

South Easton Motor Sales Snags 2021 DealerRater Consumer Satisfaction Award for Outstanding Customer Experience

Recognized for Top-tier Reviews from Car Shoppers across the U.S., South Easton Motor Sales Has Made a Habit of Exceeding Expectations

South Easton, MA – 2/25/2021 – South Easton Motor Sales was awarded a 2021 Consumer Satisfaction Award by [DealerRater](#), a leading car dealer review and reputation management platform and company of Cars.com Inc. (NYSE: CARS). Consumer Satisfaction Awards recognize the top 10% of auto dealerships delivering exceptional customer service as rated by online reviews. See the full list of winners [U.S.](#) and [Canada](#).

“More than one million car shoppers wrote a review on DealerRater.com in 2020, recognizing those dealerships that strived for an outstanding customer experience, and South Easton Motor Sales stood out among peers in Massachusetts,” said DealerRater General Manager Jamie Oldershaw. “In today’s stay-at-home economy it is critical for dealerships to deliver customer experiences that meet shifting shopper expectations and South Easton Motor Sales provided superior customer service in 2020.” S

Top-Reviewed Dealers Prioritized Digital-First Services and Covid-19 Safety Protocols

Features such as online and video chat, at-home delivery and virtual walkarounds were significant drivers of positive reviews. Forty-eight percent of winning dealers were badged on Cars.com and DealerRater.com for Home Delivery and Virtual Appointment.¹

Strong Dealer Engagement and Review Response Rate Critical for Success

The digital engagement of employees at dealerships proved especially critical this past year as car shoppers conducted the bulk of their research and vehicle purchase online. A shared habit of recognized dealers is review response rate, with 80% of award-winning dealers responding to customers at double the average response rate.¹ Dealers that go above and beyond traditionally respond within 24 hours.

Additionally, about 75% of winners provide their staff with Employee Profile Pages on DealerRater, which allows car shoppers to ask questions and connect with individual salespeople at a dealership before ever stepping on the lot.¹

Consumer Satisfaction Award Methodology

Consumer Satisfaction Awards are given to the top 10% of U.S. new-car dealers as well as independent and Canadian dealerships that earn at least 25 reviews and maintain a minimum average review rating of 4.0 out of 5.0 during the 2020 calendar year.

Visit DealerRater.com for a full list of winners, [U.S.](#) and [Canada](#).

ABOUT DEALERRATER

[DealerRater](#), a [Cars.com](#) company, is a leading car dealer review and reputation management platform that empowers dealerships to efficiently grow their brands by accelerating, automating and amplifying positive review generation across digital channels. By offering a product suite that allows qualified dealerships to manage their digital presence and build and maintain their online reputation, DealerRater helps dealers drive new customer connections every day, achieve higher SEO rankings and, ultimately, generate higher-quality leads that close, faster.

Founded in 2002, DealerRater reviews cover 44,000 U.S. and Canadian dealerships, including a network of more than 5,000 Certified Dealers, that reaches an audience of more than 34 million consumers each month.

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