



📍 400+ Locations

Two Brands — One Streamlined Online Reputation Management Dashboard

The first Express Oil Change & Tire Engineers launched in 1979. In 2017, they acquired Brakes Plus, adding more than 100 new locations to their portfolio and expanding their service offering to include more mechanical work. Express Oil & Tire Engineers and Brakes Plus has always focused on growth. Today, the team operates over 400 stores across the country.

Challenge

With so many stores, the team behind the brand found it increasingly challenging to build scalable online reputation and listings management processes.

Senior Digital Marketing Specialist, Kelsey Sapp, explains, “It was becoming very overwhelming to use all the different platforms to update our listings and respond to reviews. We needed one place to go, and we needed a team of experts to work with.” So, they started searching for a solution.

Solution

While other reputation management software solutions exist, none are designed to scale as seamlessly as Chatmeter. After evaluating several options, internal marketing leaders opted to invest in Chatmeter, as their all-in-one solution to help them manage hundreds of store locations.

Director of Digital Marketing, Rod Black notes, “With growth comes more reviews, and more reviews to respond to and manage.”

With a robust brand reputation management dashboard, leaders at all levels have insight into brand performance. Location-based dashboards allow various stores to easily manage listings and respond to reviews. Meanwhile, corporate leadership has access to higher-level insights that spotlight overall brand performance.



“With growth comes more reviews — and more reviews to respond to and manage. It was necessary for us to find a service like Chatmeter in order to manage our reviews the most effective way possible.”

Rod Black, Director of Digital Marketing



Key Challenge

With 400+ corporate and franchise locations across the country, and growing, scalable reputation and listings management became an urgent need.

Chatmeter Products Used

- Listings Management
- Reputation Management

Benefits

33% 
increase in listings views

43% 
increase in maps impressions

22% 
increase in unbranded searches

Express Oil and Brakes Plus

Results

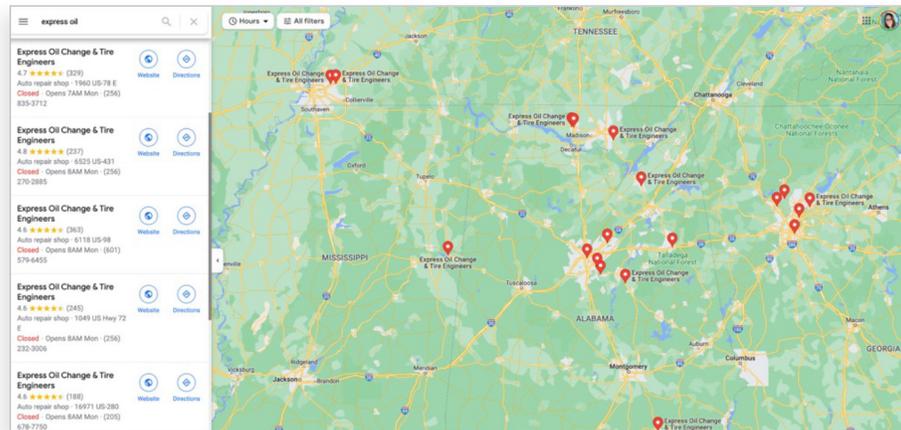
Having the ability to manage reviews and replies at scale alleviated a huge burden for the marketing team managing the company's expansive brand.

Director of Digital Marketing, Rod Black, says, "[With Chatmeter,] we're able to see all our reviews in a very organized manner and can respond effectively, quickly, and efficiently. The review response tool gives us the ability to respond to reviews in bulk with rotating templates we can customize."

In one year with Chatmeter, Oil Express & Tire Engineers, and Brakes Plus achieved:

- **92% response rate vs. the competitor's average rate of 56%**
- **100% listing accuracy on Google and Yelp**
- **43% increase in maps impressions**
- **22% increase in unbranded searches**

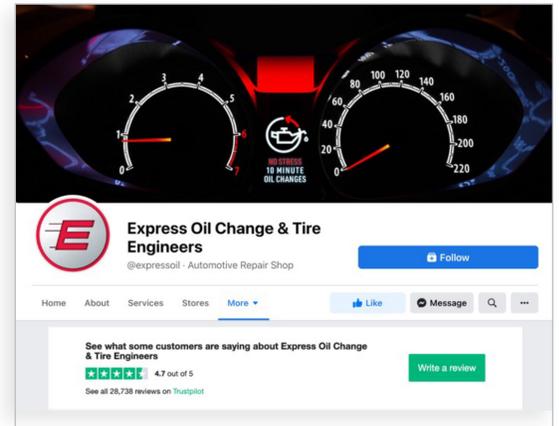
Black says, "Having a partner that truly cares about the accuracy of our listings and understands the impact goes a long way with us."



53% of customers expect businesses to respond to negative reviews within a week, and 1 in 3 expect a response 3 days or less. When you have multiple locations you need a solution to help you streamline and speed up review response.

"We love that Chatmeter is able to handle a very large company while also being very customizable. We look forward to seeing what else we can do with Chatmeter in the coming years."

Kelsey Sapp, Senior Digital Marketing Specialist



28K+ reviews and a 4.7 star average – Express Oil and Brakes Plus have got their online reputation management dialed in.

Take the pain out of reputation management at scale with Chatmeter. Request a free demo today! ▶