

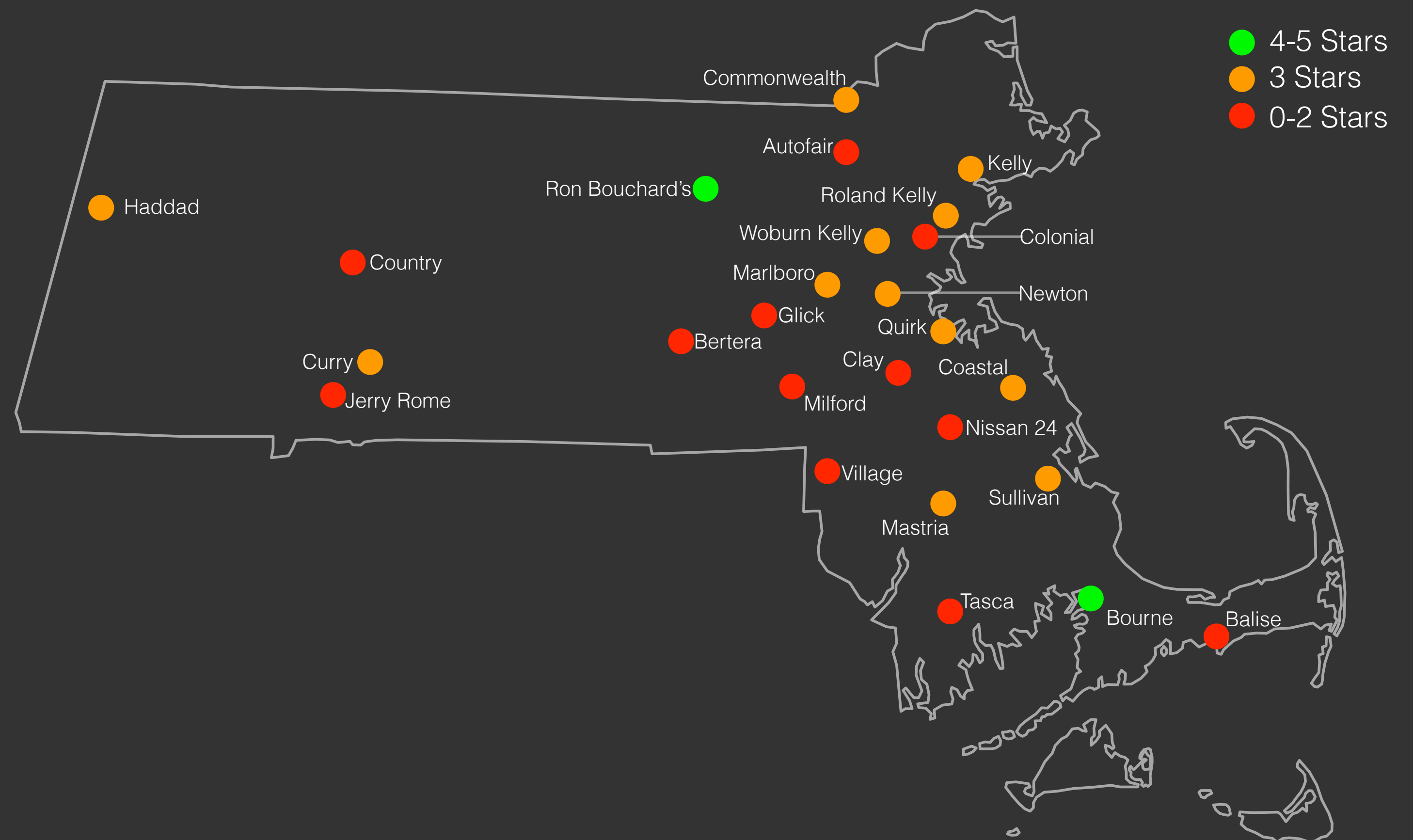
Quid[®]

CAR DEALERSHIPS

CUSTOMER REVIEWS

Quid can decipher **any large set of text records** related to your brand, whether product reviews, survey results, online forums, or social media.

In this case, we looked at hundreds of **reviews** of Nissan dealerships in Massachusetts from a leading online review site.

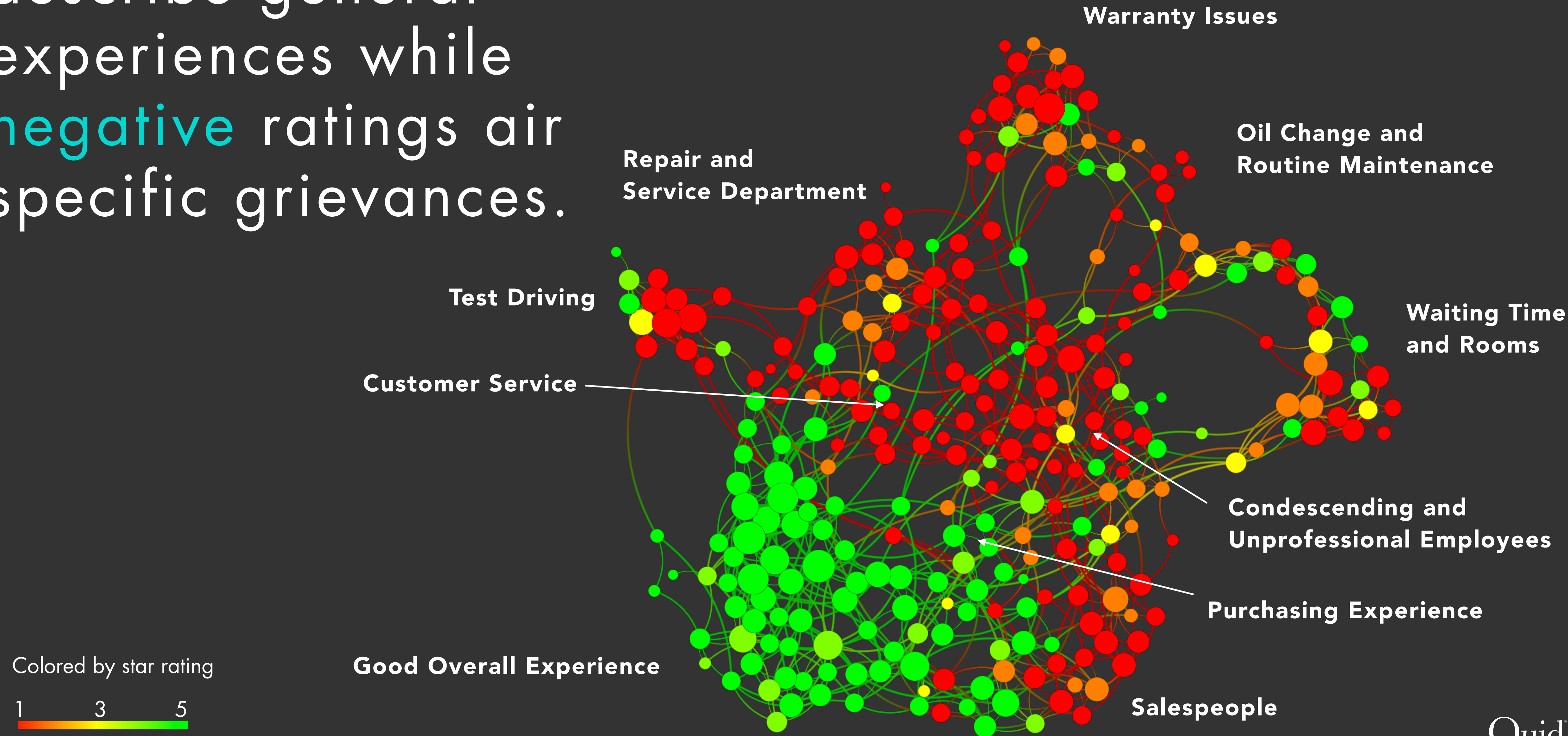


A network map of the reviews reveals 10 key themes.



Percentage reflects proportion of posts in the network about that topic.

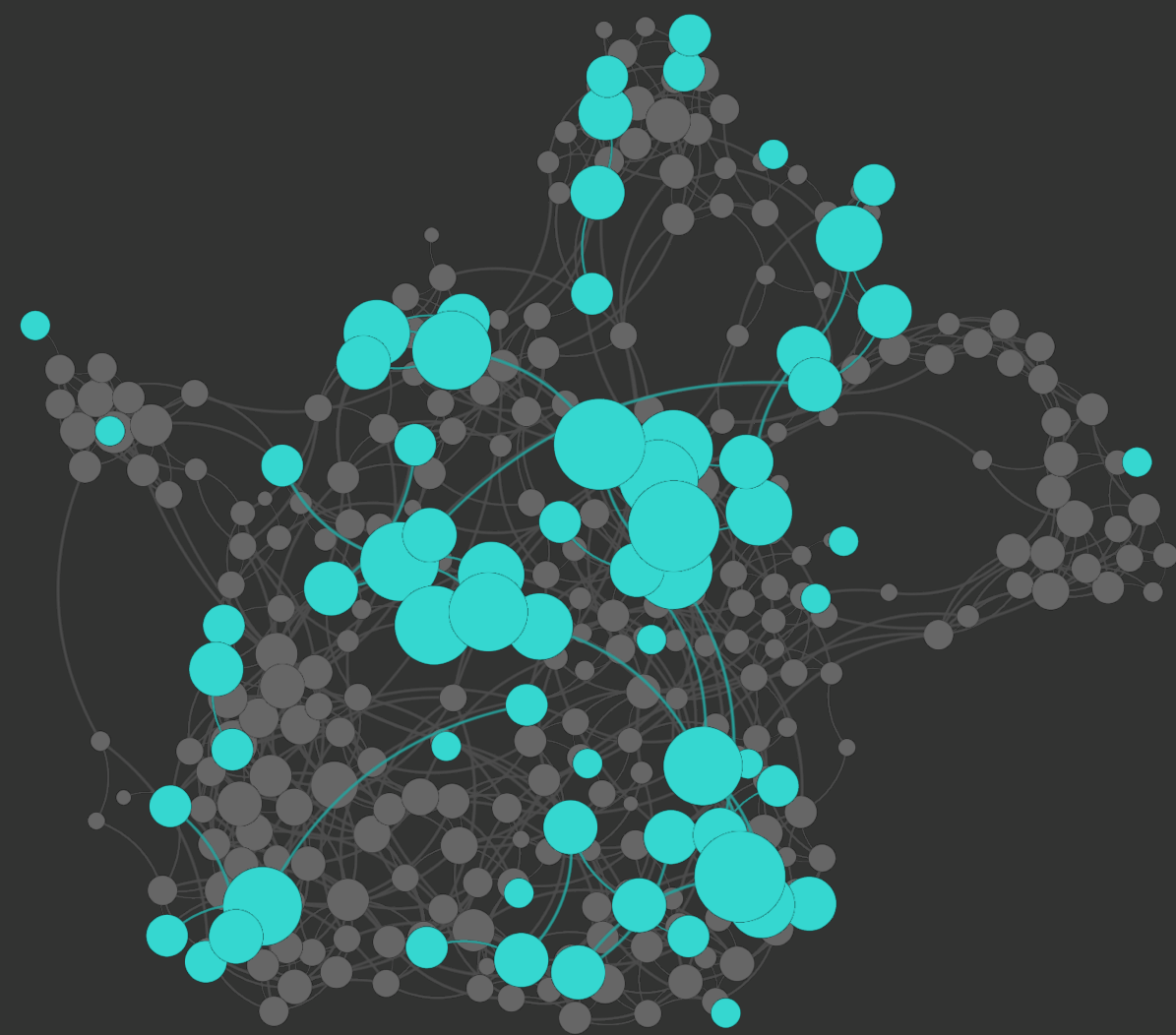
Positive ratings describe general experiences while negative ratings air specific grievances.



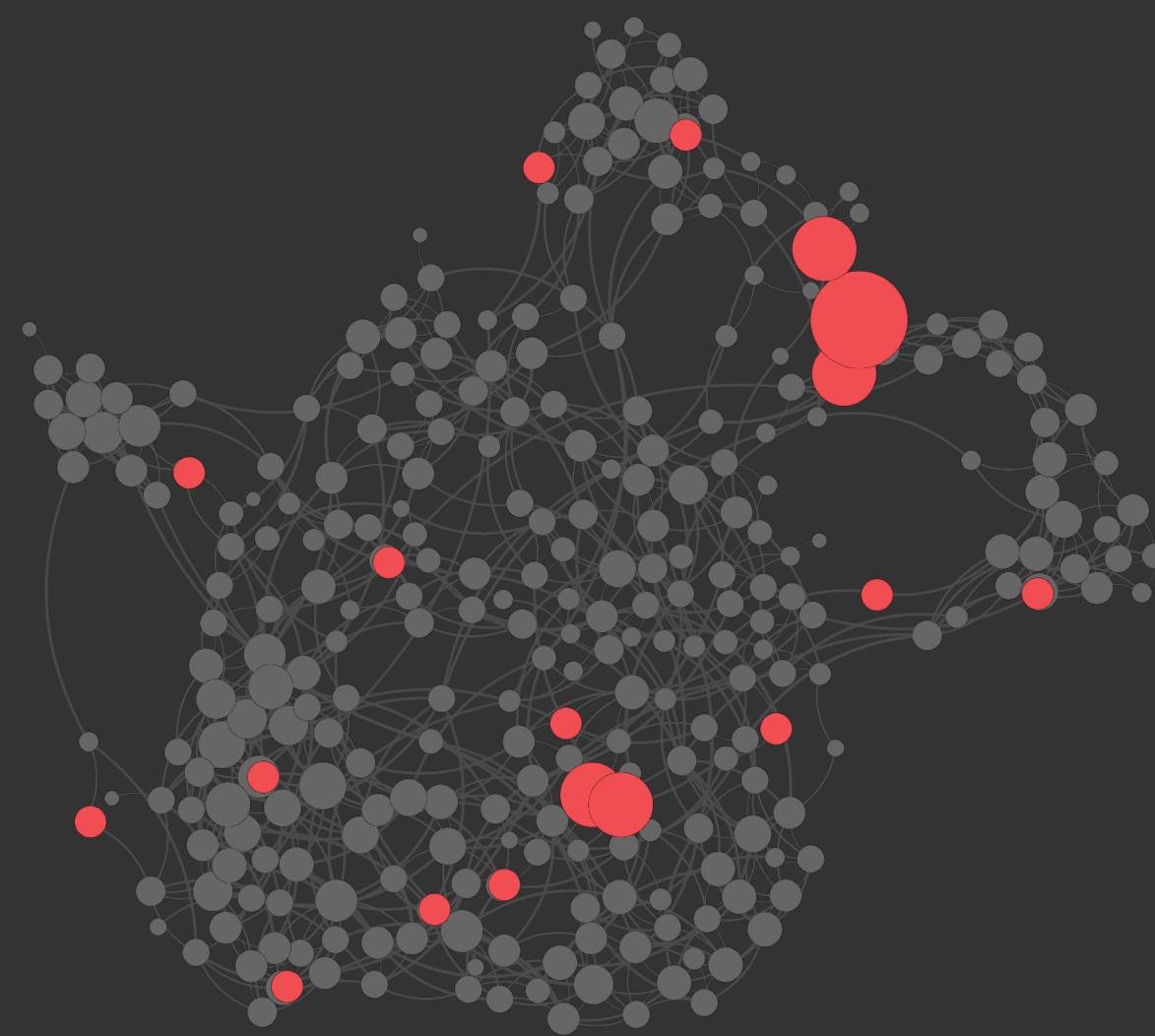
Among predominantly negative review topics, **interpersonal experiences** are the common thread uniting them.

Topic	Volume of negative reviews	Summary	Example
Condescending employees	25%	Negative relationship experiences with dealership employees	<ul style="list-style-type: none"> • "Bait and switch. Rude and condescending. Go elsewhere if at all possible" • "The people were beyond rude, practically chained me to the table while they ran me around trying to get me to overpay on a car I didn't want....And they clearly write their own reviews online I've noticed."
Service department	21%	Poor quality repairs and service work	<ul style="list-style-type: none"> • "Again, it was installed poorly. I had to reinstall it myself. I felt like the service workers were in a hurry whenever they were working with me."
Wait times	19%	Unnecessarily long wait times for simple procedures	<ul style="list-style-type: none"> • "Waited 3 hours for them to change plates. And come to find out the screws were not even tightened and they didn't even bolt down one whole side! " • "So I make a second trip and I've now been sitting here for over an hour and a half waiting for a sticker on a brand new car. "
Warranty issues	14%	Lack of transparency about warranty claims	<ul style="list-style-type: none"> • "Took my car to an independent mechanic, where ...told me a piece of the work should be covered under the warranty. He told me exactly what it was, I called Nissan and they said it should be covered,...They charged me \$55 to check what it was (after I told them exactly what the problem was) and they told me it wasn't covered, and it would be another \$450. Why can't they be honest
Customer Service	10%	Lack of empathy for consumers and poor follow up	<ul style="list-style-type: none"> • "The gentleman I spoke to seemed genuinely uninterested in my story ... offered me no reconciliation or reimbursement in the way of the \$120 they charged me, or my 4 hours of wasted time." • "Mike Gaughran has not contacted me by phone, email, or even mail. I bought my vehicle here. They have my information. Philip J says multiple attempts have been made to contact me. That is a
Test driving	9%	Dealership inefficiencies and pressure from salespeople create test driving pain-points	<ul style="list-style-type: none"> • "When i opened the door it was dirty, garbage all over...I told him that I don't wanna sit in that thing, so he did. He tried to start it up and IT DID NOT START. " • He kept on insisting that we must go in with him to talk the deal, or no test drive. Because, his manager would be very upset with him if we just test drove and left!!!"

Reviewers value **relationships** over efficiency and cleanliness. All three elements are cited in both positive and negative reviews.



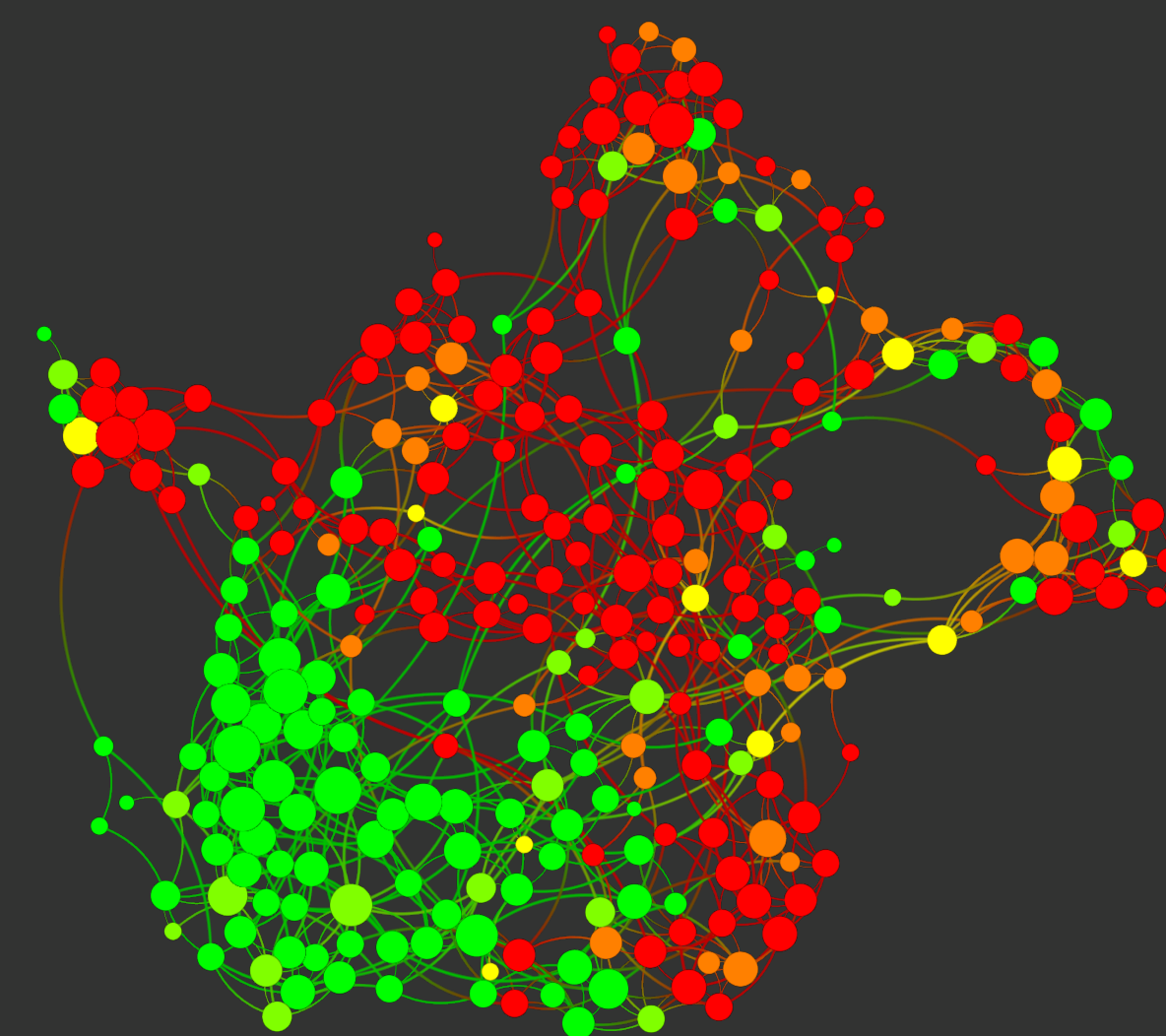
Relationships
25% of all reviews



Efficiency
6% of all reviews



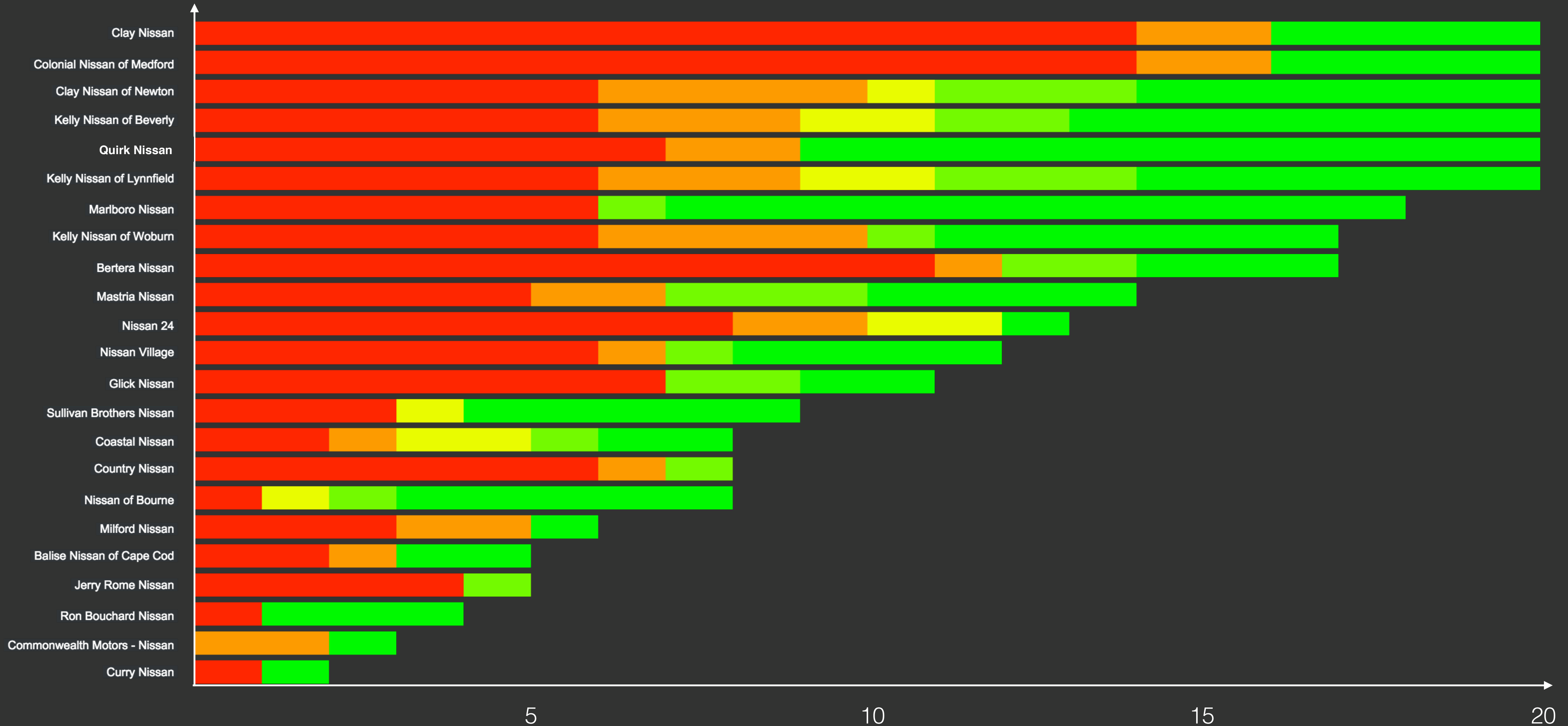
Cleanliness
5% of all reviews



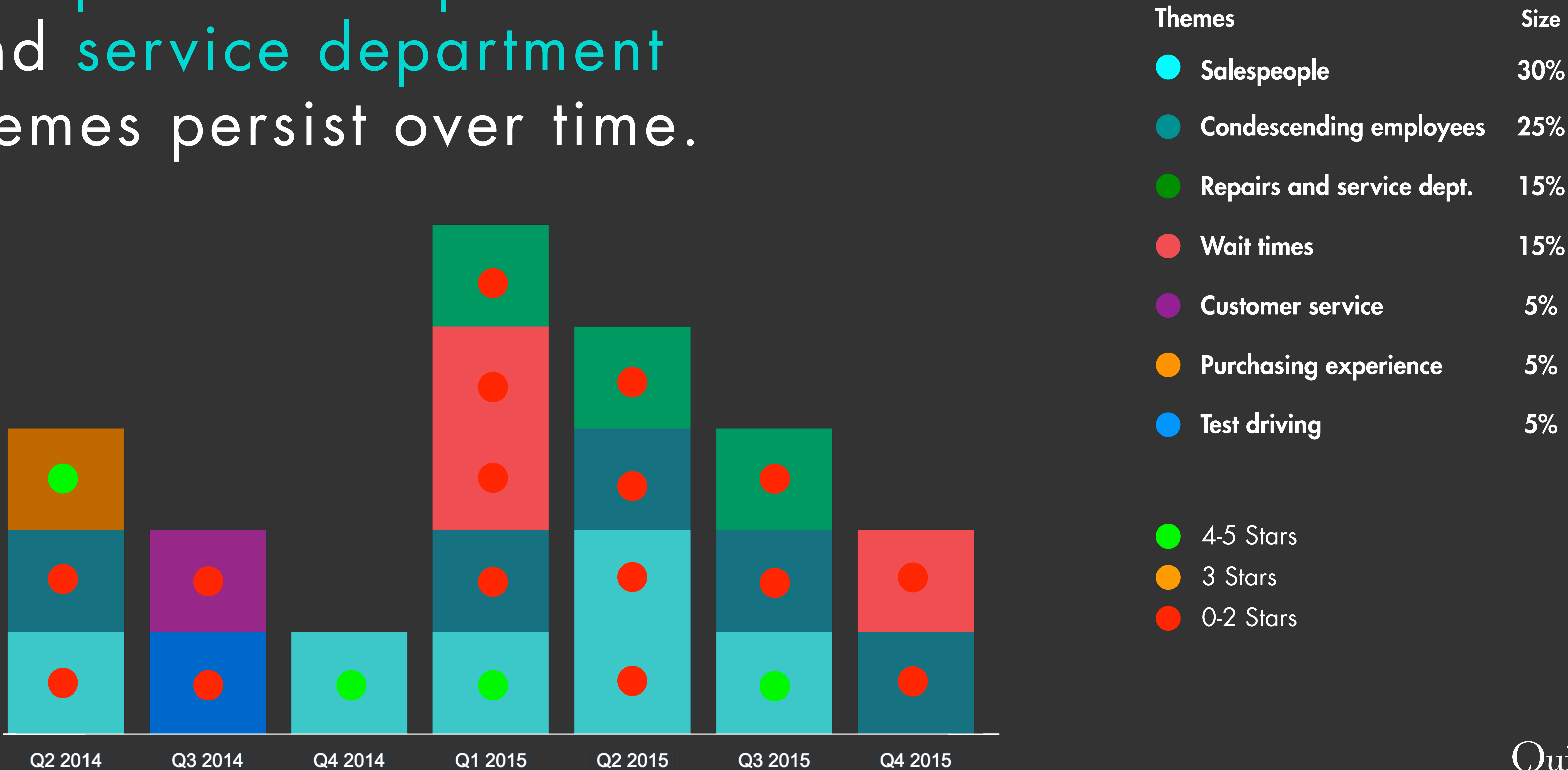
Star Rating
1 3 5

Star distribution *varies dramatically* by dealership.

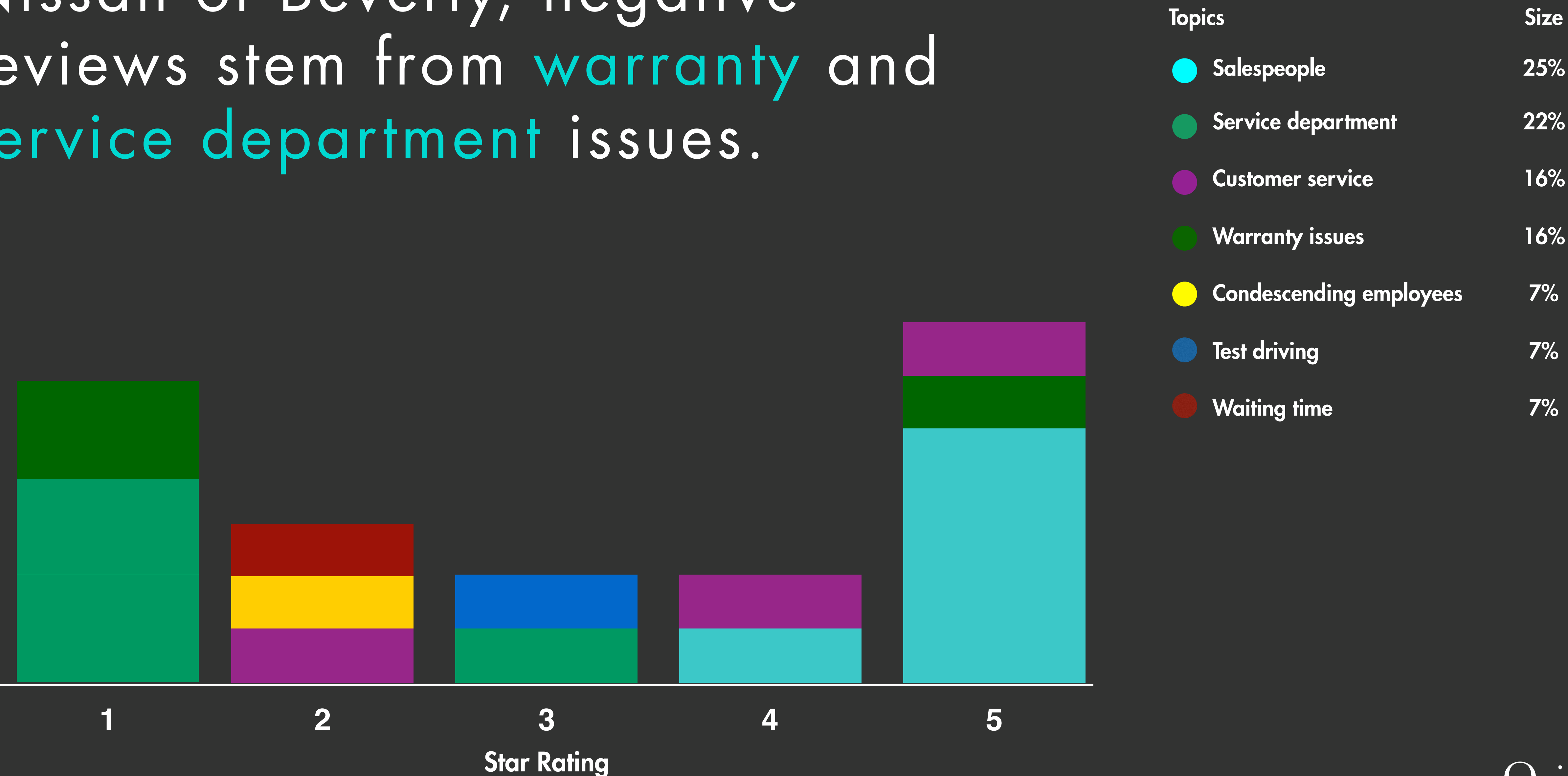
Star Rating



For Clay Nissan of Norwood,
interpersonal experiences
and service department
themes persist over time.



For another dealership, Kelley Nissan of Beverly, negative reviews stem from **warranty** and **service department** issues.



This is just a small sample of the
insights you can obtain from a
custom dataset in Quid.

With Opus, see what your customers,
competitors and employees are talking about.

CUSTOMERS

- Product Reviews
- Online Forums
(Health, Lifestyle, etc.)
- Survey Responses
- Social Media

COMPETITORS

- Review Comparisons
- Job Postings
- Professional Profiles
- Scientific Research
- Clinical Trials
- Corporate Filings

INTERNAL ORGANIZATION

- NPS Data
- Employee Surveys
- Call Center
Transcripts
- Project Reports
- Internal Documents

Contact us for more information.

hi@quid.com

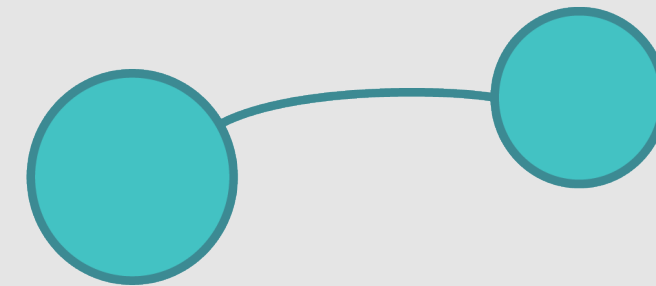
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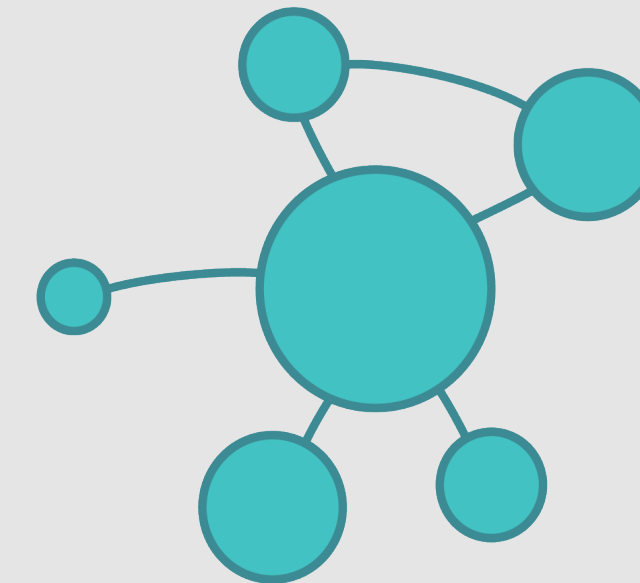
HOW QUID WORKS



Quid reads any text to identify key words, phrases, people, companies and institutions.



Then it compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.

HOW TO READ A NETWORK

Example network, colored by cluster, sized by degree

Each node represents a document; node sized by degree represents number of connections (i.e., similarity) to other nodes

Connections represent similar language used across nodes

A node bridging two clusters can indicate a document that is the intersection of two concepts

Spread-out clusters contain highly differentiated documents

Dense clusters contain highly similar documents

Similar nodes typically cluster together, and clusters are grouped by color

Less distance between clusters indicates a high number of inter-related documents

Greater distance between clusters indicates a low number of inter-related documents

Centrally located nodes are core to the overall network, indicating central topics and a bridging of ideas

Peripheral clusters are less central to the overall network but could represent niche takes on the topic

