

Your Reputation, Your Control.

A practical guide to managing reviews and building a reputation that works every day.

1

Claim Your Profile

Go to dealerpulse.com.au, find your listing and click Claim your profile. Complete the short form with your name, role and contact details.

- You will receive a confirmation email when your claim is submitted.
- Once approved, you receive a secure email to set your password and open the dealer portal.
- Log in at dealerpulse.com.au/dealer.html.

2

Complete Your Profile

A complete profile builds trust before a buyer reads a single review. Go to Profile in your portal and confirm everything is accurate.

- Confirm your address, phone, email and website.
- Keep your dealership details current.
- Ensure your brand, state and suburb are correct. These help power Plus analytics, industry benchmarks and local market comparisons.

3

Check Your Reviews Every Day

Your Dashboard shows your current rating, recent reviews, response activity and open cases. Five minutes a day keeps you across your reputation.

- New approved reviews appear under Reviews.
- Your star rating updates as approved customer reviews come in.
- Flag a review if it appears fraudulent or breaches the review guidelines.

DealerPulse can notify your dealership when review and case activity needs attention.

4

Respond to Reviews (Plus Plan)

Plus dealers can reply publicly to approved reviews from the portal. Your response appears beneath the original review.

- Positive reviews: Thank the customer, reference something specific and keep it genuine.
- Negative reviews: Acknowledge the experience, apologise where warranted and invite direct contact. Stay professional.
- Aim to respond promptly and consistently.

A calm, professional response to a difficult review can show future buyers how your dealership handles problems.

5

Resolve Cases and Build Your Resolution Score (Plus Plan)

Approved 1-2 star reviews can be managed as cases in your portal. Use the case status to keep the recovery process moving.

- Mark the case In Progress while your team is working on it.
- Mark it Resolved when your dealership considers the matter addressed.
- The reviewer then receives a short survey rating response time, resolution process and outcome satisfaction.
- Completed survey scores are aggregated into your Resolution Score; individual survey responses are not published verbatim.

6

Understand Performance and Market Position (Plus Plan)

Analytics turns DealerPulse review activity into practical dealership intelligence.

- Track performance over 30 days, 90 days, 6 months or 12 months.
- Monitor rating, review volume, response rate, profile views and resolution score, including movement versus the previous period.
- Break performance down across Sales, Service, Parts & Accessories, Test Drive and Finance-linked experiences where data exists.
- Benchmark against your brand in your state, your brand nationally, all dealers in your state, or your local area.
- See your market rank and percentile position and use What Needs Attention to focus the team on the next improvement.

Know where you stand, what is changing, and what to improve next.

Plan Comparison

Feature	Free	Plus \$199/mo
Claim your dealership profile	Yes	Yes
Receive customer reviews	Yes	Yes
Dashboard performance snapshot	Yes	Yes
Respond publicly to reviews	No	Yes
Case management	No	Yes
Resolution score (survey-based)	No	Yes
Advanced performance analytics	No	Yes
Rating & review trends	No	Yes
Experience / department insights	No	Yes
Industry benchmarking	No	Yes
Market rank & percentile	No	Yes

Questions? Email support@dealerpulse.com.au · Dealer portal: dealerpulse.com.au/dealer.html

[Upgrade inside the Dealer Portal](#)