THE GLOBAL MARKETPLACE
FOR THE CAR RENTAL INDUSTRY

INTERNATIONAL CAR RENTAL SHOW

APRIL 13-14, 2015
BALLY’S LAS VEGAS
Managing Negative Online Reviews

Daniel Warsh, Esq.

Maddin Hauser Roth & Heller, P.C.
Objectives

• Discuss the fundamentals of branding
• Understand how to use social media effectively to promote your brand
• Explore strategies for responding to negative reviews and feedback
• Explain Yelp and how to minimize the damage from a bad review
Fundamentals
Defining your Brand

• Mission
• Benefits and features of your offerings; who are you and why are you here?
• Public opinion – actual versus desired
Branding for Social Media

Services/Offering \[\leftrightarrow\] Your brand presence online \[\leftrightarrow\] Content
Fast Facts

• Negative brand engagement
• Brand awareness
Survey the Landscape
Nyan Cat
Deadmau5

Key Stats:
• Real name: Joel Zimmerman
• Has won several music awards, including best DJ of 2012
• 3.14 million followers on Twitter
The “Purrari”
Nissan
@Nissan

Hey @deadmau5, heard what happened to your car. Good news? We found a replacement, ready right meow. #GTR pic.twitter.com/c6NRmOr3Nv

deadmau5
@deadmau5

.@Nissan let me look into it... "OMFGtr" sounds like a blast.

12:58 PM - 4 Sep 2014
Best Practices for Car Rental Brand Management Online
1. Remember that your presence – and contributions – are highly visible.
2. Understand the “Rules of the Road” for social media
3. Manage your possible risk and exposure to liability
4. Think outside of the box
5. Manage your Employees/ Social Media policies
Responding to a Negative Review

You Suck.
Have a Nice Day.
We went online to find a car rental company for the month/van that held 12 people. We came across [redacted] and were very impressed with the professionalism and quick response. Staff were great and professional service that provided us availability as needed. Thank you.

Was this review...?

8/25/2012

Upon rental of 12 passenger van, we experienced vehicle to be UNSAFE & uncomfortable. The harder & quicker the breaks were used, the more aggressive the van jumped & pulled, randomly along the roadway. We were quite a ways from our pick up point, so we chose to continue with greater caution on speed & distance from others. As our journey continued, we experienced uncomfortable springs hidden just beneath the apolstery. We chose to split up our group & added another vehicle to our “Roadtrip” throughout the area. When we returned to [redacted], we expressed our concern & was told to call the next business day. When we spoke, the employee, was quite defensive & stated the brakes were fine. She stated that this is how a van runs & in the same breath admitted she would never rent that van because of how it handles. She assured me nothing was wrong with the van & it had already been out for another rental. I explained I had both an experienced drivers training instructor & a retired Department of Corrections officer that worked transport, transporting inmates in a van regularly. Both agreed that this was not how a van should safely handle. The employee stated that if I was looking for a break in the rental fee to forget it, I reminded her, I had not asked for any financial refund & that my call was for future safety reasons.

Was this review...?

1/29/2015

We apologize and agree that this should have been handled differently by our employee. Safety is a big issue and no checking the vehicle out after someone has raised a concern is not something we want to happen again. Thanks for your feedback, because it helps us find out were we need to improve as a company and to better train our employees.
Removing a Negative Review
Taking Steps Towards Litigation

• Cease and desist letter
• Identifying the source of the review(s)
• Defamation?
Questions?