

## An Online Review Tool - Providing a Vital Bridge between Customer Service and Marketing

How do you identify the weak spots in your value chain if you don't have the tools to collect data from your customers? Auto Europe – a major car hire service serving more than 8,000 locations worldwide – asked themselves that question. Their business is to lead customers to the most appropriate car hire company for their needs, so they never see their customers face-to-face. Thus, it has been difficult to collect information when customers have been dissatisfied.

### In need of a public channel for customer feedback – and stars in Google ads

Detlef Hoffmann, Managing Director at Auto Europe Germany explains about this challenge:



Detlef Hoffmann, Managing Director  
Auto Europe Germany



“We only control parts of the value chain, so we needed a channel to source the feedback from our supplier network. If a local car rental provider is not doing its job, it will reflect on Auto Europe’s reputation in a bad way. That’s why we started a process to search the market for online review tools and came across Trustpilot.”

Another key requirement for the solution was the ability to feed online reviews into Google Shopping Merchant Reviews.

### A tool for automated collection of reviews with international coverage

In the evaluation stage Trustpilot was selected from among several other online review tools. Trustpilot passed the requirements test, as the tool may deliver merchant reviews to Google Shopping. The capability to show public feedback mattered too, but that was not the selling point in the first place.

“What really made us choose Trustpilot was their international presence. As an international company operating in 16 countries, we needed a scalable solution that works in all key markets. Other evaluated vendors only had local presence,” Hoffmann explains and furthermore, outlines that the sign-up process has been very quick.

Today they have a fully functioning and effective process for collecting reviews from customers in 3 source countries and expanding.

## Better conversions on Google

Within a few weeks of investing in the online review tool from Trustpilot, Auto Europe has seen the first results. Trustpilot feeds reviews to Google, Auto Europe were able to use the seller ratings extension on their Google AdWords ads when they obtained more than 30 reviews:

“On Google AdWords our star rating started to pick up. We saw improvements 3-4 weeks after the first reviews began to come in automatically. We have seen conversions increase partly as a result of that,” Hoffmann tells.

## Trustpilot bridges customer service and marketing

Trustpilot bridges customer service and marketing. However, the most valuable asset Auto Europe now has as a result of implementing Trustpilot, is transparency in their value chain. Auto Europe now has a channel which allows them to see how well their customer service is performing and to find out

specifically why a small number of customers are less satisfied than the rest.

“After implementing Trustpilot we spend around 4-6 hours a week monitoring our online reputation and dealing with reviews,” Hoffmann says.

“But the time is very well spent. When answering complaints and generic comments in public, we show that we care about our customers. In that sense, Trustpilot has become the bridge between customer service and marketing.”

### About Auto Europe:

Auto Europe is one of the largest car rental wholesale companies in the world, working with approximately 7,000 car rental locations in Europe, Asia, Africa, Australia, as well as North and South America.

The European division has been using Trustpilot since September 2011. They have offices located in Munich, Germany and employ around 130 people.

[www.autoeurope.de/](http://www.autoeurope.de/)

