

 widewail

2024

# VOICE OF THE CUSTOMER

A WIDEWAIL REPORT



## Automotive Customer Experience Study

8.1M Google reviews analyzed with AI topic and  
sentiment analysis trended from 2023-2024





# NEGATIVE MENTIONS OF STAFF RISES

# 20%

Staff further cemented itself as the most important driver of customer experience, increasing overall mentions by 15.5%. Unfortunately, we observe negative mentions sharply rising, up 19.6% YoY. While positive mentions are up, the greater growth is in negativity.

## ABOUT THE DATA

Total Dealers	New <b>18K</b>	Total Reviews	<b>8.1M</b>
Timeframe	<b>Q1-Q3 2024</b>	Comparison Timeframe	<b>2023</b>

## INDUSTRY BENCHMARKS

Monthly Review Volume Average	<b>11.7</b> (+18.52% YoY)	Monthly Star Rating Average	<b>4.56</b>
Negativity Percentage	<b>11.11%</b> (-21% YoY)	Response Percentage	<b>91.67%</b>

# KEY INSIGHTS

### COMMUNICATION REMAINS THE #1 TOPIC IN NEGATIVE REVIEWS, INCREASES 6.4%

Mentioned in 41% of negative reviews, poor feedback on communication systems has increased by 6.4% across the industry YoY.

### NEGATIVE MENTIONS OF STAFF RISE 19.6%

Mentioned in 25% of negative reviews, the negativity surrounding STAFF is up 19.6% in 2024.

### WAIT TIME NEGATIVITY DECLINES

Negative mentions of Wait Times declined 8.5% YoY.

### SALES DEPARTMENT PERFORMANCE EXPERIENCING A NEGATIVITY INCREASE AND A POSITIVITY DECREASE IN 2024, FAIRING WORSE THAN SERVICE

Sales department positivity is down 3% YoY and negativity is up 8.5% YoY.

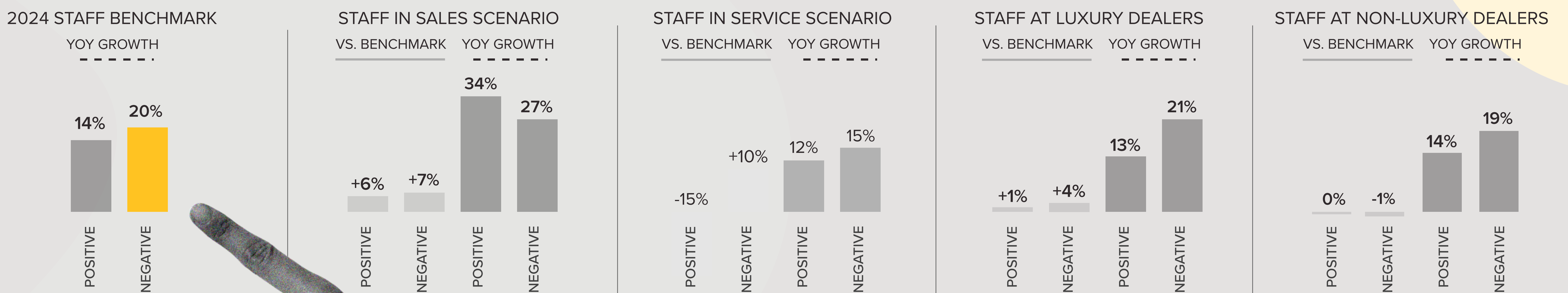
### PRICING SENTIMENT IS BACKSLIDING IN SERVICE, IMPROVING IN SALES

Positive mentions of PRICE/COST in the Service department are decreasing and negative mentions are increasing.

# DATA BREAKDOWN

## DEALERSHIP STAFF NEGATIVITY ON RISE

POSITIVE AND NEGATIVE MENTIONS OF STAFF COMPARED TO 2024 INDUSTRY BENCHMARKS AND YOY GROWTH





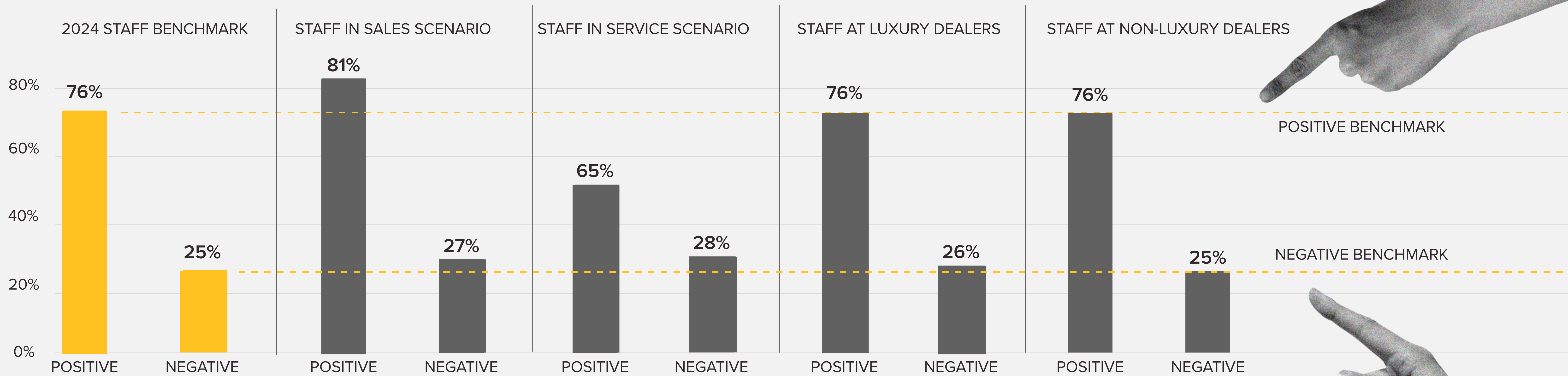


**KEY  
INSIGHTS**

## KEY INSIGHT #1

# STAFF PERFORMANCE IN FOUR KEY COHORTS

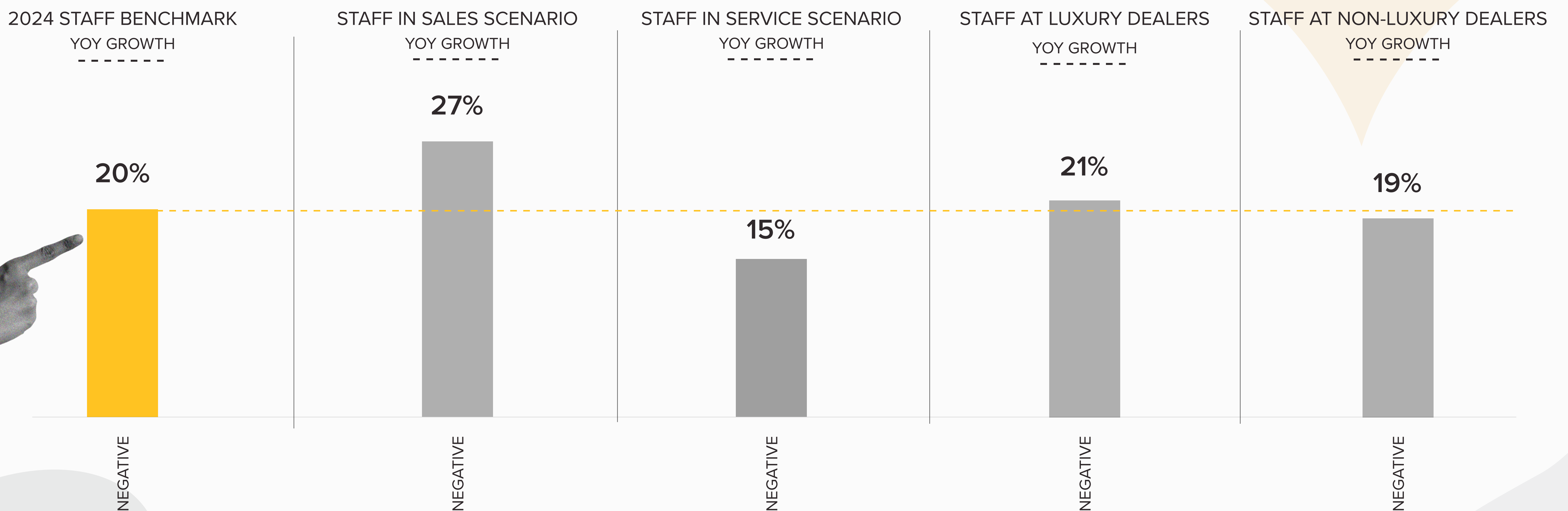
POSITIVE AND NEGATIVE MENTIONS OF STAFF COMPARED TO 2024 INDUSTRY BENCHMARKS



## KEY INSIGHT #2

# DEALERSHIP STAFF NEGATIVITY UP 20% IN 2024

YOY GROWTH OF NEGATIVE MENTIONS OF STAFF

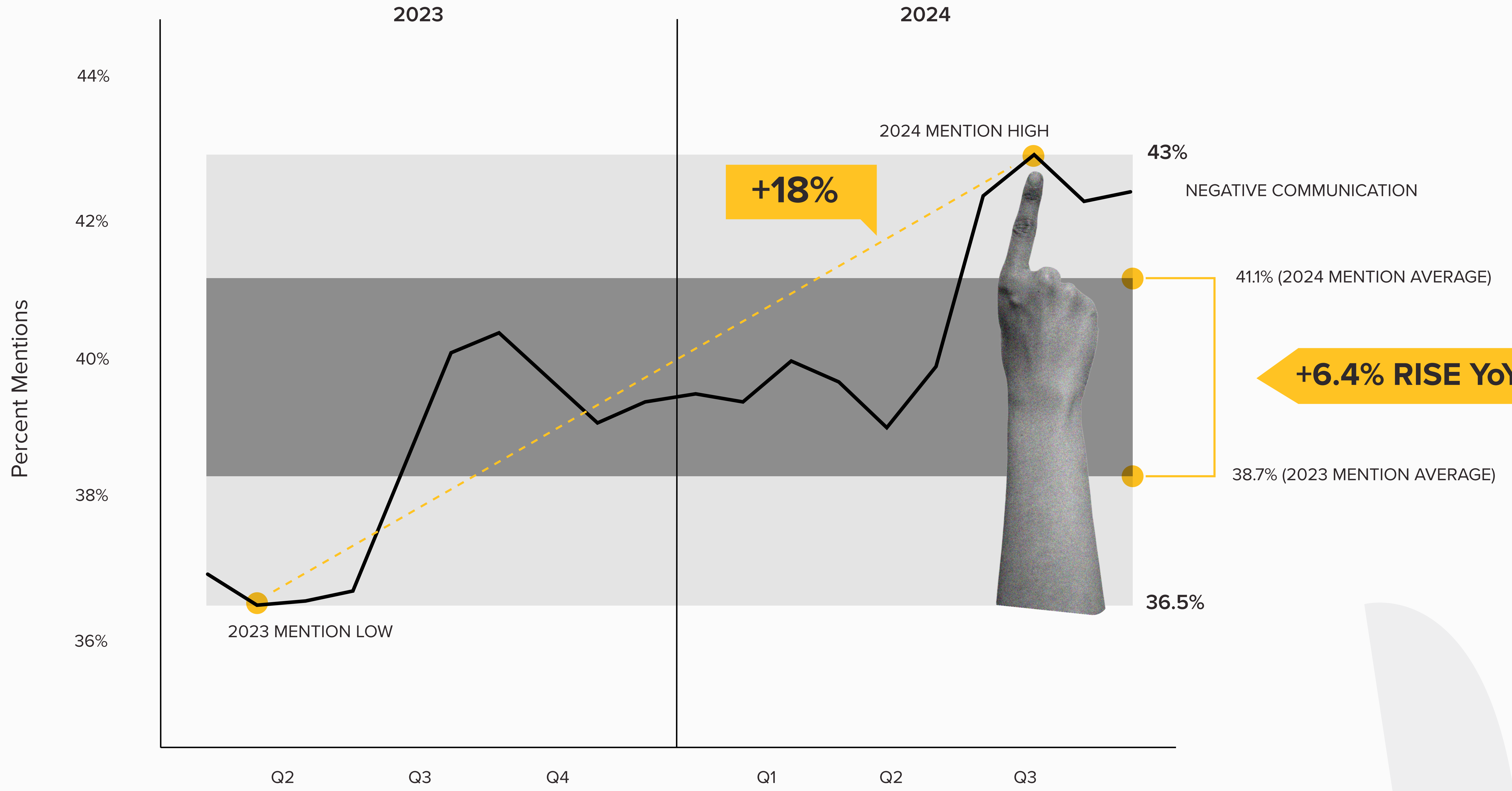




### KEY INSIGHT #3

# POOR COMMUNICATION: +18% FROM 2023 LOW TO 2024 HIGH

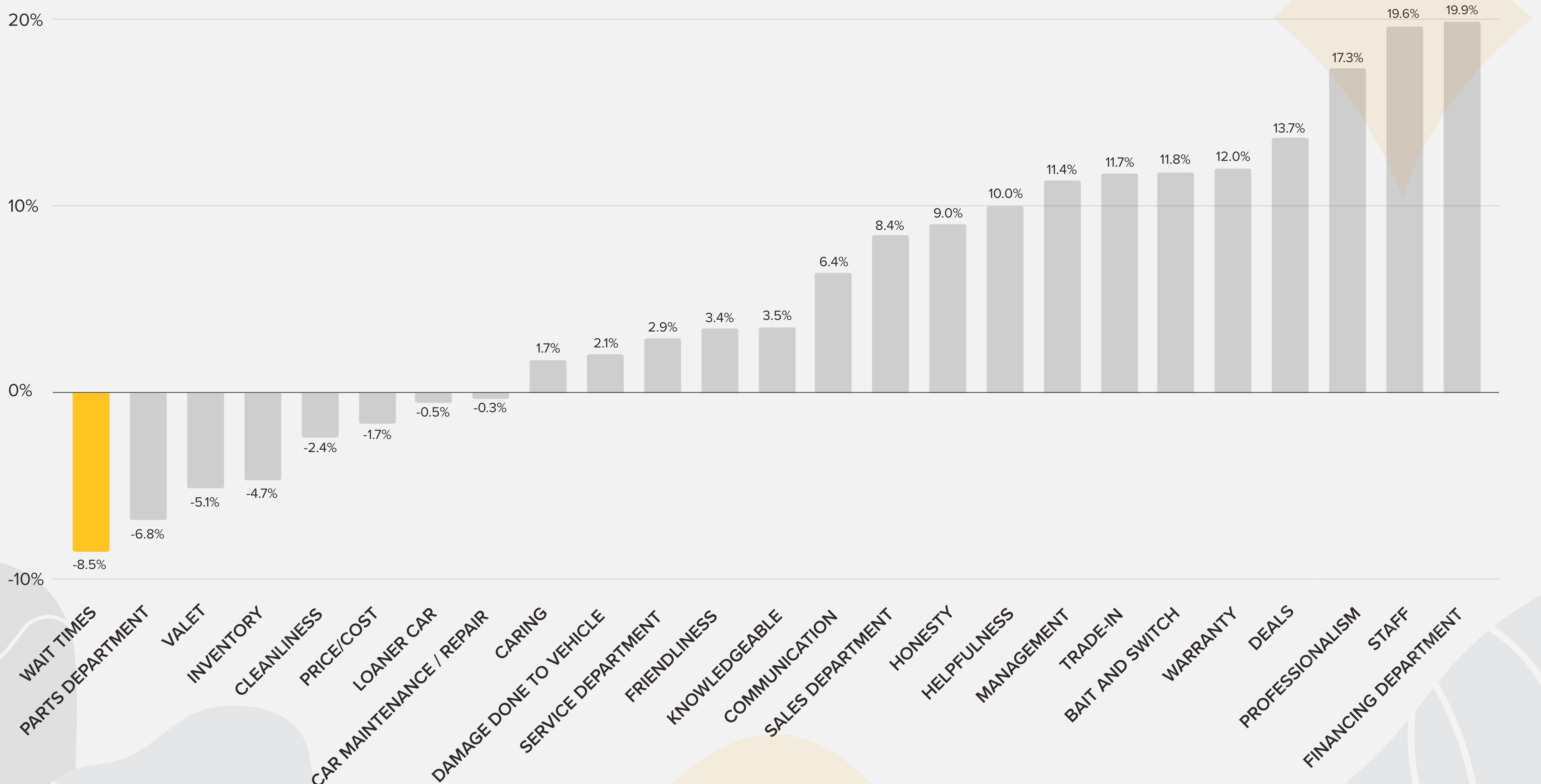
PERCENT MENTIONS OF NEGATIVE COMMUNICATION IN REVIEWS FROM 2023 TO 2024



### KEY INSIGHT #4

# WAIT TIME NEGATIVITY -8.5% YOY, LEADING EXPERIENCE GAINS IN 2024

YOY GROWTH RATE OF TOPICS MENTIONED IN NEGATIVE REVIEWS FROM 2023 TO 2024



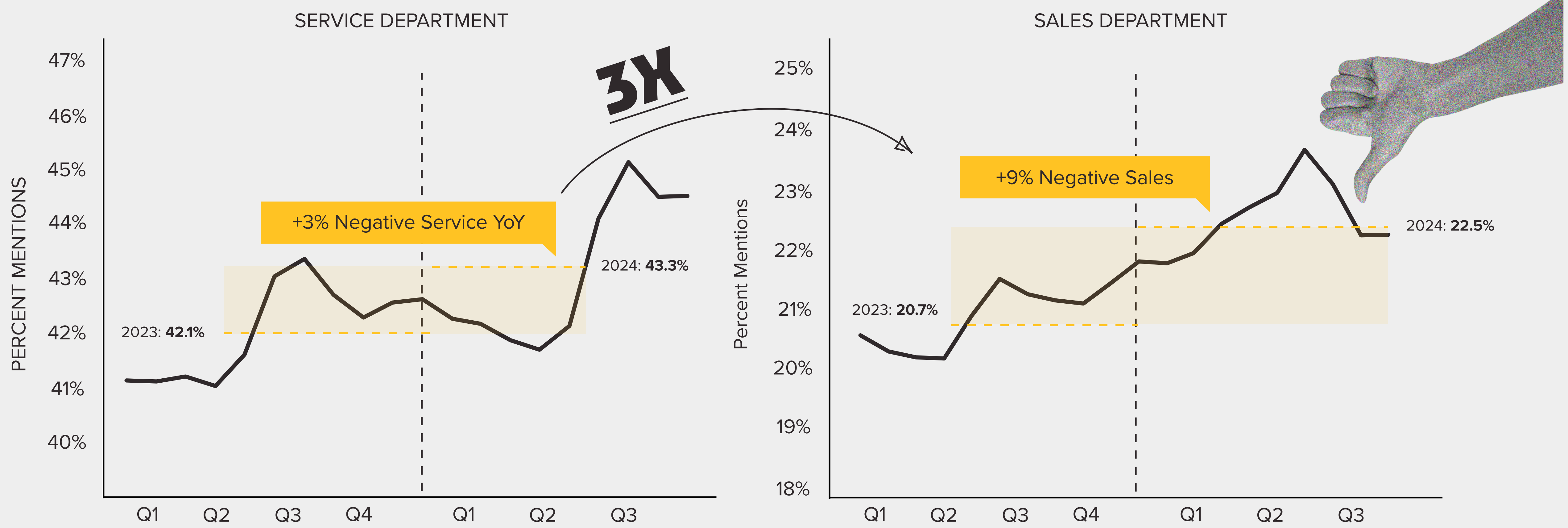


## KEY INSIGHT #5

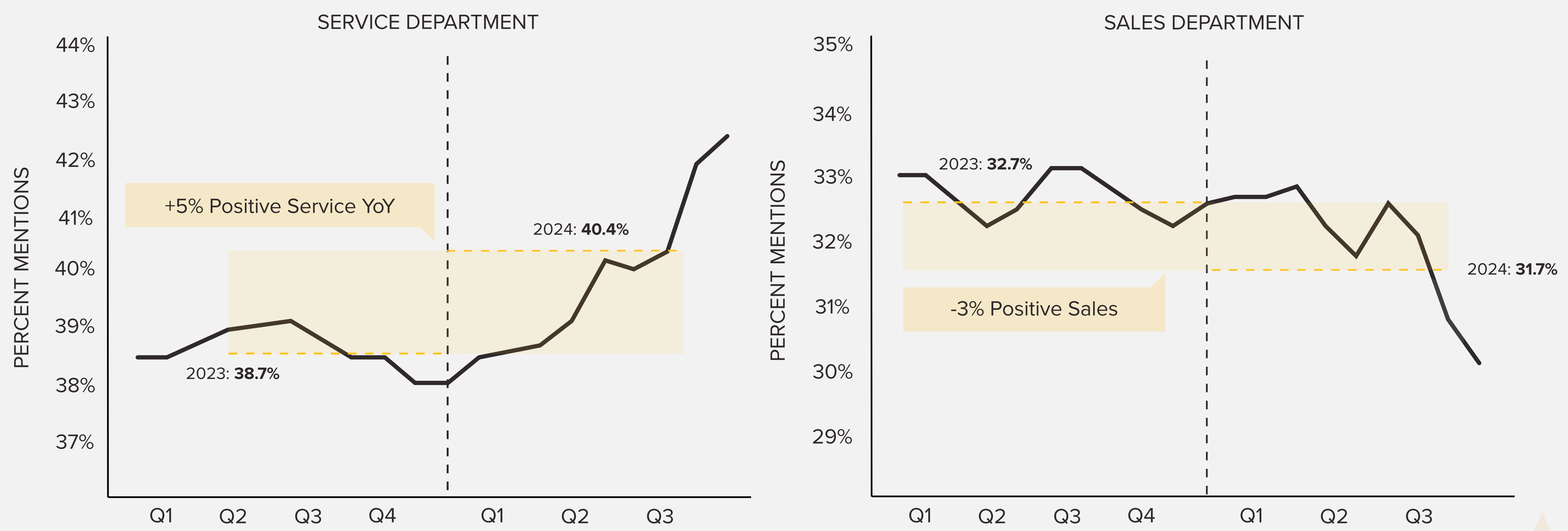
# SALES NEGATIVITY GAINS 3X SERVICE

PERCENT MENTIONS OF NEGATIVE AND POSITIVE MENTIONS FOR BOTH SALES AND SERVICE DEPARTMENTS

### NEGATIVE REVIEWS



### POSITIVE REVIEWS

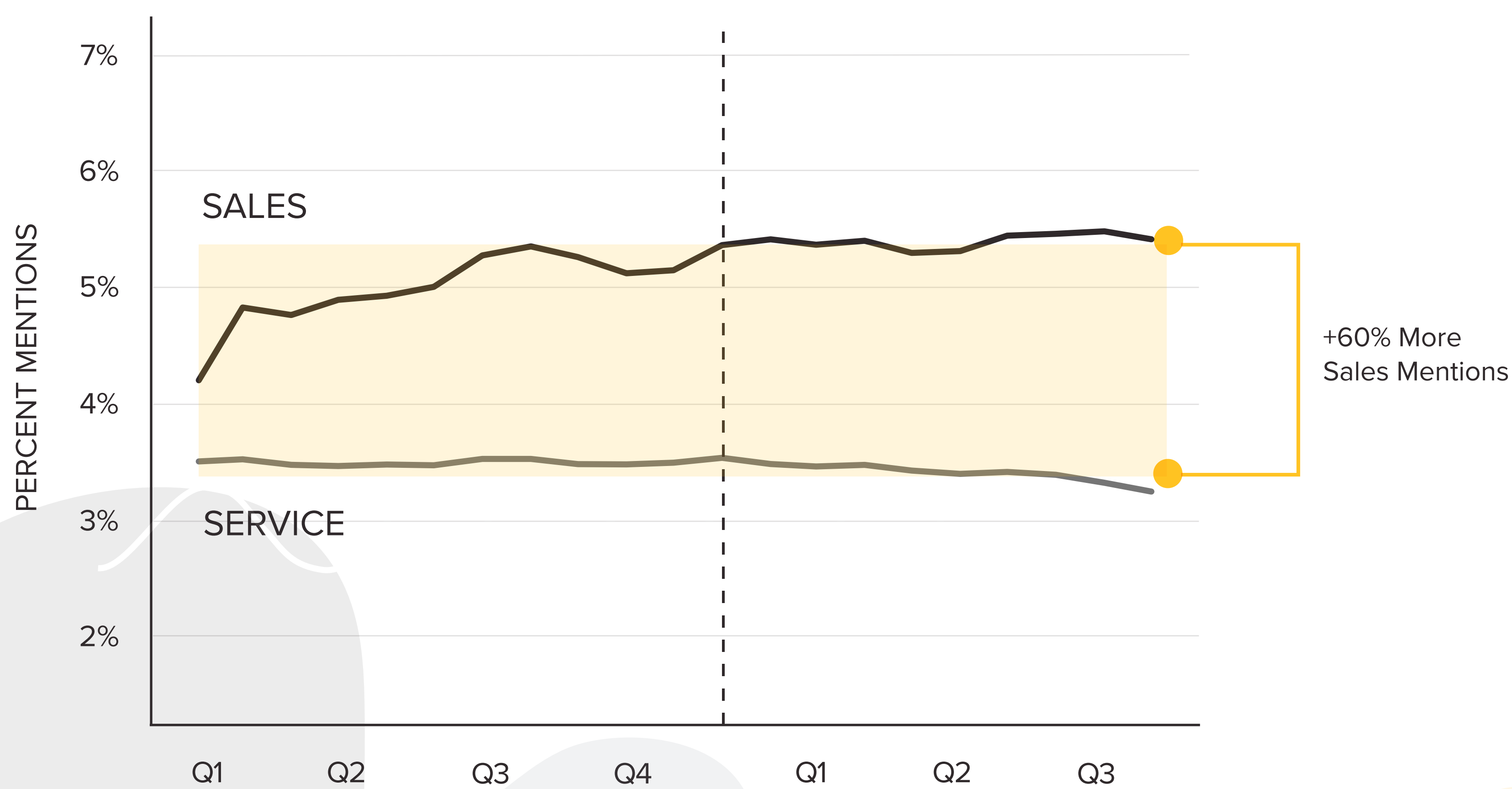


## KEY INSIGHT #6

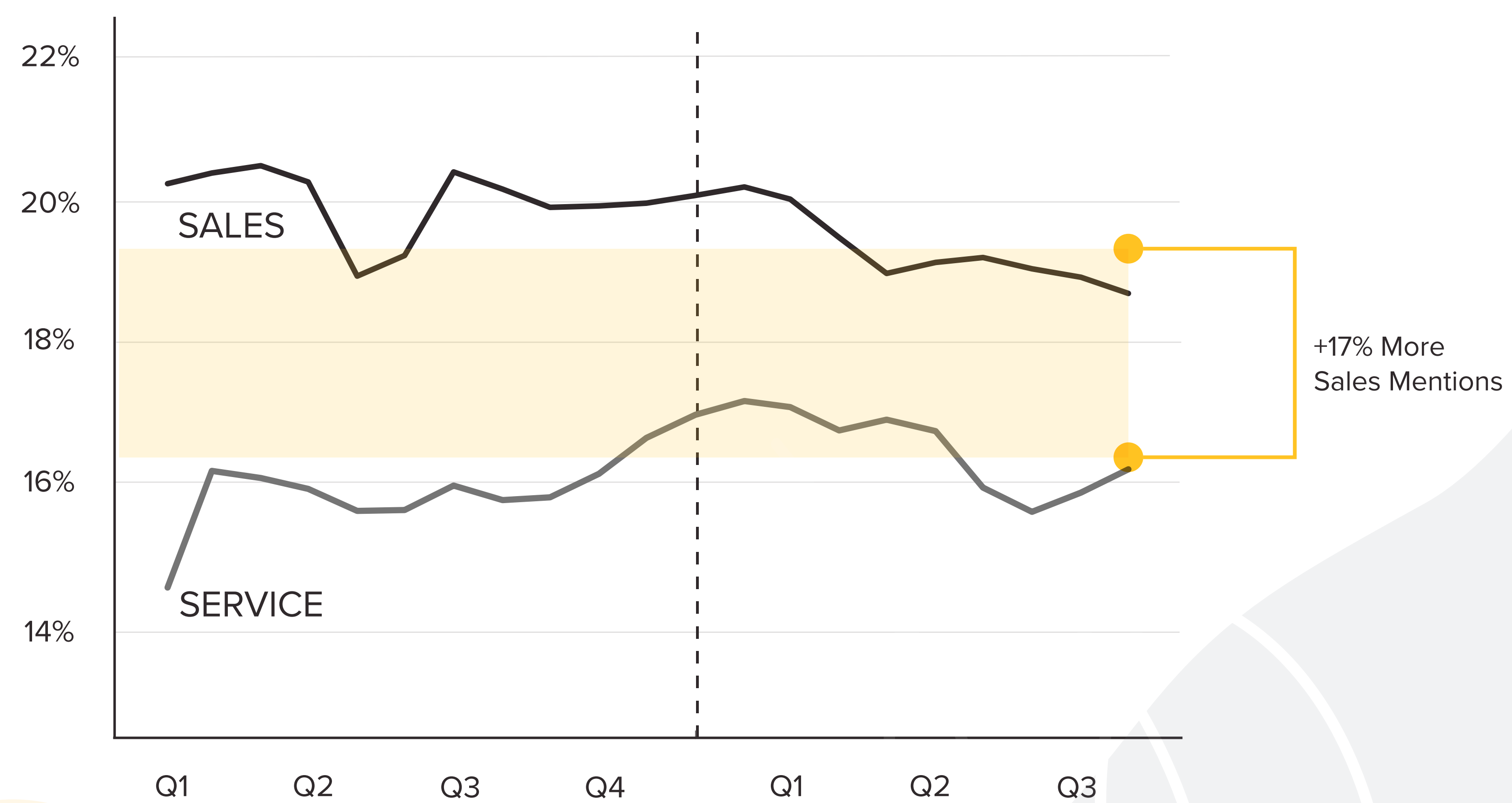
# PRICE/COST MENTIONS: SALES IMPROVING, SERVICE BACKSLIDING

POSITIVE AND NEGATIVE MENTIONS OF PRICE IN DEALERSHIP GOOGLE REVIEWS COMPARING SALES EXPERIENCES DIRECTLY TO SERVICE EXPERIENCES IN 2024

### POSITIVE MENTIONS OF PRICE



### NEGATIVE MENTIONS OF PRICE



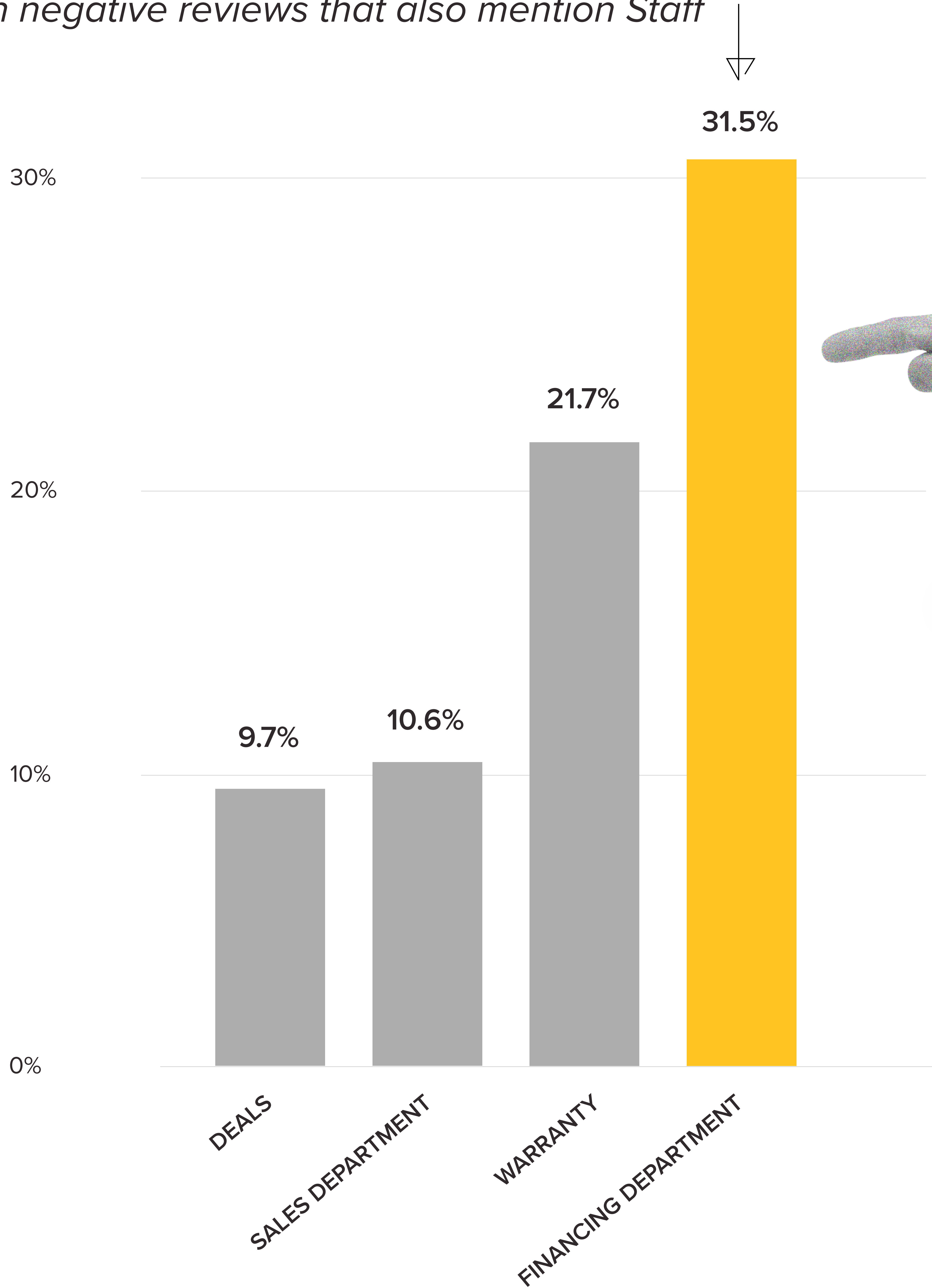


KEY INSIGHT #7

# FINANCE DEPT NEGATIVE REVIEWS BEHIND STAFF CRITICISM

A CLOSER LOOK AT WHAT TOPICS ARE MENTIONED MOST FREQUENTLY IN NEGATIVE STAFF REVIEWS

*31.5% growth YoY: Mentions of Financing Dept in negative reviews that also mention Staff*







**KEY INSIGHTS**

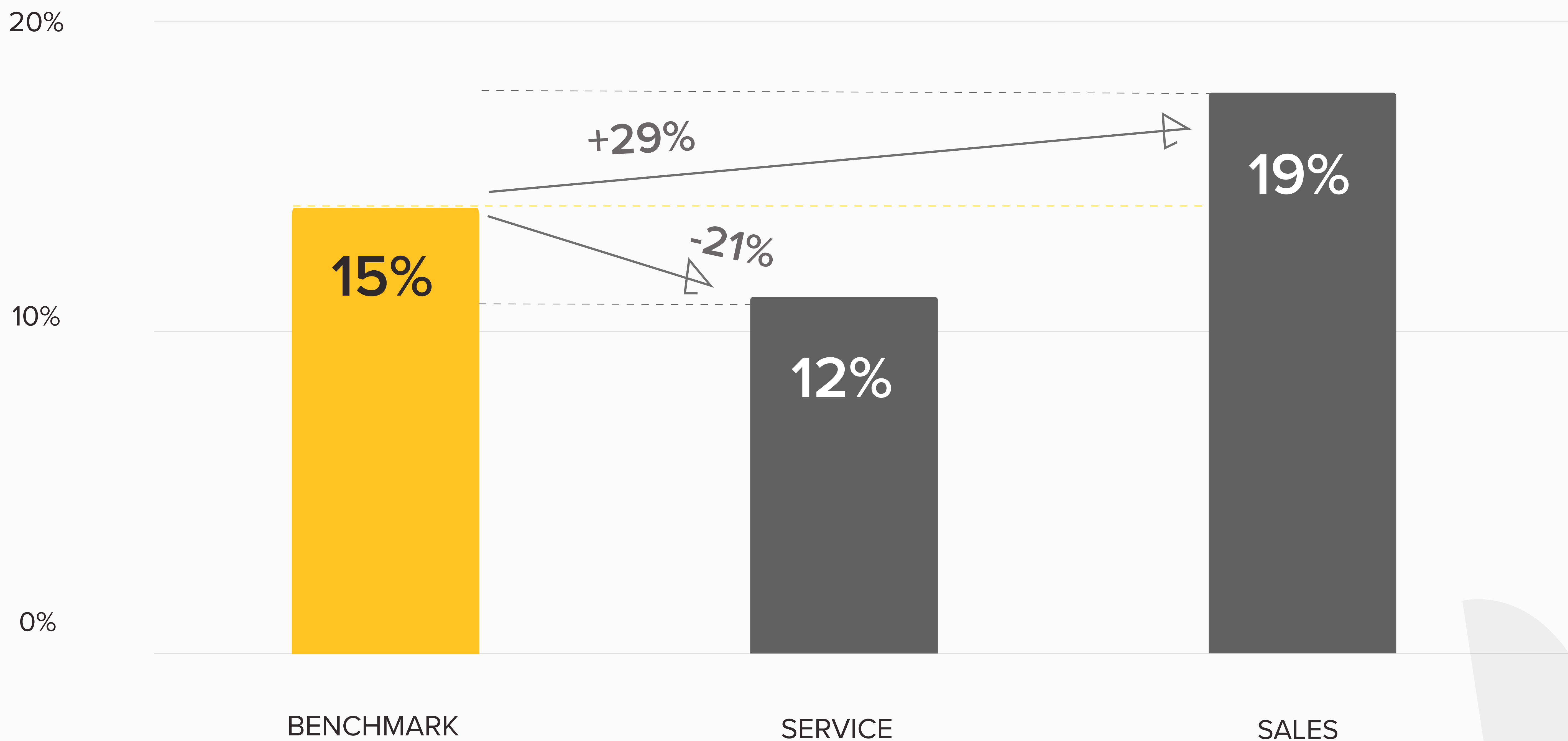
# **SALES**



## SALES INSIGHT #1

# KNOWLEDGE A KEY DRIVER OF POSITIVE SALES EXPERIENCES

POSITIVE MENTIONS OF KNOWLEDGE IN A SERVICE AND SALES EXPERIENCE VS. BENCHMARK

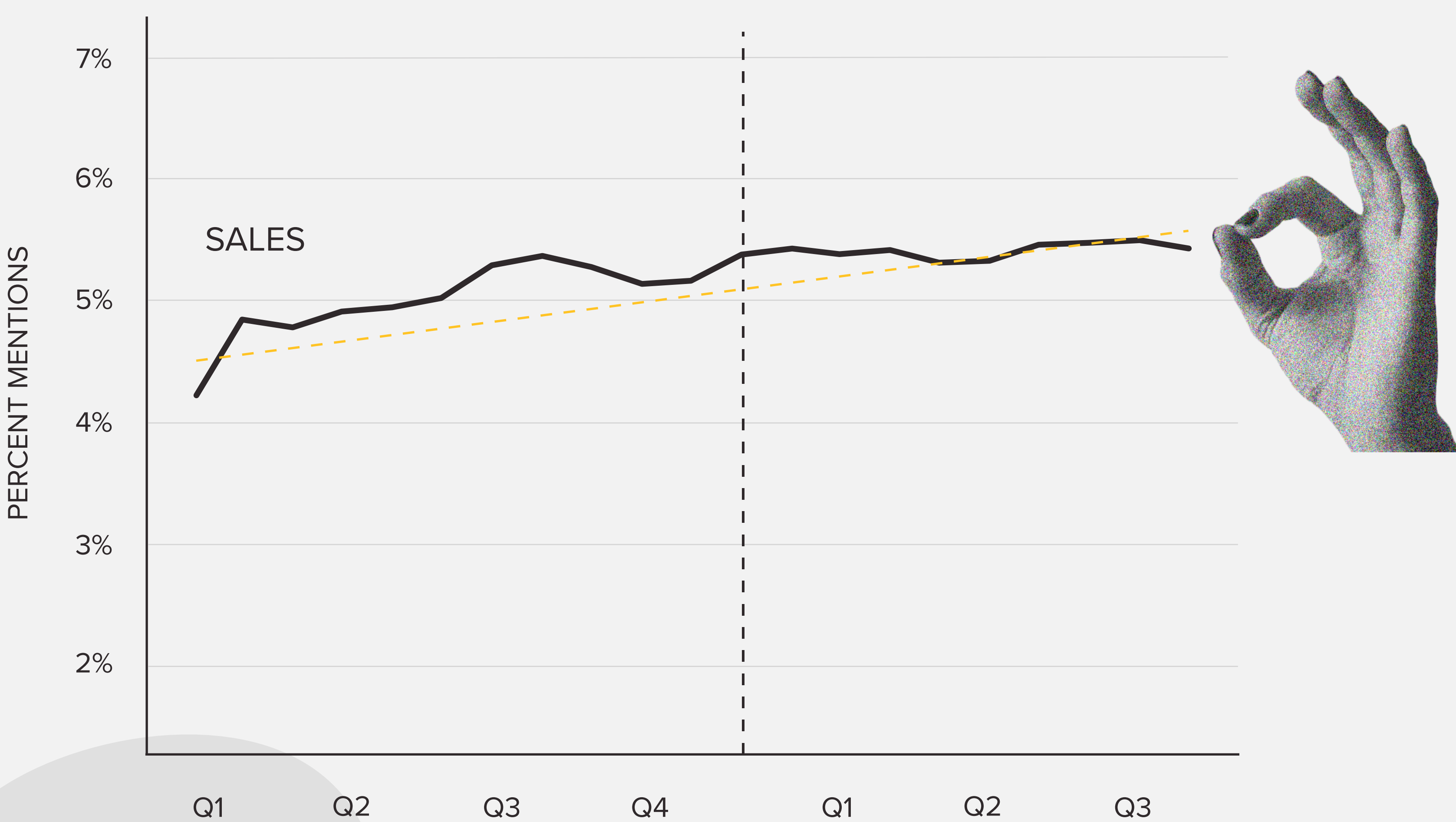


## SALES INSIGHT #2

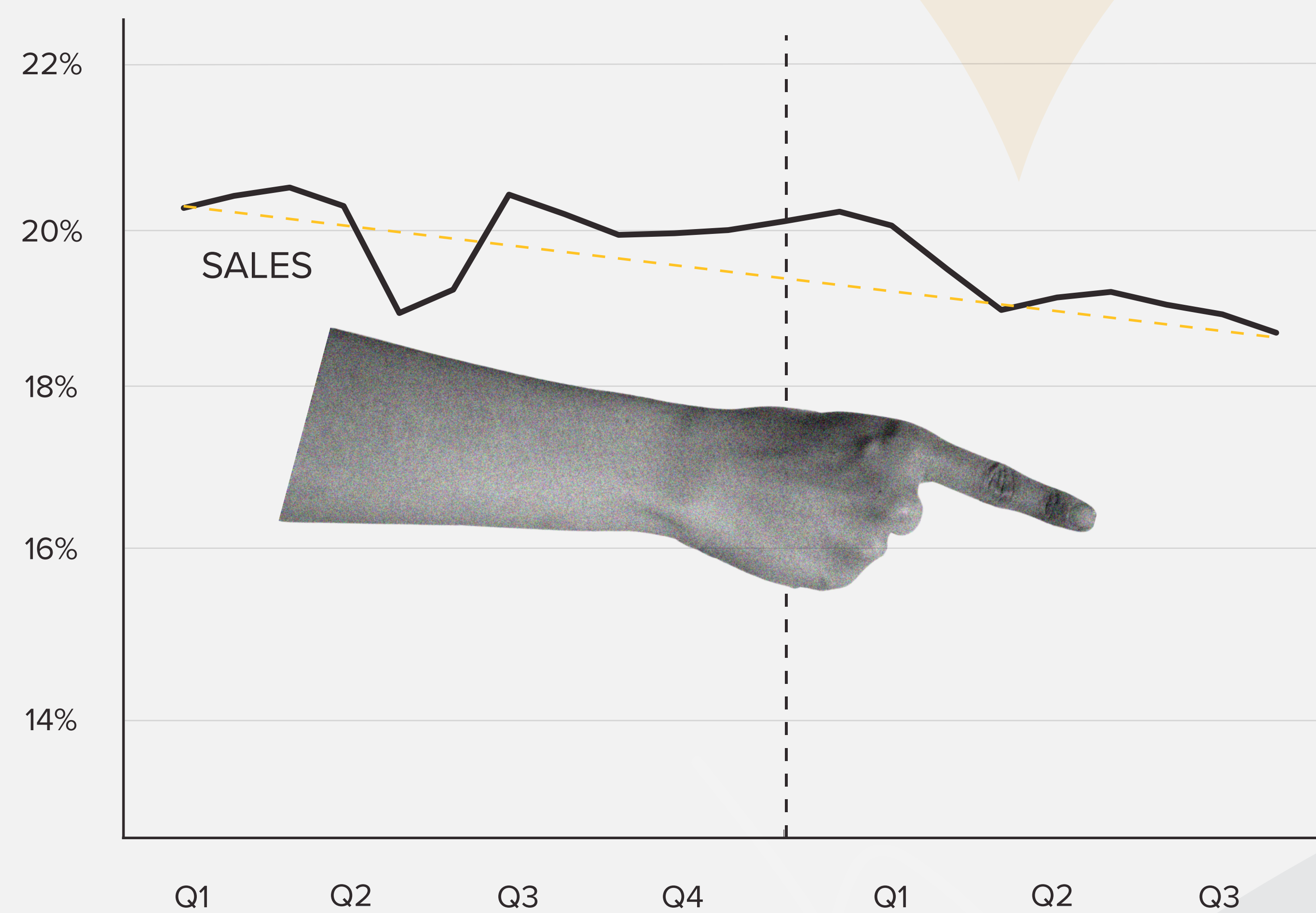
# PRICE SENTIMENT IN SALES TRENDING IN AN ENCOURAGING DIRECTION

POSITIVE AND NEGATIVE MENTIONS OF PRICE IN THE SALES DEPARTMENT

POSITIVE MENTIONS OF PRICE



NEGATIVE MENTIONS OF PRICE

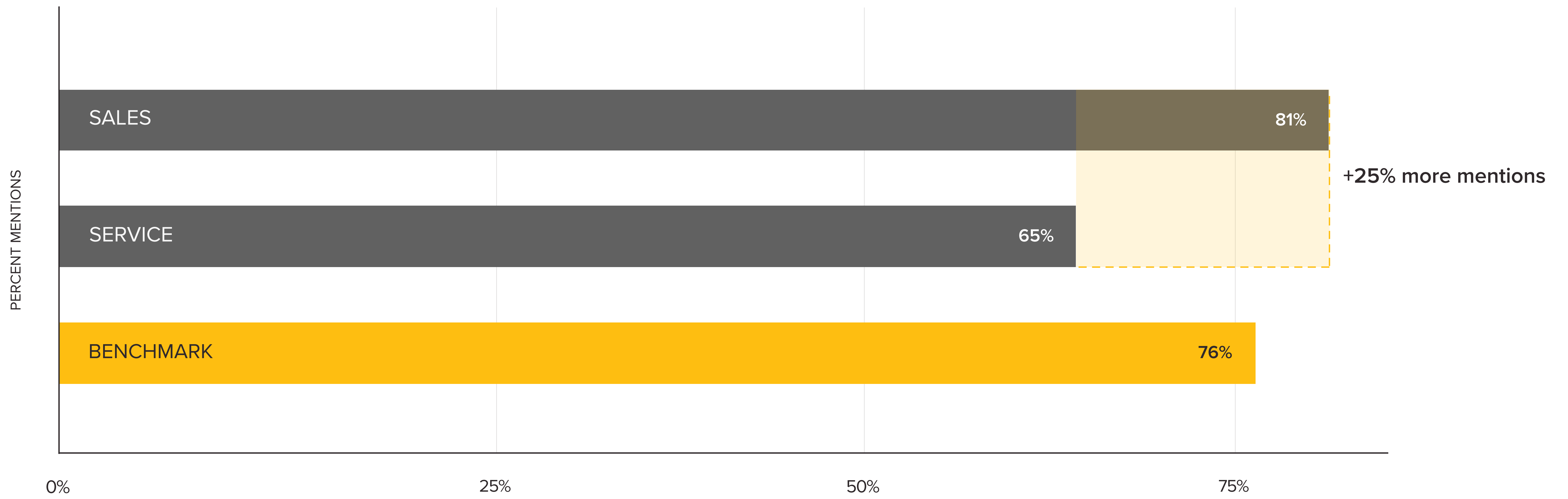




### SALES INSIGHT #3

# STAFF MORE IMPACTFUL IN SALES THAN SERVICE

POSITIVE MENTIONS OF STAFF COMPARING TO 2024 SALES AND SERVICE REVIEWS





KEY INSIGHTS

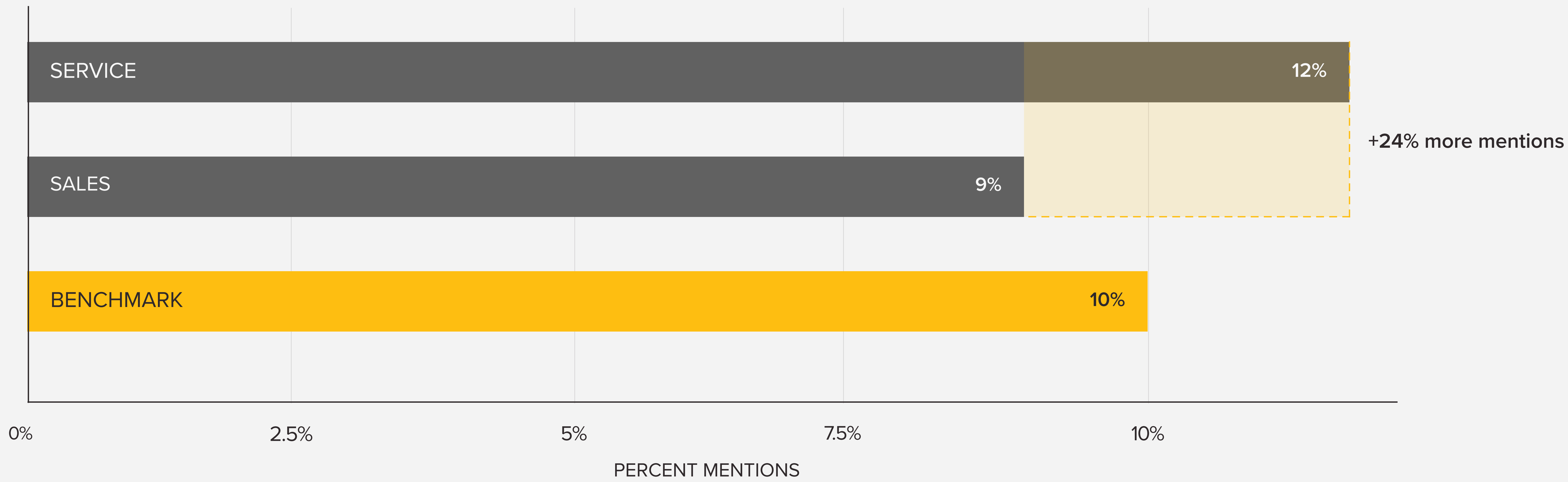
# SERVICE



# SERVICE INSIGHT #1

## COMMUNICATION DRIVES 24% MORE POSITIVITY IN SERVICE VS SALES

POSITIVE MENTIONS OF COMMUNICATION COMPARING TO 2024 SALES AND SERVICE REVIEWS

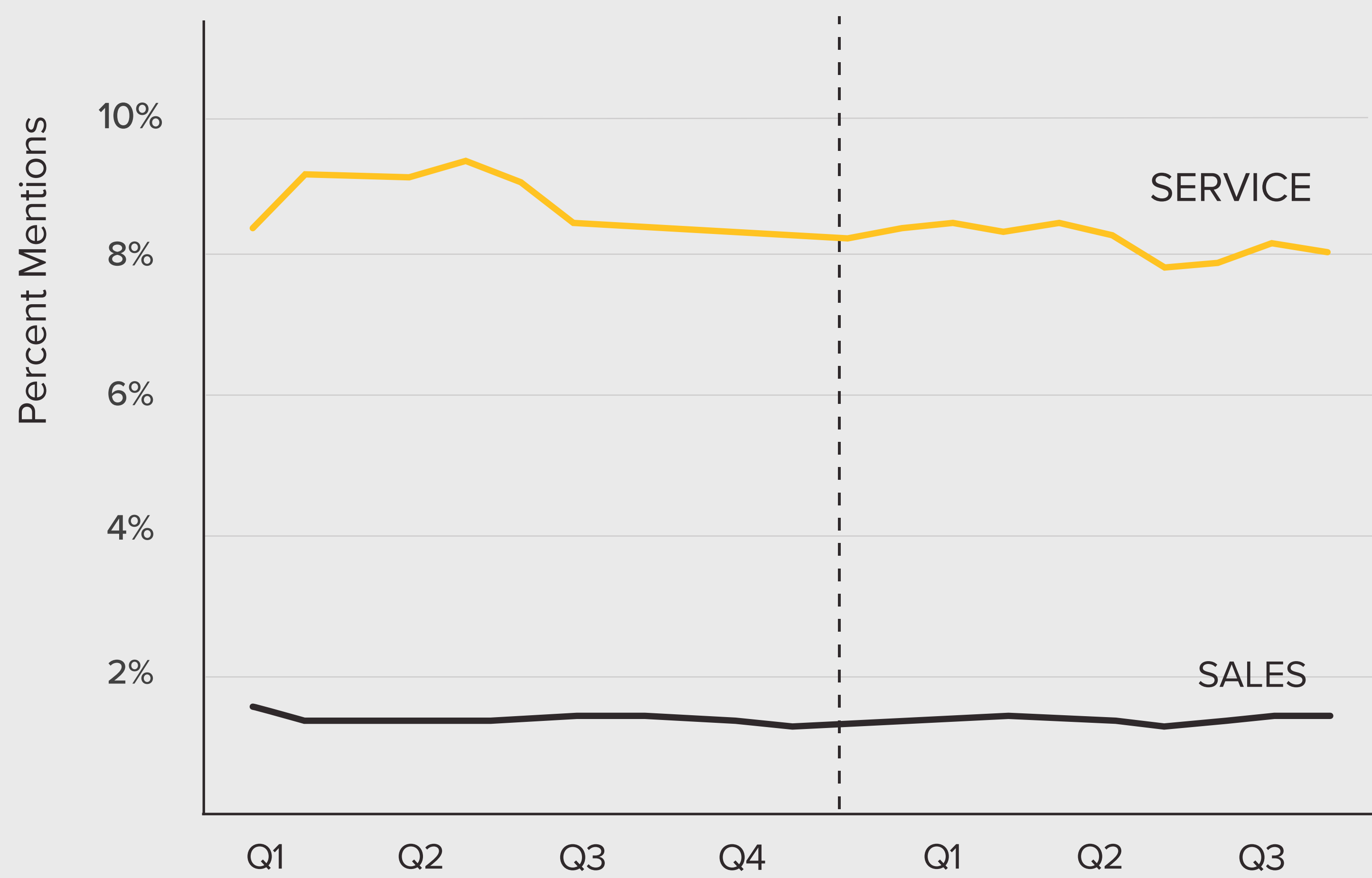


# SERVICE INSIGHT #2

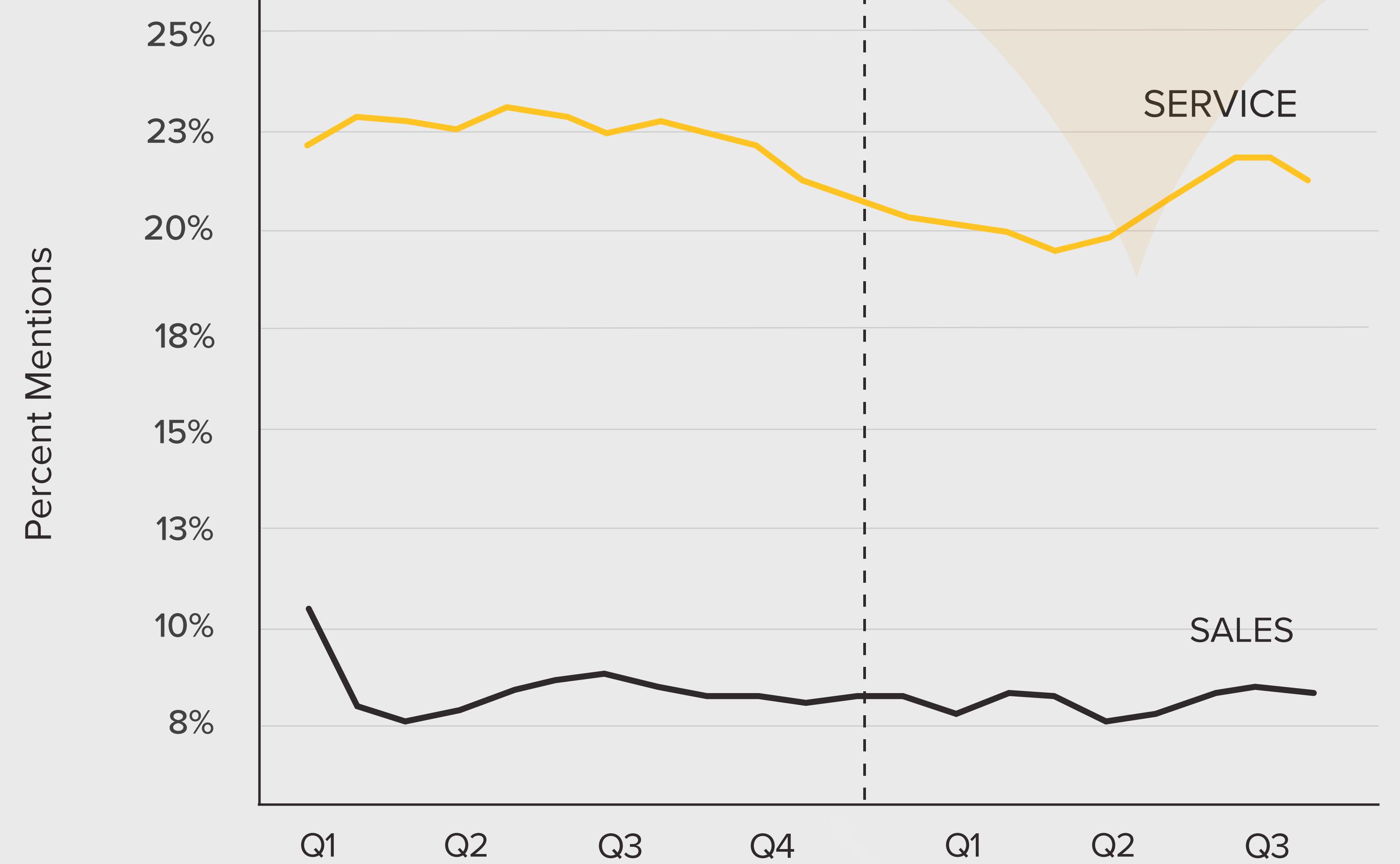
## WAIT TIMES PRIMARILY A SERVICE ISSUE

MENTIONS OF WAIT TIMES COMPARING TO 2024 SALES AND SERVICE REVIEWS

POSITIVE MENTIONS OF WAIT TIMES



NEGATIVE MENTIONS OF WAIT TIMES

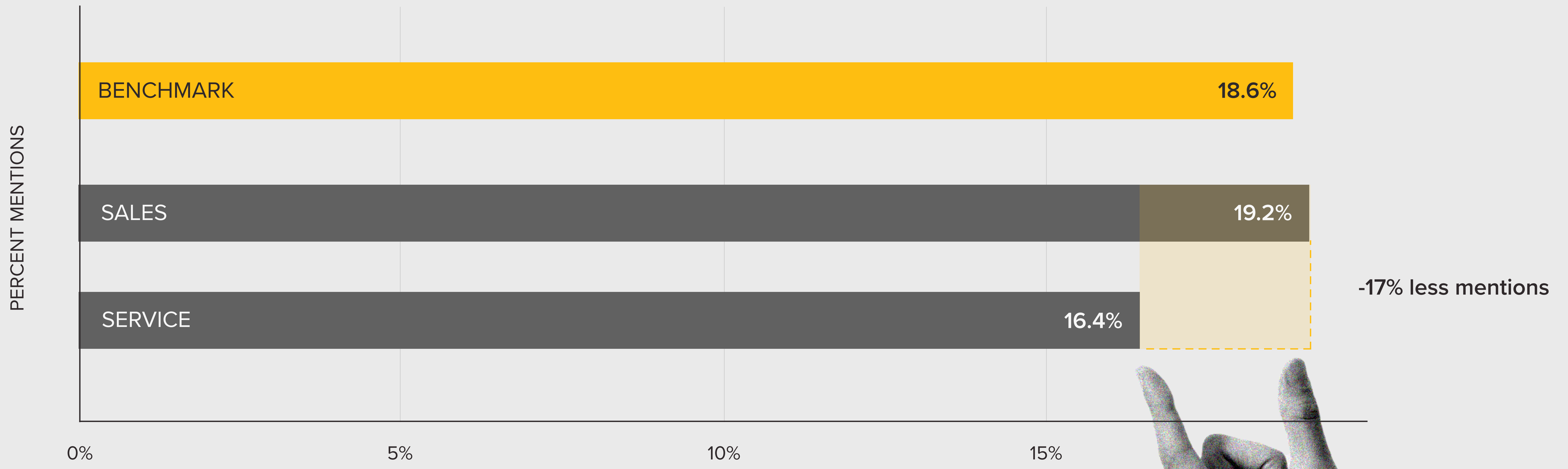




KEY INSIGHT #3

# PRICE/COST MENTIONED IN 17% FEWER NEGATIVE SERVICE REVIEWS V. SALES

NEGATIVE MENTIONS OF PRICE/COST COMPARING TO 2024 SALES AND SERVICE REVIEWS





KEY INSIGHTS

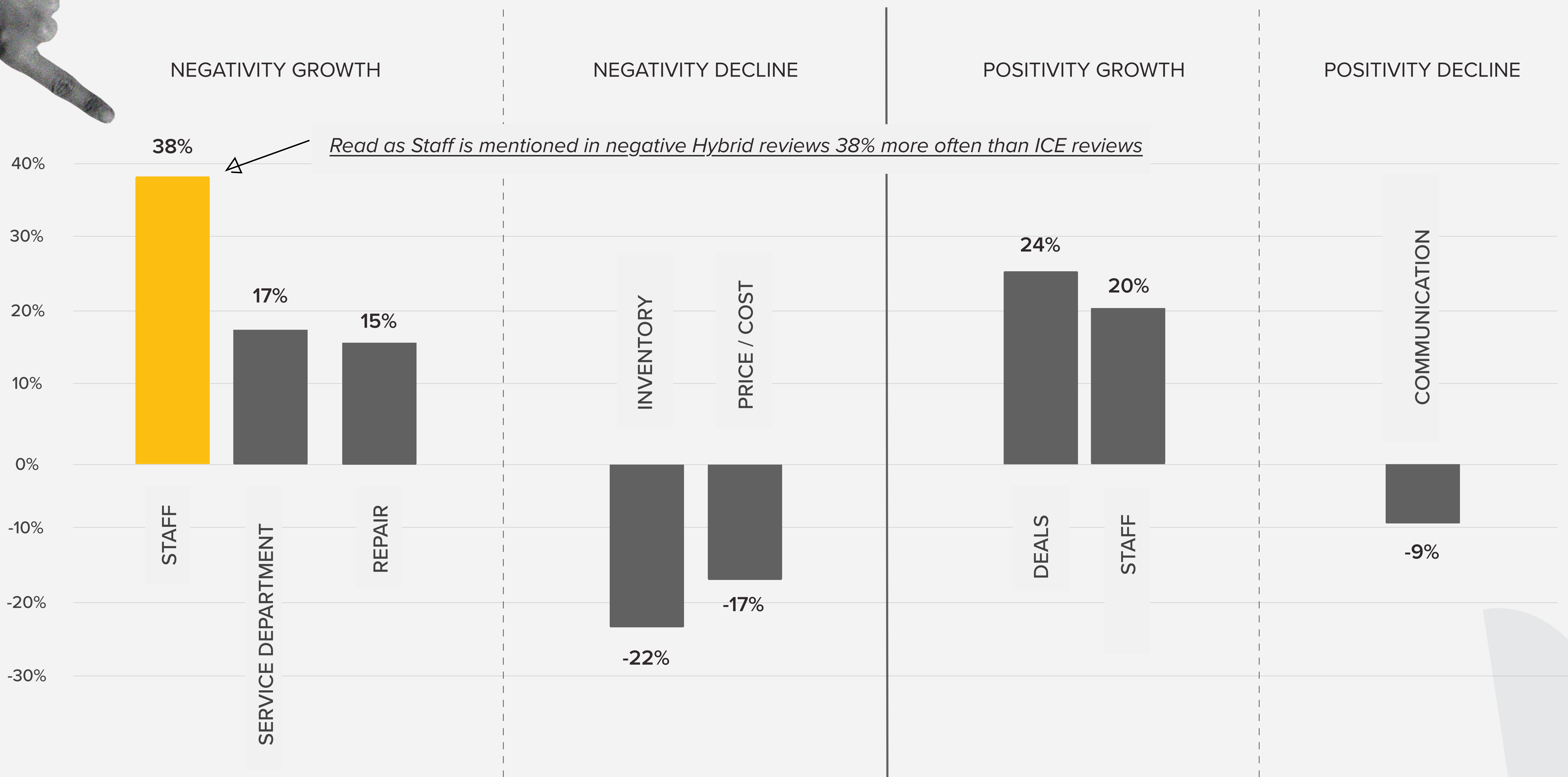
# EV/HYBRID



## EV/HYBRID INSIGHT #1

# HYBRID VS. ICE CUSTOMER EXPERIENCE ANALYSIS

8 TOPICS THAT SHOW A SUBSTANTIAL DIVERGENCE IN HYBRID REVIEW MENTIONS AND ICE MENTIONS

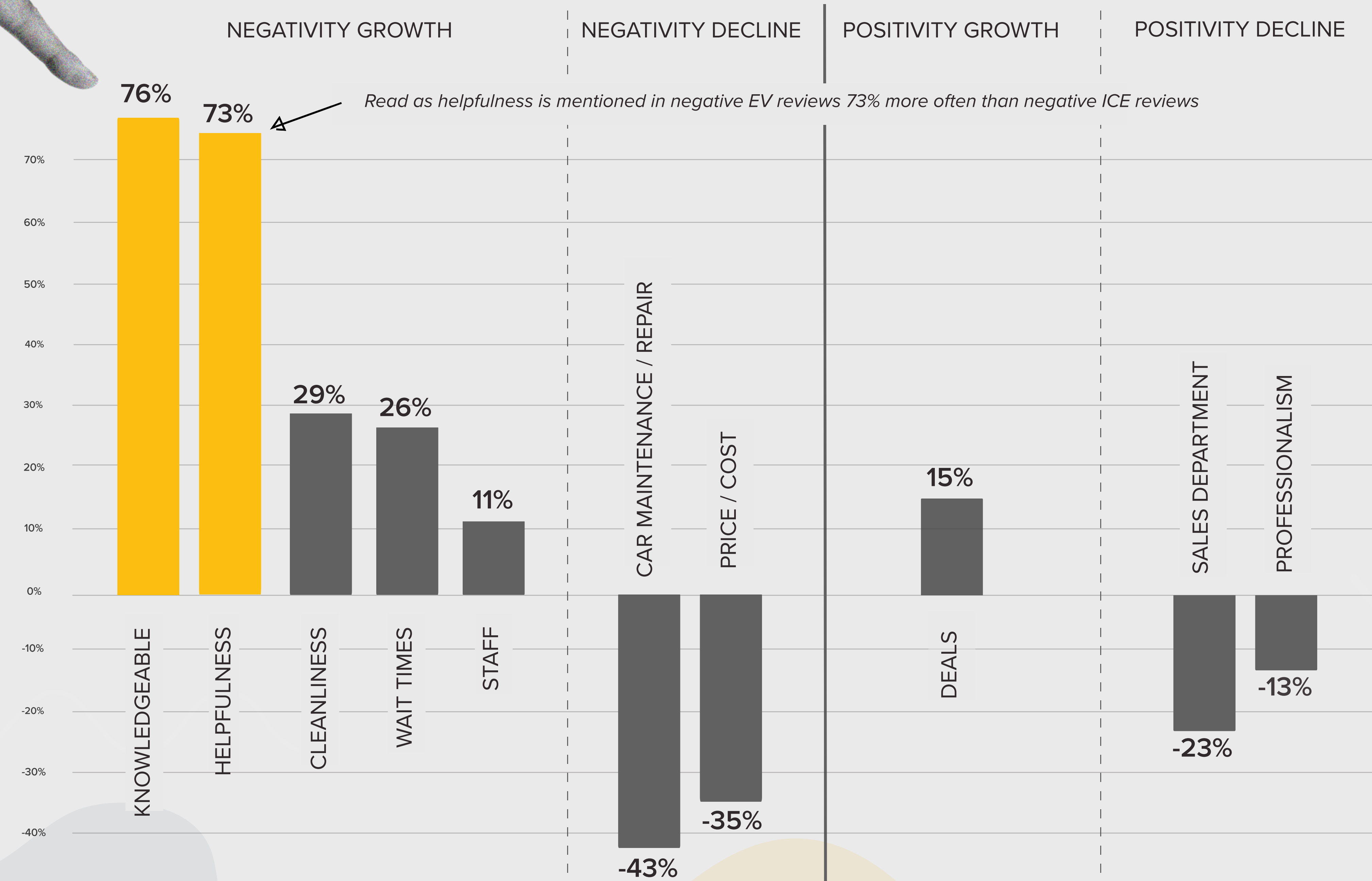


## EV/HYBRID INSIGHT #2

# EV VS. ICE CUSTOMER EXPERIENCE ANALYSIS

11 TOPICS THAT SHOW A SUBSTANTIAL DIVERGENCE IN EV REVIEW MENTIONS AND ICE MENTIONS

ICE = INTERNAL COMBUSTION ENGINE







**TOPIC  
MENTIONS**

POSITIVE TOPICS		2024	PERCENT DIFFERENCE	2023
1.	STAFF	75.83%	13.66%	66.71%
2.	SERVICE DEPARTMENT	40.44%	4.54%	38.68%
3.	SALES DEPARTMENT	31.65%	-3.22%	32.71%
4.	HELPFULNESS	22.21%	-2.85%	22.86%
5.	FRIENDLINESS	17.05%	0.08%	17.04%
6.	KNOWLEDGEABLE	14.82%	0.95%	14.68%
7.	COMMUNICATION	10.23%	-0.49%	10.28%
8.	PROFESSIONALISM	10.09%	6.30%	9.49%
9.	MANAGEMENT	8.98%	10.33%	8.14%
10.	CAR MAINTENANCE / REPAIR	6.81%	-2.35%	6.98%
11.	WAIT TIMES	6.21%	-4.60%	6.51%
12.	FINANCING DEPARTMENT	4.49%	6.63%	4.21%
13.	PRICE / COST	3.91%	-0.22%	3.92%
14.	DEALS	3.75%	6.33%	3.52%
15.	INVENTORY	3.30%	-1.26%	3.34%
16.	CLEANLINESS	3.18%	-3.88%	3.31%
17.	HONESTY	2.74%	-3.41%	2.83%
18.	CARING	2.30%	5.52%	2.18%
19.	TRADE-IN	1.62%	3.13%	1.57%
20.	WARRANTY	1.09%	2.15%	1.07%
21.	LOANER CAR	0.98%	1.02%	0.97%
22.	PARTS DEPARTMENT	0.58%	-12.45%	0.67%
23.	VALET	0.41%	8.31%	0.38%
24.	DAMAGE DONE TO VEHICLE	0.03%	-3.17%	0.03%
25.	BAIT AND SWITCH	0.00%	-13.70%	0.00%

NEGATIVE TOPICS		2024	PERCENT DIFFERENCE	2023
1.	SERVICE DEPARTMENT	43.32%	2.9%	42.09%
2.	COMMUNICATION	41.13%	6.4%	38.66%
3.	STAFF	25.23%	19.6%	21.10%
4.	SALES DEPARTMENT	22.54%	8.4%	20.78%
5.	CAR MAINTENANCE / REPAIR	21.98%	-0.3%	22.05%
6.	WAIT TIMES	20.94%	-8.5%	22.89%
7.	MANAGEMENT	19.91%	11.4%	17.88%
8.	PRICE / COST	18.62%	-1.7%	18.93%
9.	FINANCING DEPARTMENT	6.82%	19.9%	5.69%
10.	WARRANTY	6.38%	12.0%	5.70%
11.	HONESTY	5.24%	9.0%	4.81%
12.	DAMAGE DONE TO VEHICLE	4.35%	2.1%	4.26%
13.	CLEANLINESS	4.04%	-2.4%	4.14%
14.	TRADE-IN	3.29%	11.7%	2.94%
15.	KNOWLEDGEABLE	2.74%	3.5%	2.65%
16.	INVENTORY	2.69%	-4.7%	2.82%
17.	LOANER CAR	2.51%	-0.5%	2.52%
18.	HELPFULNESS	2.37%	10.0%	2.16%
19.	PROFESSIONALISM	2.09%	17.3%	1.78%
20.	BAIT AND SWITCH	1.97%	11.8%	1.76%
21.	PARTS DEPARTMENT	1.89%	-6.8%	2.03%
22.	DEALS	1.80%	13.7%	1.59%
23.	FRIENDLINESS	1.21%	3.4%	1.17%
24.	CARING	0.82%	1.7%	0.81%
25.	VALET	0.11%	-5.1%	0.11%

# OVERALL

## YEAR OVER YEAR TOPIC MENTIONS



<b>POSITIVE TOPICS</b>		<b>2024</b>	<b>PERCENT DIFFERENCE</b>	<b>2023</b>
1.	STAFF	64.64%	11.91%	57.76%
2.	FRIENDLINESS	17.00%	0.56%	16.90%
3.	HELPFULNESS	16.99%	-2.70%	17.46%
4.	COMMUNICATION	12.05%	0.14%	12.03%
5.	KNOWLEDGEABLE	11.66%	1.33%	11.50%
6.	PROFESSIONALISM	8.81%	6.84%	8.25%
7.	WAIT TIMES	8.22%	-5.77%	8.72%
8.	MANAGEMENT	7.22%	4.84%	6.88%
9.	CAR MAINTENANCE / REPAIR	6.60%	-2.24%	6.76%
10.	FINANCING DEPARTMENT	4.63%	4.83%	4.42%
11.	CLEANLINESS	4.62%	-5.53%	4.89%
12.	PRICE / COST	3.40%	-3.31%	3.51%
13.	CARING	2.30%	4.86%	2.19%
14.	INVENTORY	2.11%	-1.09%	2.14%
15.	HONESTY	2.05%	-1.26%	2.08%
16.	LOANER CAR	1.66%	-0.80%	1.67%
17.	DEALS	1.61%	4.80%	1.54%
18.	WARRANTY	1.54%	-2.06%	1.58%
19.	PARTS DEPARTMENT	0.81%	-10.52%	0.91%
20.	TRADE-IN	0.72%	7.14%	0.67%
21.	VALET	0.63%	4.94%	0.60%
22.	DAMAGE DONE TO VEHICLE	0.04%	-9.42%	0.05%
23.	BAIT AND SWITCH	0.00%	-41.28%	0.00%

<b>NEGATIVE TOPICS</b>		<b>2024</b>	<b>PERCENT DIFFERENCE</b>	<b>2023</b>
1.	COMMUNICATION	46.76%	4.30%	44.83%
2.	STAFF	27.83%	15.30%	24.14%
3.	CAR MAINTENANCE / REPAIR	21.64%	2.31%	21.15%
4.	WAIT TIMES	20.77%	-7.21%	22.38%
5.	MANAGEMENT	19.32%	10.61%	17.47%
6.	PRICE / COST	16.39%	2.24%	16.03%
7.	WARRANTY	7.80%	10.57%	7.05%
8.	DAMAGE DONE TO VEHICLE	4.55%	4.82%	4.34%
9.	HONESTY	4.44%	9.91%	4.04%
10.	FINANCING DEPARTMENT	4.37%	26.02%	3.47%
11.	CLEANLINESS	4.30%	-0.97%	4.34%
12.	LOANER CAR	3.56%	1.78%	3.50%
13.	KNOWLEDGEABLE	3.06%	-0.63%	3.08%
14.	HELPFULNESS	3.00%	9.24%	2.74%
15.	PARTS DEPARTMENT	2.03%	-7.88%	2.21%
16.	PROFESSIONALISM	1.97%	16.21%	1.69%
17.	INVENTORY	1.70%	6.57%	1.60%
18.	TRADE-IN	1.70%	13.02%	1.50%
19.	FRIENDLINESS	1.34%	1.41%	1.32%
20.	CARING	1.05%	-1.56%	1.06%
21.	DEALS	0.85%	16.83%	0.73%
22.	BAIT AND SWITCH	0.46%	20.08%	0.39%
23.	VALET	0.14%	-6.18%	0.15%

# SERVICE

## YEAR OVER YEAR TOPIC MENTIONS



<u>POSITIVE TOPICS</u>	<u>2024</u>	<u>PERCENT DIFFERENCE</u>	<u>2023</u>
1. STAFF	80.68%	34.53%	59.97%
2. HELPFULNESS	24.40%	1.77%	23.97%
3. KNOWLEDGEABLE	19.05%	5.66%	18.03%
4. FRIENDLINESS	16.15%	1.89%	15.85%
5. PROFESSIONALISM	11.63%	11.18%	10.46%
6. FINANCING DEPARTMENT	11.22%	12.12%	10.00%
7. MANAGEMENT	10.73%	7.81%	9.95%
8. COMMUNICATION	9.12%	4.14%	8.76%
9. DEALS	6.46%	13.55%	5.69%
10. PRICE / COST	5.43%	6.43%	5.10%
11. INVENTORY	4.74%	6.90%	4.43%
12. HONESTY	3.51%	0.02%	3.51%
13. TRADE-IN	3.06%	8.67%	2.82%
14. CAR MAINTENANCE / REPAIR	2.84%	10.11%	2.58%
15. CARING	2.43%	13.39%	2.14%
16. CLEANLINESS	1.55%	6.90%	1.45%
17. WAIT TIMES	1.31%	-1.00%	1.33%
18. WARRANTY	0.93%	18.69%	0.78%
19. PARTS DEPARTMENT	0.30%	-0.14%	0.30%
20. LOANER CAR	0.29%	7.88%	0.27%
21. VALET	0.13%	18.42%	0.11%
22. DAMAGE DONE TO VEHICLE	0.01%	26.93%	0.01%
23. BAIT AND SWITCH	0.00%	42.35%	0.00%

<u>NEGATIVE TOPICS</u>	<u>2024</u>	<u>PERCENT DIFFERENCE</u>	<u>2023</u>
1. COMMUNICATION	44.70%	8.63%	41.15%
2. MANAGEMENT	28.10%	7.40%	26.17%
3. STAFF	26.97%	26.67%	21.29%
4. PRICE / COST	19.21%	-3.83%	19.98%
5. FINANCING DEPARTMENT	15.35%	13.90%	13.48%
6. CAR MAINTENANCE / REPAIR	14.26%	8.32%	13.17%
7. HONESTY	9.15%	4.95%	8.72%
8. WAIT TIMES	8.23%	-1.10%	8.32%
9. WARRANTY	6.51%	16.22%	5.61%
10. TRADE-IN	6.43%	5.98%	6.07%
11. INVENTORY	4.68%	-8.14%	5.10%
12. BAIT AND SWITCH	3.78%	4.31%	3.63%
13. KNOWLEDGEABLE	3.73%	0.55%	3.71%
14. DEALS	3.62%	10.74%	3.27%
15. HELPFULNESS	3.39%	10.61%	3.06%
16. PROFESSIONALISM	3.06%	13.63%	2.69%
17. DAMAGE DONE TO VEHICLE	2.81%	15.82%	2.43%
18. CLEANLINESS	2.73%	13.73%	2.40%
19. FRIENDLINESS	1.46%	4.34%	1.40%
20. LOANER CAR	1.10%	6.34%	1.03%
21. PARTS DEPARTMENT	0.91%	-2.59%	0.94%
22. CARING	0.87%	-4.80%	0.91%
23. VALET	0.04%	-7.64%	0.04%

US  
SALES

YEAR OVER YEAR  
TOPIC MENTIONS



<u>POSITIVE TOPICS</u>	<u>2024</u>	<u>PERCENT DIFFERENCE</u>	<u>2023</u>
1. STAFF	76.31%	12.56%	67.80%
2. SERVICE DEPARTMENT	44.71%	4.64%	42.73%
3. SALES DEPARTMENT	29.95%	-3.38%	31.00%
4. HELPFULNESS	21.03%	-2.77%	21.63%
5. FRIENDLINESS	16.43%	-1.00%	16.60%
6. KNOWLEDGEABLE	16.33%	0.67%	16.22%
7. PROFESSIONALISM	12.16%	6.03%	11.47%
8. COMMUNICATION	11.62%	-1.22%	11.77%
9. MANAGEMENT	10.12%	9.33%	9.26%
10. CAR MAINTENANCE / REPAIR	6.93%	-1.98%	7.07%
11. WAIT TIMES	5.90%	-5.36%	6.24%
12. FINANCING DEPARTMENT	3.99%	4.84%	3.80%
13. CLEANLINESS	3.96%	-4.27%	4.13%
14. INVENTORY	3.40%	-0.64%	3.42%
15. PRICE / COST	3.27%	-0.85%	3.29%
16. DEALS	3.01%	3.81%	2.90%
17. HONESTY	2.58%	-3.39%	2.68%
18. CARING	2.51%	6.86%	2.35%
19. LOANER CAR	1.91%	2.71%	1.86%
20. TRADE-IN	1.44%	0.34%	1.43%
21. WARRANTY	1.01%	-0.90%	1.02%
22. PARTS DEPARTMENT	0.62%	-10.05%	0.69%
23. VALET	0.51%	5.09%	0.49%
24. DAMAGE DONE TO VEHICLE	0.04%	-12.89%	0.05%
25. BAIT AND SWITCH	0.00%	-42.17%	0.00%

<u>NEGATIVE TOPICS</u>	<u>2024</u>	<u>PERCENT DIFFERENCE</u>	<u>2023</u>
1. SERVICE DEPARTMENT	45.26%	4.35%	43.37%
2. COMMUNICATION	41.44%	8.32%	38.26%
3. STAFF	26.29%	21.35%	21.66%
4. CAR MAINTENANCE / REPAIR	21.73%	-1.74%	22.11%
5. SALES DEPARTMENT	21.32%	10.29%	19.33%
6. MANAGEMENT	20.77%	12.32%	18.49%
7. WAIT TIMES	19.67%	-8.86%	21.58%
8. PRICE / COST	17.54%	-0.85%	17.69%
9. WARRANTY	5.87%	12.63%	5.21%
10. FINANCING DEPARTMENT	5.78%	19.08%	4.85%
11. CLEANLINESS	5.02%	-1.23%	5.09%
12. DAMAGE DONE TO VEHICLE	4.76%	4.10%	4.57%
13. HONESTY	4.69%	15.70%	4.05%
14. LOANER CAR	4.19%	0.51%	4.17%
15. TRADE-IN	2.96%	4.59%	2.83%
16. KNOWLEDGEABLE	2.89%	6.80%	2.71%
17. INVENTORY	2.59%	-0.66%	2.60%
18. HELPFULNESS	2.45%	2.34%	2.39%
19. PROFESSIONALISM	2.28%	16.44%	1.95%
20. PARTS DEPARTMENT	1.99%	-3.12%	2.06%
21. FRIENDLINESS	1.50%	7.08%	1.41%
22. DEALS	1.40%	12.59%	1.25%
23. BAIT AND SWITCH	1.39%	10.70%	1.25%
24. CARING	0.81%	-7.23%	0.87%
25. VALET	0.24%	16.96%	0.20%

# LUXURY

## YEAR OVER YEAR TOPIC MENTIONS



<u>POSITIVE TOPICS</u>	<u>2024</u>	<u>PERCENT DIFFERENCE</u>	<u>2023</u>
1. STAFF	75.82%	14.16%	66.41%
2. SERVICE DEPARTMENT	39.37%	4.62%	37.63%
3. SALES DEPARTMENT	31.98%	-3.49%	33.14%
4. HELPFULNESS	22.54%	-2.70%	23.17%
5. FRIENDLINESS	17.25%	0.53%	17.16%
6. KNOWLEDGEABLE	14.46%	1.33%	14.27%
7. COMMUNICATION	9.84%	-0.35%	9.88%
8. PROFESSIONALISM	9.53%	6.25%	8.97%
9. MANAGEMENT	8.66%	10.35%	7.85%
10. CAR MAINTENANCE / REPAIR	6.79%	-2.41%	6.95%
11. WAIT TIMES	6.31%	-4.14%	6.59%
12. FINANCING DEPARTMENT	4.62%	7.23%	4.31%
13. PRICE / COST	4.04%	-1.12%	4.08%
14. DEALS	3.96%	7.29%	3.69%
15. INVENTORY	3.25%	-2.16%	3.32%
16. CLEANLINESS	2.98%	-3.75%	3.10%
17. HONESTY	2.78%	-3.21%	2.87%
18. CARING	2.24%	5.43%	2.13%
19. TRADE-IN	1.65%	2.60%	1.60%
20. WARRANTY	1.10%	2.34%	1.08%
21. LOANER CAR	0.73%	-0.78%	0.73%
22. PARTS DEPARTMENT	0.56%	-14.51%	0.66%
23. VALET	0.39%	9.99%	0.35%
24. DAMAGE DONE TO VEHICLE	0.03%	-3.77%	0.03%
25. BAIT AND SWITCH	0.00%	-7.23%	0.00%

<u>NEGATIVE TOPICS</u>	<u>2024</u>	<u>PERCENT DIFFERENCE</u>	<u>2023</u>
1. SERVICE DEPARTMENT	42.87%	2.68%	41.75%
2. COMMUNICATION	41.05%	5.93%	38.75%
3. STAFF	25.02%	19.45%	20.95%
4. SALES DEPARTMENT	22.70%	7.51%	21.11%
5. CAR MAINTENANCE / REPAIR	21.99%	-0.14%	22.03%
6. WAIT TIMES	21.27%	-8.32%	23.20%
7. MANAGEMENT	19.66%	10.93%	17.73%
8. PRICE / COST	19.00%	-1.17%	19.22%
9. FINANCING DEPARTMENT	7.06%	19.85%	5.89%
10. WARRANTY	6.49%	11.93%	5.80%
11. HONESTY	5.41%	8.62%	4.98%
12. DAMAGE DONE TO VEHICLE	4.20%	0.37%	4.19%
13. CLEANLINESS	3.77%	-4.05%	3.93%
14. TRADE-IN	3.35%	12.57%	2.97%
15. KNOWLEDGEABLE	2.70%	2.71%	2.63%
16. INVENTORY	2.69%	-6.37%	2.87%
17. HELPFULNESS	2.34%	11.25%	2.10%
18. BAIT AND SWITCH	2.12%	12.62%	1.88%
19. LOANER CAR	2.10%	-0.85%	2.12%
20. PROFESSIONALISM	2.04%	17.69%	1.74%
21. DEALS	1.92%	14.91%	1.67%
22. PARTS DEPARTMENT	1.88%	-6.70%	2.02%
23. FRIENDLINESS	1.15%	2.22%	1.12%
24. CARING	0.83%	4.06%	0.79%
25. VALET	0.08%	-16.44%	0.09%

# CONSUMER

## YEAR OVER YEAR TOPIC MENTIONS