

How Les Schwab Centralized Review Management Across 512 Locations for Deep Insights and Faster Response

Les Schwab is one of the largest independent tire retailers in the U.S. As reviews increased across Google, Yelp, Facebook, and Bazaarvoice, fragmented data and manual workflows made it difficult to track sentiment or respond consistently in real time. To strengthen trust and streamline operations, Les Schwab centralized review management in Salesforce using Reputation Studio—automating responses, standardizing moderation, and creating a single source of truth for actionable insights. In a service-driven industry where ratings drive store visits, every response became a critical opportunity to protect reputation and revenue.

512+ Locations

Unified into one centralized workflow

90% Reduction

Response time through automation

100% Response Coverage

Achieved across locations monthly



“Reputation Studio is the backbone of our global review strategy. It delivers scalable automation, SLA compliance, and real-time insight into customer sentiment—enabling faster action.”

David Quiett

Director of Store Sales Support
Les Schwab