

AUTOMOTIVE

## Japan's Lexus, in leg-up to dealers, turns to Widewail for online consumer review monitoring

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*The new Lexus RC F. Image credit: Lexus*

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus will deploy Widewail's reputation management and social media engagement platform for its dealers to monitor online customer reviews for the United States market.

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The Toyota Motor-owned brand will use Widewail's Engage offering that delivers online customer review monitoring and response management.

"At Lexus we have always held guest experience as our top priority," said David Telfer, national manager of digital marketing at Lexus, in a statement.

"Now, more than ever, our customers are interacting with our dealerships online," he said. "With thousands of customer interactions happening each day, we need a solution for our dealerships that is of the highest quality, personal and cost-effective."

**Lexus** will pay on behalf of subscribing dealers for one year starting Aug. 1.

Feeds on feedback

Burlington, VT-based **Widewail's** automated technology allows it to monitor and respond to consumer reviews with speed and personalization.

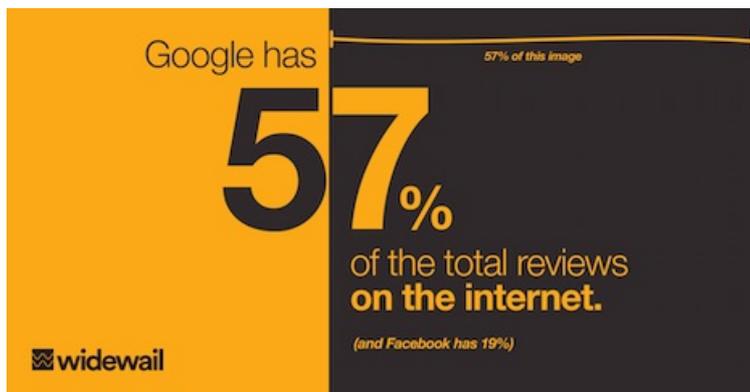
For example, when a negative review is posted online, dealers are notified via text with a copy of the review and a suggested human-authored response that they can either publish or edit.

Other capabilities of Widewail's Engage service include continuous monitoring of stores' review sites on Google, Yelp, Facebook, CarGurus, DealerRater, Cars.com and Edmunds. Carfax will soon be added.

In addition, there will be access to real-time reporting across monitored sites and side-by-side comparisons among profit-centers.

Dealers can also pick Widewail's Engage Plus package that includes managed social engagement across Facebook and Instagram and rich social media analysis and reporting.

Engage Plus features sentiment scoring for Facebook and Instagram and Q&A seeding and management on the location's Google My Business page. Engage Plus will be available to Lexus dealers for a subscription fee of \$250 per month.



*Google has outsized clout in terms of consumer review searches. Source: Widewail*

CITING RESEARCH, Widewail said 85 percent of customers trust online reviews as much as a personal recommendation.

Also, consumers read an average of 10 reviews before they feel they can trust a local business, per research cited by Widewail. And 57 percent of consumers will only consider a business if it is rated four stars or higher.

"Online customer engagement through reviews and social media has a large impact on search rankings today and can easily and immediately influence a customer's decision to buy, recommend, or make contact with that business," said Matt Murray, founder/CEO of Widewail, in a statement.

"All too often, a business suffers at the hands of a negative, unanswered review or social comment, a positive review that goes unappreciated, or worse, individuals who don't represent the company injecting their opinion," he said.

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