  - If You Get Noticed Have a Response Strategy.

# Agenda

- You are a big target.
- What is a complaint?
- History of a complaint.
- Where do regulators and attorneys get their cases?
- What else happens when consumers complain?
- Why care about complaints?
- Federal and State Agencies.
- What to Do – How to address complaints.
- Potential costs of complaints.
- Specific BHPH issues.
- Other recommendations.

# Dealers are a Big Target



# Top 10 Consumer Complaints

August 2013

- 1. Automotive
- 2. Home Improvement/Construction
- 3. Credit/Debt
- 4. Utilities
- 6. Services
- 7. Home Solicitations
- 8. Landlord/Tenant
- 9. Internet Sales
- 10. Household Goods

# What is a Complaint?

- **Association of Credit and Collection Professionals**
- **Consumer complaint is defined as a submission that expresses dissatisfaction with, or communicates suspicion of wrongful conduct by, an identifiable entity related to a consumer's personal experience with a financial product or service.**



# What is a Complaint?

- For a government agency:
  - Generally, a signed affidavit.
- For an attorney:
  - Client visit.

# History of a Complaint

- Consumer visits the store to buy or lease a car.
- During the sales or F&I process something goes wrong.
- Consumer complains to the dealer.
- If nothing happens:
  - Consumer complains to government.
  - Consumer complaint to a private attorney.

# Where do Regulators Get Their Cases?

- What is the regulator charged with enforcing?
- Consumer Complaints
- Personal Agenda.
- The Press – Public Media.

# Where do Attorneys Get Their Cases?

- Complaints.
- Advertising for complaints.
- Public records requests.
  
- Over 1,000 consumer attorneys practice only car law in the U.S.



# Consumer Complaints

- It is a Ransom Notice.

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# Why Care about Complaints?

- It's all about the money.
- How to avoid paying it.
- How to avoid being selected.
- If selected, how to minimize the pain.
  - Cost.
  - Bad Publicity.

# Complaint Websites

- CFPB
- [www.Consumerfinance.gov/complaint](http://www.Consumerfinance.gov/complaint)
- FTC
- [www.consumer.ftc.gov/articles/0341-file-complaint-ftc](http://www.consumer.ftc.gov/articles/0341-file-complaint-ftc)
- New York Attorney General
- [www.ag.ny.gov/complaint-forms](http://www.ag.ny.gov/complaint-forms)
- Florida Division of Consumer Services
- [www.freshfromflorida.com/Divisions-Offices/Consumer-Services](http://www.freshfromflorida.com/Divisions-Offices/Consumer-Services)
- Others

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**A Schneiderman and State's Police Dismantle Two Heroin Distribution Networks In Western New York**  
 Heroin Antidote Naloxone  
 Over 30 People Indicted As Part Of "Operation Crazy Train;" Drug Rings Accused Of Flooding Western New York With Heroin And Cocaine  
*Chance Before It's Too Late*

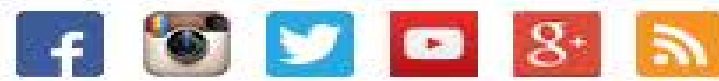
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**COP**  
 Learn more about the Community Overdose Prevention (COP) Program, which will equip all New



http://www.ag.ny.gov/ Eric T. Schneiderman | New...

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[A.G. Schneiderman And NYSP Superintendent D'Amico Dismantle Two Heroin Distribution Networks...](#)

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[A.G. Schneiderman Announces Agreement With Empire BCBS To Help Women Who Undergo Breast...](#)

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[A.G. Schneiderman Shuts Down Debt Collection Business, Secures \\$10,000 Fine](#)

Apr 30, 2014 | Press Release  
[A.G. Schneiderman Commends Chief Judge Lippman For Proposed Reforms To Consumer Debt Litigation...](#)

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 Law enforcement actions are taken by the Attorney General to protect the public good and to ensure a fair market place.

**Spotlight**  
 A.G. Schneiderman Publishes Op-Ed On His Investigation Into Insider Trading 2.0: "The Need For Speed Is Costing Billions"

**COP**  
 Learn more about the Community Overdose Prevention (COP) Program, which will equip all New York law-enforcement officers with naloxone, an effective heroin antidote.

**I-STOP**  
 Learn more about "I-STOP," a new online system to track prescription drugs. If you suspect a medical professional is illegally overprescribing, please report it here.

**Homeowner Protection Program (HOPP)**  
 Find out more about HOPP, the AG's commitment to fund housing counseling and legal services for struggling New York homeowners.

**Secure Our Smartphones (S.O.S.)**  
 Find out more about this coalition working to urge the smartphone industry to eliminate the secondhand market for stolen devices and deter violent thefts.

**Animal Protection**  
 Read more about the Attorney General's effort to target allegations of animal cruelty and unscrupulous sales of pets and other animals.

5:02 PM 5/3/2014

# New York Complaint Forms

- We welcome your complaints. For consumer type complaints, we offer a mediation service if we believe our intervention might assist in resolving disputes. Patterns of complaints involving the same company or a new issue often help us in allocating our law enforcement resources. We also try to assist members of the public in locating the government agencies that can best address their problems. For this purpose, [we refer complaints that do not belong with us to the right agency](#).
- We need complaints in writing. We prefer that you use our complaint form but you are free to put your complaint in a letter. Please remember the following:
  - For consumer type complaints, we encourage you to try to resolve the dispute with the company or individual before filing a complaint with us.
  - Please state your complaint clearly and concisely. You should enclose copies of all relevant documents.
  - Do not send us any original documents.
  - Please understand that in order to resolve your complaint we *may* send a copy of your letter to the person or firm you are complaining about.
  - If you have questions concerning your individual legal rights or responsibilities you should contact a private attorney.
  - Filing a false complaint is punishable as a Class A Misdemeanor.
  - **Complaint forms are available in Printable PDF. Complaints regarding price gouging (i.e., increased costs of essential items and services) or Internet-related matters (e.g., online transactions, Internet service provider issues, online privacy concerns, website or email complaints, etc.) may also be filed online.**
  - **Online Forms**
  - *Submit your information online and upload supporting documents. Please see list of Printable PDF forms for complaints on matters not identified below.*
- Top of Form
- [Internet Bureau Online Complaint Form](#)
- [Internet Bureau Online Tip Submission Form](#)

http://www.consumerfinance.gov/complaint/

Submit a complaint > Cons...

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An official website of the United States Government

Spanish

cfpb Consumer Financial Protection Bureau

Contact us (855) 411-2372

Search

HOME INSIDE THE CFPB GET ASSISTANCE PARTICIPATE LAW & REGULATION **SUBMIT A COMPLAINT**

# Submit a complaint

Have an issue with a financial product or service? We'll forward your complaint to the company and work to get a response from them.

**CHECK YOUR COMPLAINT STATUS**

Check status First login?

Para presentar una queja en español, llamar al (855) 411-2372

**Choose a product or service to get started**

If you don't want to submit a complaint, you can [tell your story](#).

**MOST COMMON**

- [Mortgage](#)
- [Debt collection](#)
- [Credit reporting](#)

**OTHER PRODUCTS AND SERVICES**

- [Bank account or service](#)
- [Credit card](#)
- [Money transfer](#)
- [Payday loan](#)
- [Student loan](#)
- [Vehicle or other consumer loan](#)

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FTC <http://www.ftc.gov/faq/consumer-protection/submit-consumer-complaint-ftc>

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**FEDERAL TRADE COMMISSION**  
PROTECTING AMERICA'S CONSUMERS  
100 YEARS

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ABOUT THE FTC | NEWS & EVENTS | ENFORCEMENT | POLICY | TIPS & ADVICE | I WOULD LIKE TO...

Home » I Would Like To... » Submit a Consumer Complaint to the FTC

**Browse FAQ Topics**

- Consumer Protection
- Competition
- FTC Info

**Top Answers**

- Submit a Consumer Complaint to the FTC
- File a Comment
- Get a Free Copy of My Credit Report
- List a Number on the National Do Not Call Registry
- Report An Antitrust Violation

## Submit a Consumer Complaint to the FTC

**QUESTION**

How can I submit a consumer complaint to the FTC?

**ANSWER**

To report fraud, identity theft, or an unfair business practice, visit [ftc.gov/complaint](http://ftc.gov/complaint), click on the FTC Complaint Assistant icon, and answer the questions.

The more information you can provide about the situation, the more useful your complaint will be. If possible, be prepared to provide:

- Your contact information: name, address, phone number, email
- The type of product or service involved
- Information about the company or seller: business name, address, phone number, website, email address, representative's name
- Details about the transaction: the amount you paid, how you paid, the date

The FTC cannot resolve individual consumer complaints, but we have [tips](#) to help you get your money back.

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5/3/2014



Browser address bar: <http://www.freshfromflorida.com/Divisions-Offices/Consumer-Services>

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Our newsletters contain information and tips on timely consumer-related issues and ways to avoid becoming a victim of fraud.

## Division of Consumer Services

The Division of Consumer Services is the state's clearinghouse for consumer complaints, information and protection. The division regulates various businesses such as; Motor Vehicle Repair Shops, Charitable Organizations, Florida Do Not Call Program, Dance Studios, Pawnbrokers, Health Studios, Sellers of Travel, Intrastate Movers, Professional Surveyors and Mappers, Sweepstakes/Game Promotions and Telemarketing. In addition, the division protects consumers from unfair and unsafe business practices across a wide range of products, including gasoline, brake fluid, antifreeze, liquefied petroleum gas, amusement rides and weighing and measuring devices.

Consumer education is the main focus of the division. Along with the information provided through our Communications and Outreach center, which can be reached at 1-800-HELP-FLA (435-7352) or 1-800-FL-AYUDA (352-9832) en Español, thousands of educational brochures are distributed each year to individuals, civic groups, community organizations and schools. The division offers speakers, at no cost, to participate in community meetings, conferences and meetings around the

### Bureaus and Sections

- [Bureau of Compliance](#)
- [Bureau of Fair Rides Inspection](#)
- [Bureau of Liquefied Petroleum \(LP\) Gas Inspection](#)
- [Bureau of Mediation and Enforcement](#)
- [Bureau of Standards](#)
- [Communications and Outreach Section](#)
- [Board of Professional Surveyors and Mappers](#)

### Laws and Regulations

**Florida Statutes**  
Chapter(s): [472](#), [496](#), [501](#), [507](#), [525](#), [526](#), [527](#), [531](#), [559](#)

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**From Instant Message to Instant Nightmare**

**Florida is a Zero-Tolerance State for Human Trafficking**

Attorney General Pam Bondi is dedicated to making Florida a zero-tolerance state for human trafficking. In addition to working with the Florida Legislature to pass tough new laws against human trafficking, Attorney General Bondi has brought Florida's business community together in the fight against human trafficking.

Read more...

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- Lemon Law 1-800-321-5388

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Consumer Resources

Consumers Say Thank You

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Repair your reputation the right way  
**Corporate Advocacy**

Company Name or Report #

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Best Buy Christian Reich GM Forcing me to lie to customers about their extended insurance then firing me for calling them out. South Surrey, British Columbia

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**1,799,461** REPORTS FILED  
UPDATED: 05/03/2014 14:14:28 PM MST

**Corporate Advocacy Program**

**Ripoff Report Corporate Advocacy Business Remediation & Customer**

**Newest Ripoff Reports**

- 05/03/14 | Lewisville, Texas  
Nationstar Mortgage company - Nationstar Mortgage company They allowed my taxes to go unpaid and my results of that is my ten year old grandson and I are now homeless!!! Lewisville Texas
- 05/03/14 | , Internet  
ipage.com - ipage.com scam Internet
- 05/03/14 | , Internet  
nationa credit services.,llc - nationa credit services.,llc Richards andrews scammers Internet
- 05/03/14 | Cedar Park, Texas  
Powersport superstore - Powersport superstore Offers products they do not have Cedar Park Texas
- 05/03/14 | , Internet  
AVAST Software Internet Security - AVAST Software Internet Security Sales company is "digital river" in the philipines, the "tech support" sells services and is a scam Redwood City California
- 05/03/14 | Sandy, Utah  
Impact KI - Impact KI AKA E-Commerce Pay Coach for Information Available for FREE (RIP OFF) Sandy Utah
- 05/03/14 | New York, New York  
Westmont Capital Funding LLC - Westmont Capital Funding LLC Pay the security deposit in order to qualify for a loan New York New York



http://www.carconsumers.org/buy-here-pay-here.htm

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**Consumers for Auto Reliability and Safety**

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**CARS plays leading role in improving protections for used car buyers**

**Two new laws improve protection for California car buyers**

Despite opposition from "Buy Here Pay Here" auto dealers and Wall Street investors, Governor Jerry Brown signed AB 1447, authored by Assemblymember Mike Feuer, into law. The new law took effect January 1, 2013. It mandates that "Buy Here Pay Here" dealers in California must provide at least a 1,000 mile / 30 day warranty on

**C.A.R.S. Mission**

CARS is a national, award-winning, non-profit auto safety and consumer advocacy organization working to save lives, prevent injuries, and to protect consumers from auto-related fraud and abuse.

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Thanks!

**What's NEW?**

**GM recalled car repair parts – delays put customers at risk**

GM and its dealers have started to perform the safety recall repairs on over 2.6 million vehicles with ignition switches that can turn off in traffic without warning, leaving drivers unable to steer, and causing the air bags to fail to deploy in a crash. However, some owners of recalled cars are likely to experience lengthy delays while they wait for repair parts to arrive at dealerships, and have appointments scheduled for the repairs.

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The screenshot shows a Microsoft Internet Explorer browser window. The address bar displays the URL <http://www.carconsumers.org/buy-here-pay-here.htm>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. Below the menu bar, there are icons for 'Convert' and 'Select'. The main content area of the browser displays an article with the following text:

**CARS contributes to major series exposing shady practices at "Buy Here Pay Here" auto dealerships**

Over a period of more than a year, CARS provided expertise, consumer contacts, and other information that contributed to Los Angeles Times reporter Ken Bensinger's highly acclaimed multi-part series about predatory practices at "Buy Here Pay Here" auto dealerships. The dealers prey on vulnerable low-income consumers who have credit problems, or are students and have no credit histories at all, and overcharge them for shoddy vehicles that tend to break down or need major repairs soon after purchase. Some hedge fund investors see this as a growing source of funds they can package, securitize and sell on Wall Street.

**Part One: A Vicious Cycle in the Used Car Business**  
**How auto dealers profit from "churning" used cars that break down soon after purchase and need expensive repairs the buyers can't afford**  
 The Los Angeles Times  
 by Ken Bensinger  
 October 30, 2011

Read more: [www.latimes.com: Buy Here Pay Here part 1](http://www.latimes.com: Buy Here Pay Here part 1)

**Part Two: Wall Street investors place big bets on Buy-Here-Pay-Here auto dealers**  
**Exploiting the poor pays big dividends for fat cat lenders**  
 The Los Angeles Times  
 by Ken Bensinger  
 November 1, 2011

Read more: [www.latimes.com: Buy Here Pay Here part 2](http://www.latimes.com: Buy Here Pay Here part 2)

**Part Three: A hard road for the poor in need of cars**  
**Non-profit programs help struggling families get better jobs, improve their education, and transform their lives**  
 The Los Angeles Times  
 by Ken Bensinger  
 November 3, 2011

Read more: [www.latimes.com: Buy Here Pay Here part 3](http://www.latimes.com: Buy Here Pay Here part 3)

**Dealers' repeat sales of same used cars surprisingly common**  
 Los Angeles Times  
 August 15, 2012  
 by Ken Bensinger

"The practice of selling the same car multiple times, known as "churning," was explored in a series of Los Angeles Times articles last year. Now, a comprehensive analysis of California vehicle sales shows that churning turns out to be a surprisingly common practice in the state.

From mid-2008 to this April, 862 licensed used-car dealers — about 1 in 8 statewide — sold at least one vehicle

On the right side of the browser window, there is a sidebar with several links and text:

[Detroit Free Press: GM says replacement ignition switch parts arriving at dealerships](#)

---  
 Buyer beware: NEVER trust that a dealer will have the safety recall repairs performed before selling you a car that is being recalled. Dealers are so eager to make a buck, fast, they are unwilling to delay sales long enough to get the safety recall repairs done -- for FREE.

Plus -- dealers are actively opposing legislation in Washington, DC and in California that would prohibit them from renting, selling, leasing, or loaning unsafe, recalled vehicles to consumers, unless the safety recall repairs have been performed first.

CARS' tips on how to buy a safe, reliable used car — without having to risk going to a dealer:

[Top 12 used car buying tips](#)

[Dealers playing "used car roulette" with customers' lives — and opposing legislation to make them stop](#)

Did a dealer sell you an unsafe, recalled car? We want to hear your story. [Contact CARS](#)

---

**Buyer Beware! Auto dealers' one-sided contracts can ruin your life**

Even if the dealer breaks the law, you might not be able to get justice. Forced arbitration clauses hidden in the fine print can keep you tied up for years. The dealer even gets to pick the arbitrator who hears your case. Here's what happened to a car buyer in San Diego:

The Windows taskbar at the bottom of the browser window shows the Start button, several application icons (Internet Explorer, File Explorer, Windows Media Center, Microsoft Word, Outlook, Adobe Reader, and a folder), and the system tray with the date and time: 5:21 PM, 5/3/2014.

# What to Do

- Treat consumer complaints as ransom notes.
- Establish a dedicated telephone line.
- One upper-management person should handle all complaints.
- Documents are your major defense – treat them accordingly.

# If You Receive a Complaint from an Agency

- Respond diplomatically immediately promising to cooperate.
- Request the written complaint and any supporting document.
- Study the deal jacket and records to determine if the complaint is valid.

# If You Receive a Complaint from an Agency:

- Has a salesman or F&I Manager engaged in fraud or deception?
- Is there a pattern or practice of inappropriate behavior?
- If the matter is a minor one offer a resolution, without being asked.
- If the matter is more serious, contact your attorney.

# If You Receive a Complaint from an Attorney:

- Forward it to your attorney.



# Other Suggestions

- Monitor government agencies and websites for complaints.
- Use technology to increase your efficiency and reduce costs.

# What Are Those Costs?

- FTC
  - \$16,000 per infraction
- State UDAP
  - Up to \$25,000 per infraction. legal fees, costs, and restitution depending upon the state.
- Class Actions and Individually
  - Actual Damages, Nominal Damages, Consequential, Punitive, Legal Fees and Costs.

# What Are Those Costs?

- Dodd Frank Act
  - \$5,000 for each day of the violation.
  - Reckless violation: \$25,000 for each day of the violation.
  - Intentional violation \$1,000,000 for each day of the violation.

# Specific BHPH Issues

- Advertise financing for all comers and then turn a consumer down.
- Same salesmen who sell cars at very different prices – hidden finance charges.
- Requiring aftermarket products in order to qualify a consumer for financing.
- Failure to provide adverse action notice.

# Specific BHPH Issues

- Violation of credit repair act.
  - May trigger 3 day right to cancel.
- Failure to post sales price.
- Revolving repossession schemes.
- Failure to observe the used car rule.
- Specific BHPH Issues.



# Other Recommendations

- Name a Compliance Officer who will also be the Privacy Officer as part of your Compliance Management System.
- Take Advantage of Free Sources of Compliance Information and Support.
  - NADA.
  - State Dealer Associations.
  - Government Sources.
  - FTC, FRB, State Attorneys General, State DMV's and their websites.
- Rely upon Reputable Vendors Who Can Substantiate Their Due Diligence Regarding Compliance.

# Other Recommendations

- Use Standardized Documentation.
- Know what the minimum legal and regulatory requirements are.
- Have someone internally audit the transactions and conduct regulatory reviews at the direction of the Compliance Officer.
- Review the Document Management Procedures.
  - Coordinate them with the Safeguards Rule.
  - Each file should have a checklist of its contents.

# Other Recommendations

- All products should be discussed with each and every consumer.
- Subscribe to *CARLAW* and *SPOT DELIVERY* or other periodicals.
- Have the Compliance Office become AFIP Certified (Association of Finance and Insurance Professionals).

# Other Recommendations

- Invest in ongoing training.
  - On-line and in-house training on a regular and continuous basis.
  - New employee orientation and training.
  - Training should be documented and attendance should be mandatory.
- Protecting against rogue employees.
  - Accurate job descriptions.
  - Update employee manual.
  - Fire when appropriate.

# Recommendations

- Hire an attorney who understands car law.
- Use a good consultant routinely.



# Thank You

# Complaint Tracking



# 3 Pillars to a Complaint Management System

**COMPLAINT MANAGEMENT**

## 3 PILLARS TO A COMPLAINT MANAGEMENT SYSTEM

Execute on the following checklist to successfully manage your customer complaints and stay compliant.

### 1. PROVIDING A CHANNEL FOR COMPLAINTS

- Give your customers an avenue to complain and be open for feedback.
- Create a process to make your happy customers more visible to your potential market.

### 2. RESPONDING TO COMPLAINTS

- Identify an individual or team of individuals responsible for monitoring and responding to complaints.
- Coach this individual or team of individuals what YOUR Complaint threshold is – what requires a response?
- Set a timeline specific to acknowledging the complaint and a timeline specific to resolving the complaint.
- Create a follow-up process for each complaint category.
- Identify which types of complaints require the notification of upper level management? i.e. contractual issues, vehicle delivery, safety concerns... and determine when escalation is necessary.

### 3. IDENTIFYING SYSTEMATIC FAILURES

- Record and document complaint decisions and any actions performed.
- Identify recurring themes that may highlight systemic issues.
- Analyze feedback and complaints submitted with the goal to implement better business practices.

- Coach your customers during the sales process on how to submit complaints if any arise.
- Establish your threshold for response. What requires dealership response?
- Train and coach staff of basic complaint resolution: "Listen, Probe, Respond" – In most cases, consumers just want to be heard.
- Give consumer sufficient opportunity to present their position.
- Determine resolution options and delegate the appropriate decision-making power to the complaint team (e.g. refunds, credits, etc.).
- Give consumer reasons for decisions being made whether it is favorable or non-favorable.
- Keep personal information regarding consumers confidential.
- Audit your complaint process on a quarterly basis to ensure processes are being adhered to.
- Report on which members of your complaints team are most effective and achieve positive outcomes with customers. Provide coaching to help all team members improve.

ID.DEALERSOCKET.COM | 888.922.9689

**DealerSocket**

1. Providing a Channel for Complaints

2. Responding to Complaints

3. Identifying Systematic Failures

WE ARE **AUTOMOTIVE**

**DealerSocket**

# 3 Pillars to a Complaint Management System

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# Benefits to Complaint Tracking

## Manually track complaints through your CRM

- Solve problems before they reach the public domain
- Document, document, document...

## Automatically track complaints through eSurveys

- Receive feedback from customers and prospects
- Email surveys to customers after each sale or service
- Escalate customer complaints and low scoring surveys to managers for immediate resolution
- Guide your “Happy” customers to online review websites

Track customer complaints from conception through resolution. View complaint trends through effective reports

Thursday, April 17, 2014  
8:34am








Entity 13073
--- Last 20 Records

Craig and Landreth Dix

Welcome,  
**Peter Ord**  
 Site No. 4133

Logout
What's New

Unconverted Ups (0)

SocketTalk (0)

Salutation/Gender	--	<input checked="" type="radio"/> M <input type="radio"/> F	Contact Type	Customer
Formal First Name	Donita	M	Subtype	Platinum
Mailing First Name			Pref. Language	English
Last Name	White		Company	
Address 1	530 PRYOR VALLEY RD		Email	NITAW2002@YAHOO.COM
Address 2			Home Phone	
Address 3			Work Phone	
City	SHEPHERDSVILLE		Mobile Phone	(502) 817-7556
County	BULI	State KY	Fax	
Country	US	Zip 40165-917	Special Notes	
Complete Addr.	YES		Original Source	Dealer Mgmt Sys
Annual Income	Blank		Status	Active
External Ref. ID	4035676		Birthday	7/13/1900
Drivers Lic.			Primary Contact	Any Type
Allow Duplicate	<input type="checkbox"/>		Never Contact Via	DNC List - Current Customer

Summary	Contacts	Social
Total Customer Sales		\$12,800.00
Total Vehicle Sales		\$12,800.00
No. of Vehicles Purchased		1
Total Vehicles		1
Last Purchase Date		11/21/2013
Total Service Sales		Not Available
No. of Service ROs		0
Average Service Dollars/RO		\$0.00
Last Service Date		Not Available
Customer Since		11/21/2013
Total QA Evts Open/Closed		1/0
Last Updated QA Event		04/09/2014
Service Dollars/Past Year		\$0.00

DNC List - Current Customer

Management

Enterprise Dashboard

Sales Dashboard

Score Board

Reports

---

Products


User Tools

My Links

Marketing Tools

Admin Tools

Socket Links

Sales
Vehicles
Service
QA
Marketing
Touches
Surveys

Info.	QA#	Type	Problem	Ranking	Vehicle	Status	Assign To	Last Update	Upd By
<input type="checkbox"/>	<a href="#">24569</a>	Sales	Complaint	1 - Hot		1 - Open	Don Bush	4/9/2014	SrvEntity

Thursday, April 17, 2014  
10:57 am

abc]

**Vehicle Info** **Summary**

QA Event No. 24905 - QA Event

Craig and Landreth Dix

Welcome,  
**Peter Ord**  
Site No. 4133

[Logout](#) [What's New](#)

[Unconverted Ups \(0\)](#)

[SocketTalk \(0\)](#)

**Management**

[Enterprise Dashboard](#)

[Sales Dashboard](#)

[Score Board](#)

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[Products](#)

[User Tools](#)

[My Links](#)

[Marketing Tools](#)

[Admin Tools](#)

[Socket Links](#)

Stock #	D26190
Year	2009
Make	DODGE TRK
Model	JOURNEY
VIN	3D4GG57V29T198138
Vehicle Price	\$12,800.00
Body Style	
Series	JCDP49
Exterior	SILVER
Interior	
Trim	
Additional Options	
Cylinders	None
Engine Size	
Doors	None
Transmission	None
Drive	None
Plate	
Starting Mi/Km	53262
Current Mi/Km	53262
Factory Warranty	0 Mos. 0 Mi/Km
Extended Service	0 Mos. 0 Mi/Km
Key Code	
Radio Code	

Description	Vehicle leaking oil
Status	1 - Open
Type	Service
Service Product	Complaint
Source	Inbound Call
Tracking Code	<--- Select One --->
Ranking	1 - Hot
Resolution Date	Next 2 Days

Contact Name	Donita White
Home Phone	
Work Phone	
Mobile Phone	(502) 817-7556
Email	NITAW2002@YAHOO.COM
<b>DNC List - Current Customer</b>	
Assigned To	Don Bush
BDC Assigned	<--- Select One --->

**Work Notes** **To Do** **History Log** **Contacts**

**New Note** Note Type: All Notes and Emails

---

**4/17/2014 1:57:55 PM;**  
Donita purchased last month and states that her vehicle is leaking oil and blowing out white smoke. States, "you sold me a piece of crap and i'm not paying another penny for this..."

Wednesday, April 16, 2014  
3:40pm



Sort By  Filter

- Category
- Phone Call To Dos
  - Appointment To Dos
  - Unsold Traffic
  - Internet Traffic
  - Lost Opportunities
  - Sold Opportunities
  - Quality Assurance (CSI)**

- Filter
- All Resolving/Escalated QA Events
  - All Open QA Events**
  - All Fall Out QA Events
  - All Completed QA Events

Craig and Landreth Dix

Welcome,  
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**Management**

- [Enterprise Dashboard](#)
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- [Reports](#)

- [Products](#)
- [User Tools](#)
- [My Links](#)
- [Marketing Tools](#)
- [Admin Tools](#)
- [Socket Links](#)

**All Open QA Events** Page 1 of 1 (7 results)

Notes	Age	Update	Full Name	To Do / Date Time	To Do Comment	Event Status	Yr / Make / Model	Assigned To / By
	7	7	Donita White			★ 1 - Open Survey: 12.00%		/
	8	8	Robert Poe			★ 1 - Open Survey: 92.00%		/
	13	13	Tim Turek			★ 1 - Open Survey: 29.00%		/
	23	23	Sherry Cooper			★ 1 - Open Survey: 84.00%		/
	31	31	Joe Gaston			★ 1 - Open Survey: 84.00%		/
	33	33	Angela Sheehan			★ 1 - Open Survey: 75.00%		/
	34	34	Bessie James			★ 1 - Open Survey: 42.00%		/



# 6 Keys to Managing Your Reputation by Martin Zwilling

## 1. Your Reputation is your responsibility.

The first step is to recognize that you alone are responsible for managing the reputation of your business and your life. Doing nothing, or counting on more laws, is not an answer. Due to First Amendment rights, offensive content, once entered, is often untouchable, and the sources are immune from liability.

## 2. Actively Monitor what people are saying about you.

You may assert that monitoring the entire Internet space is an impossible problem. Fortunately, there are already tools out there, like Google Alerts (free) and ReputationDefender, which can do the work for you, and send you a daily email report of every link where your name or brand appears.

## 3. Proactively build a positive reputation.

Maintaining a good reputation means you have to build one early and maintain it. **There is a big difference between no reputation with one negative comment, versus 1000 indications of a positive reputation and one negative.** Most people accept that no person or organization is perfect.

## 4. Quickly Address every negative.

Many negative customer experiences can actually be turned into positives, if you quickly and unemotionally acknowledge the problem, resolve it, and spread the positive message before the negative one gets amplified.

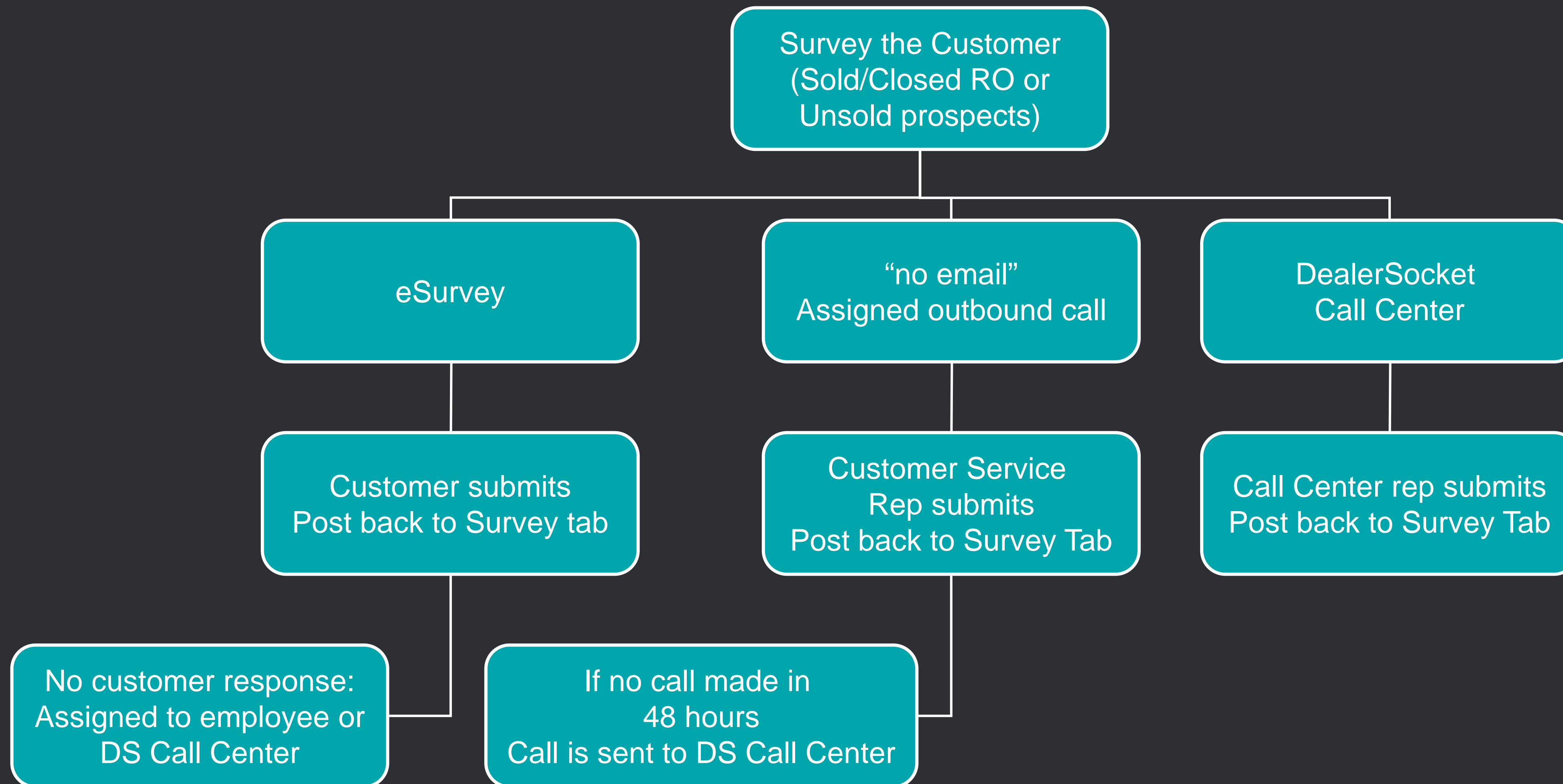
## 5. Push negative content out of view.

In reality, most people will never find negative content, unless a link appears on the first page of search engine results.

## 6. Remove unwanted content where possible.

Removing your content from the Web is not as easy as canceling your accounts, nor is it completely impossible. You can easily remove content you own (comments on your site or accounts)

# What are you doing to KNOW your customers/prospects?



# Unhappy customer



Survey is submitted  
"response" is below  
Desired result

QA event is automatically  
Started and assigned

Instant complaint notification  
via email/text

Assigned person resolves  
customer issue

No customer follow  
"escalated to Manager"

Customer concern  
Is resolved

# Happy customer


Survey is submitted  
"Response" is Satisfactory


Customer is automatically  
enrolled in  
Happy Customer Process


Email generated to encourage  
customer to leave feedback  
on desired "Review Site"


Only happy customers leave  
feedback on your desired  
"review site"


All reviews Latest


 **Tristan Emms**  
★★★★★ reviewed in the last week  
This was a really great experience. I hate haggling for hours to get set on a price and then going over to finance for another round in the ring. My sales guy Drew Nowak was great and didn't hassle us one bit. Will continue to do business with them in the future.

 **John Smith**  
★★★★★ reviewed 2 weeks ago  
The team was very helpful over the internet and the phone. They came and picked me up and we had the deal done in under an hour, during my lunch break. Not your typical dealership. If you don't like friendly people and good customer service, you should probably shop somewhere else, maybe try a traditional dealership. Bought a 09 VW CC on 2/28/14.

 **Kharimi Nougat**  
★★★★★ reviewed 3 weeks ago  
Transaction went very smoothly. I was a little paranoid going in, not having bought a car in about 15 years and they being in another state, but these guys worked well to make the transaction go smoothly. They didn't hard sell me on anything like warranties and they were able to get me 1.9% financing after my bank would only offer 3.7%. They even picked me up at the airport. The hardest part was not drooling on the other badass cars they had in the showroom.

 **Maggie Makoge**  
★★★★★ reviewed a month ago  
Got my first car here, had been looking for the Pontiac Solstice and been pushed to get several different types of cars from pushy sales men at other dealerships but here, they were extremely customer service oriented n got me the best rate. Great experience!

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## REPUTATION MANAGEMENT







**CRAIG AND LANDRETH CARS**

*Now You're Thinkin' Smart!*

6 Locations in Kentuckiana! 502-447-3450

## How Do You Rate Us ?



Dear Peter,

Just a note to thank you personally for choosing Craig and Landreth Dixie for your automotive needs. We trust you are enjoying your vehicle.

A large part of Craig and Landreth Dixie's success is making you happy and to continue serving you well. One way you can help us better serve your needs is to take a moment to complete a brief three question survey about your recent experience at Craig and Landreth Dixie.

Please take our survey:



Again, thank you. We appreciate your business!

Thank You for purchasing

**WE ARE AUTOMOTIVE**

 DealerSocket<sup>®</sup>





**CRAIG AND LANDRETH CARS**

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Please rate your satisfaction based on your experience at this dealership.

Do you feel you received an over positive delivery experience with your new vehicle?  Yes  No

Were there any problems with your vehicle that were not previously discussed before delivery?  Yes  No

Based on your experience, would you recommend us to a friend? If not, please tell us how we can be better in the box below.  Yes  No

Are there any additional comments you would like to share with us?

**Submit**

# BHPH Specific Survey



## Sales Survey

Please rate your satisfaction based on your experience at this dealership.

How do you feel you were treated at Craig and Landreth? Excellent   Good   Fair   Poor  
        

How would you rate the overall sales experience? Excellent   Good   Fair   Poor  
        

Did the salesperson review the Craig and Landreth VIP Customer Care Benefits Package with you? Yes   No  
  

How likely are you to recommend Craig and Landreth to your friends and family? Very Likely   Somewhat Likely   Not Very Likely   Not At All  
           

Are there any additional comments you would like to share with us?

**Submit**

# Retail Specific Survey

# Manage with Information

## Survey Response by Employee

 Refresh Report  Print Report

Survey:

 **Begin Date:**

 **End Date:**

- ### Drive CSI Metrics
- Survey to sell and understand
  - Keep surveys SHORT

## Survey Average by Employee

 Print Report

Tod  
Micl  
Ton  
Mar  
Duk  
Linc  
Jeni  
Ben  
Jam  
VIP

Employee: Michael Crowe

Surveys: 2

Start Date: 3/1/2014 12:00:00 AM

End Date: 4/16/2014 12:00:00 AM

Question	Average Score
How do you feel you were treated at Craig and Landreth?	100.00%
How would you rate the overall sales experience?	83.33%
Did the salesperson review the Craig and Landreth VIP Customer Care Benefits Package with you?	50.00%
How likely are you to recommend Craig and Landreth to your friends and family?	100.00%



# Thank You

Thank you for your feedback! We truly appreciate your business, and we are grateful for the trust you have placed in Craig and Landreth Dixie. If you would like to share your experience with others, we've listed several popular rating sites below to make it easy for you to spread the word. Please click one of the links below to post a short review about your visit.

**Go Rate Us!**



DealerRater

Post Review



Google

Post Review



Yelp

Post Review

## Negative Survey Splash Page



# Thank You

Thank you for your feedback! We greatly value your business with us, and we hope to see you again soon.



All reviews

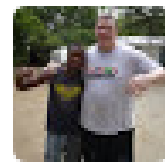
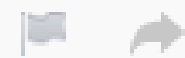
Latest ↕



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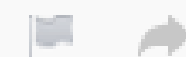
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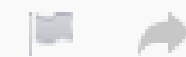
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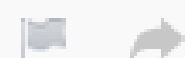
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Wednesday, April 16, 2014  
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To Do

Phone Call To Do

Appointment To Do

Unsold Traffic

Internet Traffic

Lost Opportunities

Sold Opportunities

Quality Assurance

All Open QA E

Notes Age U

7 7

8 8

13 13

23 23

31 31

33 33

34 34

https://my.dealersocket.com/?iSiteID=4133&EntSrvHdrId=25&iEntityId=13073&iSurveyId=5&iEntityMil - Win...

### Lost Prospect Report

**Name:** Donita White  
**Address:** 530 PRYOR VALLEY RD  
SHEPHERDSVILLE, KY 40165-9170  
**Phone:** Home  
Work  
Mobile (502) 817-7556

**Email:**  
Survey Id: 25 Score: 12.000 Insert Date: 4/9/2014  
Sales Event: 24123 Vehicle Price: \$.00 Purchase Date:  
Sales Person: Jamie Foote Sales Type: Used Vehicle Vehicle Miles: 30749  
Vehicle: 2011 Toyota Camry VIN: 4T4BF3EK2BR097654

Question	Response
1. How do you feel you were treated at Craig and Landreth?	Poor
2. How would you rate the overall sales experience?	Poor
3. Do you feel that Craig and Landreth is a good place to buy a car?	Not Sure
4. Would you buy a car from Craig and Landreth in the future?	No

**Additional Comments:**  
Not sure what to think about the sales people at the shep store. The guy I bought my car from is no longer there when I went back to ask a few questions I was put in a new car that I knew a loan would not go through for and told the sales man said that and he wanted to try anyway. They called at 730 pm and said they couldn't do anything for me so bring the car back and pick up mine

Prepared by Peter Ord Generated by DealerSocket April 17, 2014

# Thank you!

Questions?

pord@dealersocket.com

949.232.6815

@builtordtough

**WE ARE AUTOMOTIVE**

 DealerSocket<sup>®</sup>