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For Immediate Release

How Customer-Centric is Your Dealership? Take the Challenge.

Interactive Test helps Dealers Explore Opportunities to Improve and Expand Customer Service

PITTSBURGH, PA. October 8, 2012 - Women-Drivers.com, a marketplace connecting women buyers and trusted car dealers, has created an interactive quiz that enables dealerships to evaluate how customer-centric they are and where they have room for improvement.

The idea for the interactive test came from a family of dealerships with an extraordinarily high Customer Satisfaction Index, as well as Women Satisfaction Index. They asked Women-Drivers to establish a baseline to gauge how they compared to other dealerships in order to increase customer loyalty and engagement. Women-Drivers took the wheel and interviewed a number of forward thinking dealers to establish what areas to examine and solutions to include in the online questionnaire, including sales, service, amenities, internet, brand reputation, social media, and more. Dealers can visit www.howfriendlyisyourdealership.com to take the test.

Ever notice how narrow the messaging is from one dealership to another? According to most marketing messages, *every* dealership has the 'best' customer service and the 'best' pricing. Truth is, not all dealerships offer the best customer service – as noted by key performance indicators of competitive dealership's within a given city or region. Simply, some dealers are doing a better job than others.

"After completing a quick, 12-question test, dealers are assessed and scored into one of four categories: **Leading the Pack, Standing Tall, Holding Your Own** and **Missing the Mark**. In this highly competitive industry, dealers should be constantly looking for new ways to expand their level of customer service and retention," stated Anne Fleming, President, Women-Drivers.com. "Some simple recommendations are provided upon completion of the quiz such as courtesy cars and a child-friendly area. These are not novel ideas, yet it is surprising how many dealerships have yet to embrace fairly effortless changes such as these. The quiz feedback also includes innovative initiatives in each of the four categories to stretch a dealer's perspective of customer service and standards to meet the changing landscape of the customer."

By connecting women to dealerships that already respect and appreciate their business, Women-Drivers.com is providing solutions for dealers to embrace and expand to not just women and families, but also younger customers. With extreme competition from national chains, service departments are under more pressure to be innovative in retaining current customers and attracting younger consumers. The days of 'this is just the way we do business' has ended. Being dynamic, open and testing new ideas is what will gain and retain a loyal customer base.

"Women-Drivers.com gives the buyer reassurance that they can find the proper dealer that will give them not only the treatment they deserve, but also a fair price," said Abigail Riley Internet Manager of North Hills Toyota. "This program symbolizes so much about how buyers have a voice when it comes to car buying."

About Women-Drivers.com Women-Drivers.com is a marketplace connecting women buyers to trusted *Certified Women-Driver Friendly™ Car Dealers* and encourages extraordinary commercial experiences and lasting relationships between these two groups. Women-Drivers.com is a producer of highly engaging Facebook women+family content and publishes a platform of integration services that build social communities for car dealers. The Company provides innovative web-based marketing solutions that build trust and transparency, resulting in greater sales and servicing from women. Follow on Twitter @womendrivers.