

55 locations

Mister Transmission increases brand awareness and builds stronger customer connections online

Mister Transmission has been “keeping you road ready” since 1963. As the brand Canadians trust to provide them with high-quality transmission repairs and expert service, Mister Transmission is a leader in the repair industry. The company was started by two entrepreneurs, who set out to give Canadians an affordable and reliable place to get their transmissions fixed, without the need to go to a dealership. When consumer demand increased, Mister Transmission turned its specialized service into a franchise. Today, the company has more than 55 franchise locations throughout Canada and is the largest chain of transmission and drivetrain repair specialists in the country.

The challenge

Transmission repair is a highly technical process. According to [CarBrain](#), it can take at least six hours to remove and install a transmission, often twice that, and a full rebuild can take three to four days. One of the most important parts of a car, vehicles need a transmission to transfer power from the engine to the drive shaft and the differential to let the wheels turn. When a transmission stops working, so does the car, and car owners need help fast, and they want to get it from a trusted provider.

70 seconds – that’s how long it takes the average consumer to choose an auto brand on search

“Trust on Google is super important to us,” said Mister Transmission’s Digital Marketing Manager. Many of our calls come from Google Business pages. Our social footprint online is vital to the success of our business, so we want to ensure we have strong SEO and positive online reviews.”

When the COVID-19 pandemic hit, Mister Transmission, which previously spent the majority of its ad dollars on radio advertising, had to switch gears. The company needed to focus more on its online presence and increase its visibility on social media channels to connect with consumers, who were staying at home and spending most of their day online.



Key challenge

Increasing online visibility and building trusted connections with customers

Chatmeter products used

- Listings management
- Reputation management
- Social media management

Benefits

40%

Increase in clicks to driving directions

39%

Increase in Google Post views

2.1 million

photo views across Mister Transmission’s Google Listings

“We need to be top of mind and on top of the search results, with strong brand awareness and reputation.”

– Digital Marketing Manager at Mister Transmission

The solution

In 2021, Mister Transmission partnered with Chatmeter to take control of its multi-location business, increase its local brand intelligence, and expand its online social footprint to drive customer satisfaction and loyalty.

Chatmeter is the brand intelligence company reimagining customer connections and reputation management by making it easy for multi-location brands to drive real-time impact through relevant insights in critical moments that matter.

With Chatmeter’s end-to-end platform, Mister Transmission monitored its online listings, search analytics, rankings, and performance summaries, to gain a clear understanding of business performance across its social and digital media footprint, and against its local competitors. The platform allowed the company to track customer sentiment trends, see every new review in a single feed, and pull metrics to build data-driven strategies to improve its online reputation and drive greater customer loyalty and business impact.

“One of the best features of the Chatmeter platform has been the ability to push out creative posts to social media channels across more than 55 locations across Canada with a single click,” said Mister Transmission’s Marketing Manager. “Putting the focus on our online presence has helped increase our overall footprint online. The biggest value of all, is that we can track our performance and understand what our customers are saying about us, and respond more quickly to consumers’ online reviews.”

The results

Chatmeter’s Listings Management directly impacts how Mister Transmission ranks on Google against its local competition. Since Mister Transmission adopted the Chatmeter platform, the company has achieved 100% listings accuracy on Google, leading to greater customer satisfaction and demand.

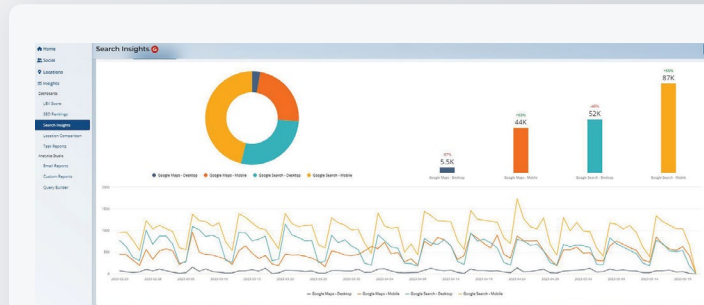
In 2022, the Chatmeter platform helped Mister Transmission achieve:

- 40% increase in clicks to driving directions
- 39% increase in Google Post views
- 25% increase in clicks to call
- 17% increase in website clicks
- 2.1 million photo views across Mister Transmission’s Google Listings

Mister Transmission’s Digital Marketing Manager says that, “The ability to post creative to all 55+ locations’ social media channels from one platform saves us a ton of time and effort because we don’t have to ask every individual franchisee to push out a post.”

Improving the customer experience at scale

In partnership with Chatmeter, Mister Transmission successfully elevated its online visibility, customer engagement, and reputation. Today the business is discovering new opportunities to strengthen the brand’s connection to customers at both the location and enterprise levels.



Mister Transmission’s Google Search rankings on mobile devices increased by 56% in 2023.

“Chatmeter is a major driving force in improving our online efforts.”

– Digital Marketing Manager at Mister Transmission

Experience the Chatmeter difference!

Discover Chatmeter’s latest integration with AI for review response and social media posting. >

See a demo of the platform in action. >