



*"Great Staff of people. From sales to management and service."*



*"Service technicians' work is always excellent."*



*"Overall Great experience with Circle BMW and service adviser Mr. Bryan Raiken!"*



## CATALYST REPUTATION

# Circle BMW's Dedication to Excellence is Overwhelmingly Acknowledged in Consumer Reviews

A dealership's marketing and operational rigor, and sometimes lack of rigor, is readily apparent when perusing online consumer reviews.

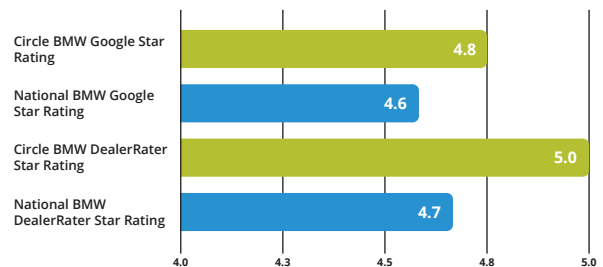
For Circle BMW, the focus on the customer experience when shopping, buying and servicing a car is confirmed and celebrated in their online reviews. So much so that Circle BMW has earned the distinction of BMW New Jersey Dealer of the Year two years in a row!

Online reviews are a truthful perspective of the consumer experience in a dealership, so clearly Circle BMW runs a stellar operation focused on excellence in helping customers. Circle BMW leverages those stellar experiences by actively asking consumers for reviews on DealerRater, Google and Facebook.

In using Friendemic's Catalyst Reputation software, an automated review goes out to each sales and service customer after a sale has been recorded in Circle BMW's DMS. Over 8% of Circle BMW customers submit an online review, and the star ratings are near perfect! Even more, Circle BMW ratings surpass the average BMW dealer nationally.

Additionally, Circle BMW receives alerts from Friendemic when a consumer provides private feedback during the review invitation process as well as when a negative review is posted online. These alerts help the Circle BMW team continue to perfect the experience.

### Q4 2021 Star Ratings for Circle BMW Versus National Averages



*"Team Circle BMW goes the extra mile to provide our customers with top-notch service and shopping experience unlike any other. We are more than pleased to continue to see our customers acknowledge our efforts and culture of excellence in our online reviews."*

**Evelyn Postore - Circle BMW Director of HR and Marketing**