

25 locations

How Master AutoTech effortlessly rebranded and revved up their CX and online visibility

Founded in 1963 with one location, Master AutoTech (formerly Master Muffler) has grown into a car repair service provider with 25 locations across Utah, Colorado, and Oregon. The Company offers a variety of repair services and prides itself on providing accurate estimates and on-time service using high-quality parts at a fair price.

Since COVID-19, the Company has seen an increase in demand for auto repair services. Consumers are holding onto their current vehicles longer given the rising cost of new cars combined with an uncertain economy.

Master Muffler, as the Company was then called, saw an opportunity to grow the brand and increase revenue. There was one problem — the Company's name, "Master Muffler," didn't capture its full range of services.

The Company decided a rebrand from Master Muffler to Master AutoTech was needed to better reflect its full range of services of who the Company is today. As part of the rebrand, the team knew they had to update their online listings for each location. It was vital that existing customers wouldn't be confused by the name change, and that prospective customers could easily find their business centers.

Over 50% of automotive parts and services customers call a business directly after searching on a mobile device.

The challenge

Helping customers in their moment of need

In 2022, Master AutoTech partnered with Chatmeter, a brand intelligence and reputation management platform, to support the rebrand and ensure a 5-star customer experience journey. Chatmeter's Listings Management solution allowed Master AutoTech to efficiently update its listings and improve online visibility, making sure potential customers had accurate, up-to-date information on its services and locations.



Key challenge

Rebranding the Company to reflect its wide range of repair services, while maintaining exceptional customer service, and improving online visibility.

Chatmeter products used

- Listings management
- Reputation management
- Social media management

4.5+

stars from customers across all locations

100%

review response rate

Achieved goal of receiving "the same or more" number of reviews than the competition

"Before, updating our listings would take me a week, but with Chatmeter, I can update them in an afternoon."

—Tyler King, Master AutoTech Marketing Manager

“We had a lot of listings that we weren’t even aware of that weren’t correct. Listings Management helped us clean things up and fix our addresses and hours,” shared Tyler King, Master AutoTech Marketing Manager.

The marketing team also uses Chatmeter to manage and respond to online reviews, as well as track competitors at a local level. The Company gave all their managers access to Chatmeter’s Reputation Solution so they can quickly respond to reviews from their mobile devices, which keeps Master AutoTech’s response rate at 100%.

“Our overall rankings are going up and we are getting more reviews,” said King. “We want to match or exceed the number of reviews as compared to local competition. We require our service centers to maintain a 4.5 or above rating. With Chatmeter we can quickly see if a location isn’t operating at that level. We can pinpoint the customer complaints and address them immediately.”

Solution

Accessing CX insights to improve the customer journey

King and his team use Chatmeter’s AI-powered sentiment analysis tool, Pulse, to turn the Company’s unstructured data into actionable insights, revealing trends in customer feedback.

“We used Pulse to better understand customers and map the customer journey,” said King. “For example, with Pulse, we identified the keyword ‘timeliness’ when we researched pain points during repair experiences. We discovered we needed to improve our accuracy when estimating how long a repair takes, and make sure to provide the customer with updates throughout the entire repair process.”

Results

Brand growth aligned with improving the customer experience

Master AutoTech successfully rebranded its 25 locations and is on a growth trajectory with the help of the Chatmeter platform. The automotive brand is now able to surface customer insights, efficiently manage online listings, and respond to every review with honesty and authenticity.

[Learn all about Chatmeter’s all-in-one reputation management platform here >](#)

“ The Chatmeter platform is a time saver, helping us stay organized and ensuring that our listings are accurate and up to date. Chatmeter makes everything easier.”

—Tyler King,
Master AutoTech
Marketing
Manager