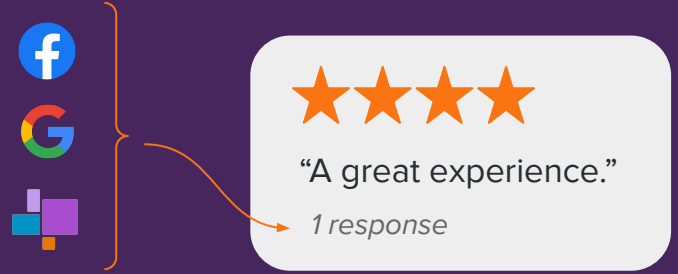


# AutoResponse

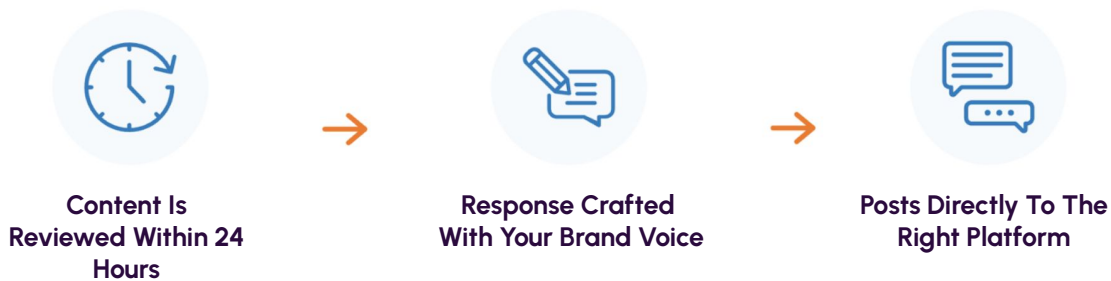
A widget that provides a hands-off solution to address reviews on sites that matter to your dealership, like Facebook, Google, and Cars Commerce.



## Benefits of AutoResponse

97% of shoppers read reviews before making a purchase. 71% are more likely to buy from businesses that respond to their reviews.

- Personal responses that address each review
- Uses keywords and dealership details to increase SEO



To get started with AutoResponse reach out to [support@cars.com](mailto:support@cars.com) to get the widget activated.

## Getting Started with AutoResponse

To get the most out of AutoResponse, we recommend doing three things:

1. Send Reputation guidelines and keywords to follow
2. Adjust your Notification Settings
3. Connect AutoResponse to your Social Pages

## Provide Guidelines

Upon AutoResponse activation, you'll be asked to provide Reputation with details about your dealership that would help us respond accurately to reviews.

Please provide guidelines like:

And note what reviews each is for:

- |                          |   |                    |
|--------------------------|---|--------------------|
| • Dealership Keyword     | → | • Sales Reviews    |
| • Taglines or Slogans    | → | • Service Reviews  |
| • Signatures or Contacts | → | • Negative Reviews |

## Negative Reviews

If you receive a negative review, you have the option to be notified of the review by adjusting settings in your Dealer Panel. We will notify you of a Negative Review, and ask for approval on our response.

**A review response is waiting for your approval.**

Cars.com Demo Dealer II received a negative review on DealerRater on 10/11/2023. We've drafted suggested public and private responses that need your approval.

[VIEW PENDING RESPONSE](#)

**Email Notification**

Then, click into the notification and approve or edit the suggested response to the negative review.

If an Admin at your dealership does not acknowledge our suggested response to a negative review, the review will automatically be posted after 72 hours.

**!** You **can** be notified of positive reviews, but are fully automated by the Reputation team.

## Adjust your Settings

Let's take a look at how to adjust your settings to be notified of reviews. In your Dealer Panel,

1. Hover over **Profile** and select **Employee Profiles**
2. Select the **Admin profile** you'd like to update
3. Click **Settings** and Check the Notification Boxes
4. Save Your **Changes**

**Employee Profiles**

ACCESS	FIRST NAME	LAST NAME ^	DEPARTMENT	CERTIFIED
			Administration	N/A
	Lisa	Jarvis	Administration	N/A

**Lisa Jarvis's Profile**

**EDIT PROFILE** **SETTINGS**

**Review Settings**

- ☒ Allow Customers To See My Profile And Tag Me In Reviews
- ☒ Notify Me When A Negative DealerRater Review Is Posted
- ☒ Notify Me When A Positive DealerRater Review Is Posted
- ☒ Notify Me When A Reviewer Replies To A Review

**DELETE EMPLOYEE** **SAVE CHANGES**

**EMAIL \***  
ParasramL@autonation.com

**POSITION \***  
Senior Marketing Specialist

After providing specific guidelines, phrases, and keywords and adjusting your Review Notification Settings, the best way to get those most out of AutoResponse is by connecting it to your social pages.

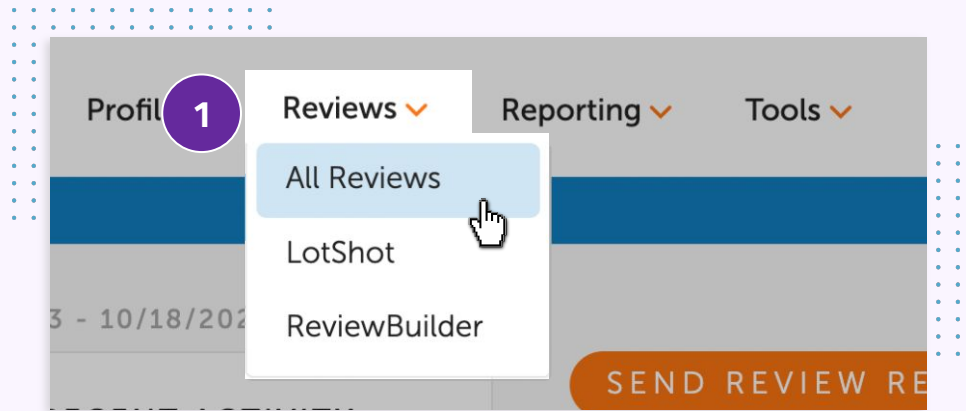
→ Now that you've adjusted your settings, let's move on to **how to connect social pages**.

## How to Connect to Social Pages

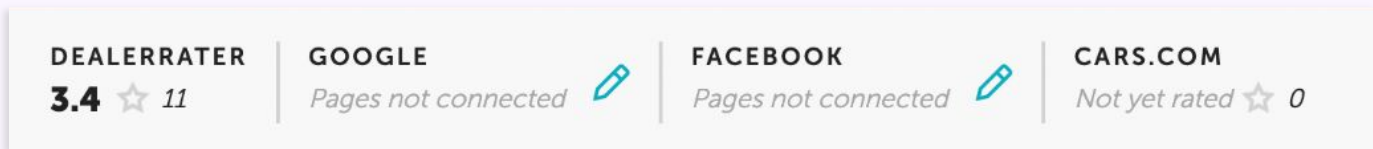
Connect AutoResponse to your social pages like Google and Facebook to automate the review responding process, increase SEO, and engage in an established online presence.

To connect your social pages first log in to your **Dealer Panel**.

1. Hover over **Reviews**
2. Select **All Reviews**



You'll see tabs for **Google** and **Facebook**. There will be a small disclaimer below each acknowledging whether or not these pages have been set up.



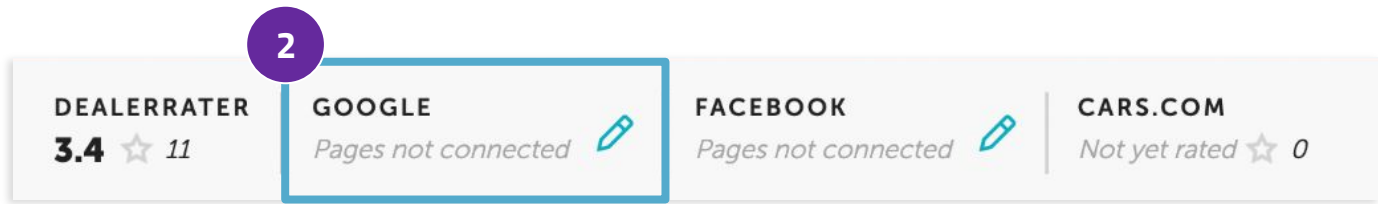
Let's start by connecting to **Google**.

### Quick Tip

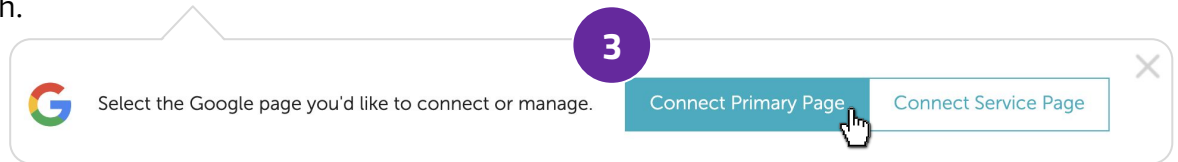
Connecting social pages allows AutoResponse to post reviews automatically—saving you time and keeping your profiles active. Active review pages help improve SEO and build trust across platforms.



## Connect to Google



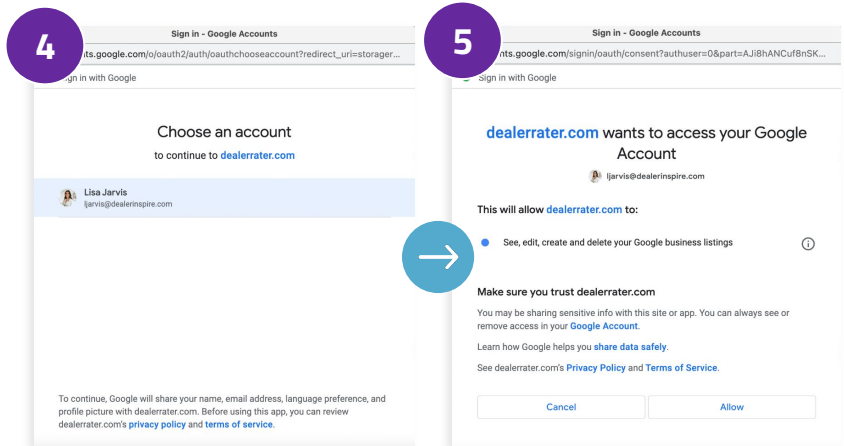
Click the **Pencil icon** on the Google Tab. You'll have the option to connect your Primary Page, your Service Page, or both.



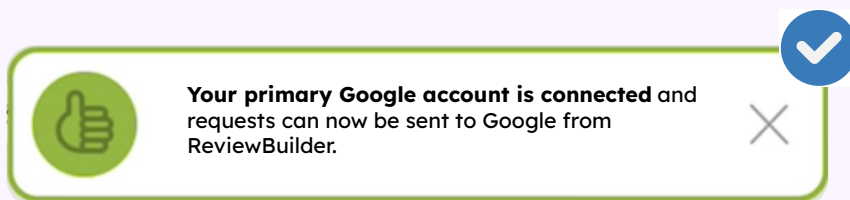
A pop-up will appear.

Select the **email address** associated with your Google Business Profile page.

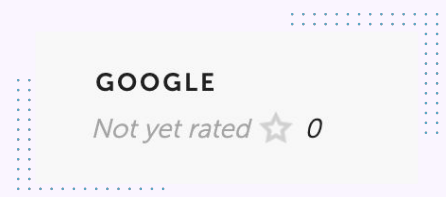
Select **Allow** in the next window, allowing access to your Google account.



You'll receive a confirmation message that your account has been connected successfully.

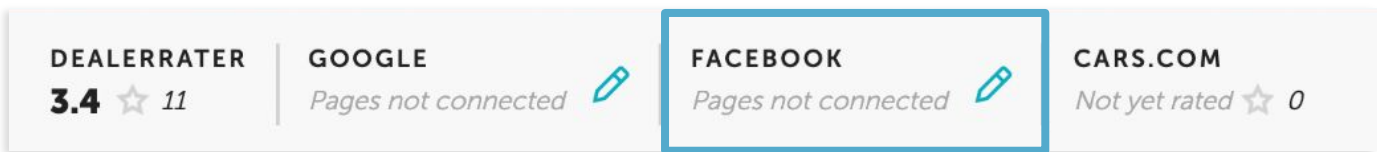
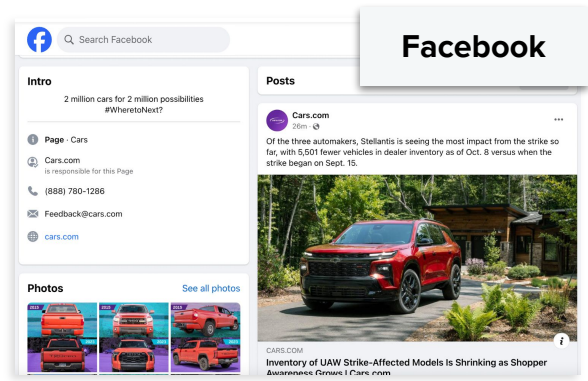
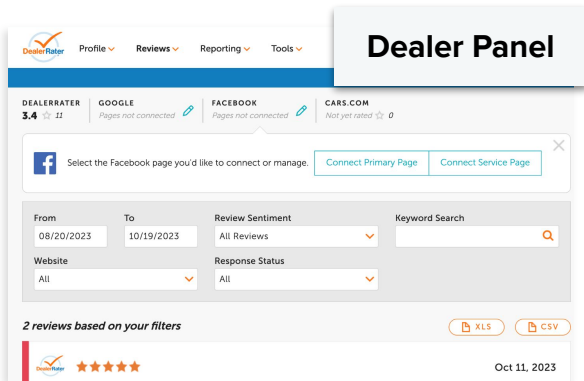


**Connected.**  
Reviews will show chronologically.

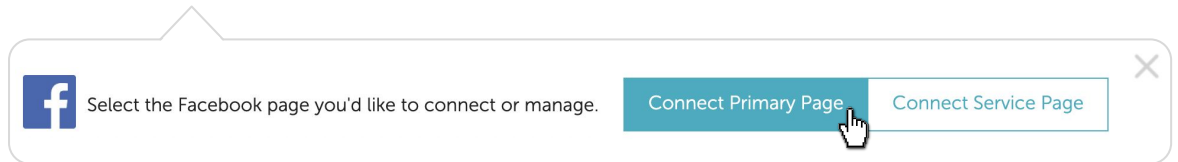


Let's follow the same process for Facebook. Have both your Dealer Panel and Facebook page open.

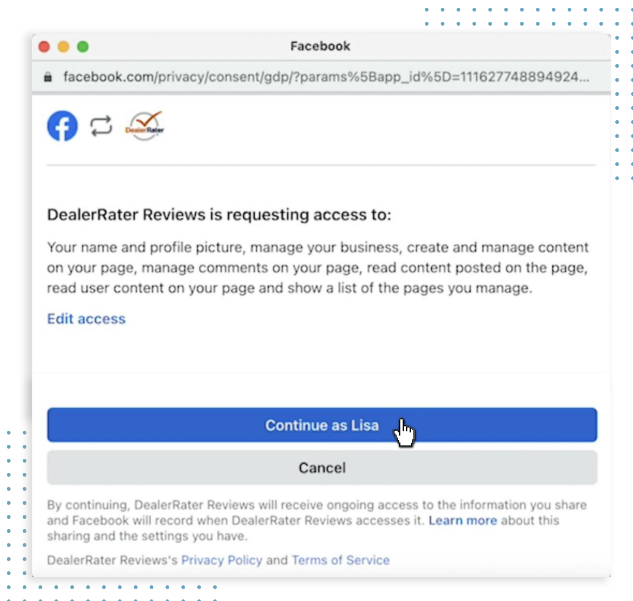
## Connect to Facebook



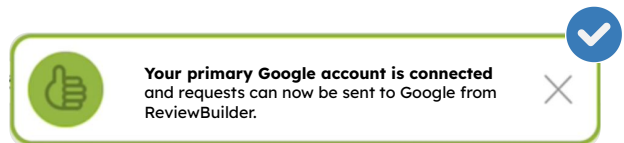
Click the **Pencil icon** on the Facebook Tab. You can connect your Primary or Service Page, or both.



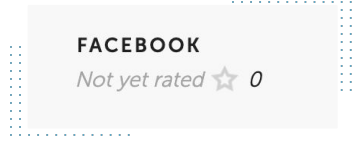
A pop-up will appear asking you to **Continue as [Name / Page]**. Continue if this is the correct page.



You may be prompted to select the correct page if multiple appear. Confirm again, and you'll receive a confirmation message when your page has been successfully connected.



**Connected.**  
Reviews will show chronologically.



**Questions?**  
support@cars.com