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Jiffy Lube Association of Franchisees

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Vendor Spotlight: Throttle

Boost Your Google Reviews to Drive More Business: A Must for Oil and Lube Shops

By Jeff Tremper, SVP, Matrix Imaging Solutions

Did you know that 'oil change near me' is one of the most frequent automotive searches on Google? Having a strong local presence, and even more importantly, a solid base of positive reviews can be a game changer in driving potential customers to your store.

How often are we asked to rate our customer experience on a scale of 1-5, with 1 being the least likely and 5 being the most likely? Some people take the time to respond, while others simply delete the email or hang up the phone. If we truly recognized the value of these ratings, we'd likely respond more often.

Just like the surveys we're asked to fill out, reviews on platforms like Google are essential for businesses looking to grow—especially in the automotive repair industry. In today's digital-first world, reviews play a critical role in helping customers choose where to get their vehicle serviced. If you're running an oil and lube shop, boosting your Google reviews is one of the best ways to increase visibility. Having a solid base of positive reviews can significantly impact your shop's visibility when potential customers search 'oil change near me.'

Why Google Reviews Matter

Google reviews play a crucial role in boosting your business's visibility. Google's algorithm considers both the quantity and quality of reviews when determining local search rankings. Shops with more positive reviews tend to rank higher, making them more visible to potential customers. If you haven't been actively encouraging Google reviews, now is the time to start. Each review is a new opportunity for your shop to stand out, especially in a competitive market.

Are You Proactively Driving Google Reviews?

Here are some questions to ask yourself:

- Do you encourage customers to leave a review at checkout? A quick mention during their visit can go a long way.
- Are you keeping track of your Google reviews? Monitoring and responding to customer feedback shows you're engaged and care about customer satisfaction, which can turn a negative review into a positive opportunity.
- How many new reviews are you receiving each month? If the number is low, it's time to take action.

Automating Review Requests for Consistent Growth

Automating the process is one of the easiest ways to ensure consistent review growth. A quality CRM program can automatically prompt customers to leave a review after each visit, providing you with a steady stream of feedback while you stay focused on running your shop.

Conclusion

Increasing your Google reviews is not just about gathering feedback. It's about driving more business to your shop. As more people rely on online searches to find services, the businesses with the most positive and visible reviews will be the ones winning those searches. So, the next time you ask for a rating or review, remember that every response—whether it's a 1 or a 5—can help your business grow and enhance the experience for future customers.

Throttle®, a product of Matrix Imaging Solutions, is a complete, intelligent marketing communications tool. Throttle helps automotive companies stay in close contact with their customers throughout the customer journey with timely, omnichannel communications and service reminders based on their unique driving habits and service history. From acquisition through retention, Throttle takes the guesswork and labor out of customer communications while freeing up the shop staff's time. Throttle uses multiple touchpoints including texts, postcards and emails, allowing users to easily generate a year-round marketing program that keeps their brand top of mind and customers coming back for more. Throttle offers a CRM program that can automatically prompt customers to leave a review after each visit, like the one described in this article.



Scan here to watch our video and to schedule a demo:



THROTTLE
a product of Matrix Imaging Solutions

Take the guesswork and labor out of customer communications.

Throttle® keeps you connected to your automotive customers throughout the year with timely, omnichannel communications and service reminders throughout the customer journey, based on their unique driving habits and servicing history. By interfacing directly with your POS system, Throttle helps you keep your brand top of mind while you manage your shop(s).

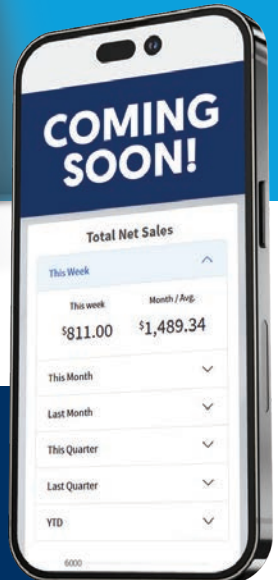
Benefits

- Increased Google Reviews with Thank You Text Notifications (Up to 200%)
- Declined/suggested service follow-up emails
- Educational videos
- Manufacturer recommended service suggestions your shop can perform
- Intelligent intervals between oil changes
- Increased customer retention

Features

- Advanced algorithms driven by data from your POS
- Full creative services available to brand your communications according to your marketing guidelines
- Consistent, automated, vehicle specific, personalized, customer acquisition and retention platform
- Monthly key performance indicator reporting to track marketing and operations
- Unique customer journeys for new and existing customers

A turn-key customer communications program from acquisition to retention.



For more information, contact throttlesales@matriximaging.com
matriximaging.com/throttle

Scan the QR code to watch our video and schedule a demo.



New KPI Reporting Dashboard

Total Net Sales	
This Week	Month / Avg.
This week	\$811.00
Month / Avg.	\$1,489.34
This Month	▼
Last Month	▼
This Quarter	▼
Last Quarter	▼
YTD	▼