



# Paul Campanella's Auto & Tire Center Doubles Their Reviews in 6 Months with Broadly



## BACKGROUND

Paul Campanella's Auto & Tire Center is a family-owned auto repair shop in Delaware, providing high-quality, reliable, and affordable services to customers. They've been serving customers for 36 years, operating in multiple locations, and providing a range of services, including oil changes, brakes, and alignments.

## THE CHALLENGE

### Struggling for visibility online among local competitors



There are numerous auto repair shops in Delaware with many positive reviews on Google. While the Campanella's were ranking well in Google search, they strived for the number one spot.

As Google uses customer reviews as a ranking factor, Campanella's wanted to get more reviews to help them rank higher among local competitors.

**"Most Review Shops In Our Area Had Around 200 Reviews And I Wanted Our Business To Surpass That," Said Anthony Campanella.**

Campanella's Came To Broadly During The COVID-19 Pandemic With An Ambitious Goal Of Doubling The Number Of Reviews On Google, Yelp, And Facebook Within Six Months.

The Aim Was To Rank Top On Google Search To Get Better Search Visibility, More Customers, And Increase Sales Revenue. Additionally, Having A High Number Of 4 And 5-Star Reviews Would Help Them Attract More, Qualified Talent As They Continue To Add Locations.

# Results working with Broadly

## RESULTS



## Doubled The Number Of Reviews In 6 Months

Before using Broadly, the Campanella's were obtaining reviews by manually asking customers in person after service. They also tried another review-driving software, but neither of these methods brought in a consistent flow of reviews.

With the review software competitor they were using, they were forced to wait an entire day before sending a review request to a customer. By that time, many customers had moved on and were no longer in the right frame of mind to recall their service and comment on it.

With Broadly, the Campanella's were able to get reviews as quickly as fifteen minutes after service and significantly increased their number of reviews on Google, Yelp, and Facebook within six months.

In fact, they have more than doubled their reviews in two locations. Seeing the increase in reviews, Campanella's has decided to launch Broadly at each of their additional locations.

**"We were just asking for reviews when people were in the building. We also used another review driver before but the success rate was low and we were unhappy with it," said Anthony Campanella.**

Due to the high number of positive reviews, Campanella's has achieved the first rank on the Google search results page. Therefore, people searching for auto repair services see their shop before competitors. This has translated into 60-75% of their new customers coming in through Google reviews.

## RESULTS



## 60-75% Of New Business Now Comes From Reviews

Most review shops in the area have around 200 reviews. The Campanella's wanted significantly more reviews to stand out. With Broadly, they were able to receive consistent reviews for their shops. Now, both locations have over 500 reviews and maintain a 4.8-star rating.

**"With Broadly, We Saw Near-Instant Results."  
-Paul Campanella**

## RESULTS



## Improved Customer Communication

The Campanella's also use Broadly to communicate with all their customers from one app. They have set up review request emails that are automatically sent after services are completed. This way, they get quick feedback to resolve any customer issues.

Broadly's platform enables the Campanella's to make their customers feel valued with prompt communication and quick resolution.

# What They're Saying

"The app, compared to previous review drivers we've used, is second to none. Our team members watch the Broadly app religiously to monitor customer communication."

-Anthony Campanella.

## How Broadly Can Help You Grow Your Business

Paul and Anthony Campanella can attest that Broadly has helped them set their business apart from other similar businesses in the area. In addition to helping you get more reviews, Broadly has a wide range of features to help you grow your business!



### Reviews

Send automatic review requests through text for Google, Facebook, Yelp, and other popular review sites.



### Web Chat

Use our app's webchat feature to quickly respond to customers and prospects anytime, anywhere.



### Inbox

Consolidate messages from Google, Facebook, and other lead sources to quickly engage with leads and customers.



### Payments

Text invoices, receive contactless payments, and maintain a consistent cash flow with flexible Pay Over Time financing options.

**and more!**

## Get Started With Broadly Premium



[Schedule a demo to learn more!](#)

Build a strong, lasting online reputation that helps you stand out in your area. Broadly helps local businesses attract leads, connect with customers, and automatically request reviews - all from one easy-to-use app. Consistently provide a 5-star customer experience with automated web chat, streamlined text and email communication, and flexible mobile payment options.

Broadly makes it easy for customers to find you, work with you, and rave about you.