



## SERVICE DEPARTMENT MYSTERY SHOPPING EXPERIENCE

### ASSIGNMENT:

Call three dealerships in your community and run through the scenario below. Take notes on your customer service experience.

### SCENARIO:

- Your name is Jamie Winter. It does not matter how you pronounce it. Just be consistent.
- You just moved to the area and are looking for a new dealership where you can have your car serviced.
- Your car is a brand they sell (choose make and model) and is about 3 years old with about 34,000 miles.
- It is making weird noises when you accelerate between 30 and 40 mph.
- You need to get it in right away for service.
- You work and will need alternative transportation or a ride to and from work. You do not get off work until 8:00 pm each night.
- You are concerned about catching COVID because you work in a hospital. Ask what their COVID-19 precaution policies are.

### NOTE THE FOLLOWING:

How many times did the phone ring before someone answered? Were you put on hold?

***J Allen Ford- 1/8/24- 11:50AM- 21 Branco- 3-4 rings - no***

***Mandal CDJ- 1/8/24- 12:01PM- 21 Jeep Wrangler- 2 rings spoke with Adam ( Advisor ) - Transferred me to call center- 6 rings sent to voicemail.... Called back... 10 rings- no answer- went to different voicemail***

***J Allen Mazda- 1/8/24- 12:20PM- 21 CX5- 3 rings- no***

***J Allen Toyota- 1/8/24- 12:30PM- 21 Camry- 1 Ring to receptionist- 1 Ring to call center agent- no hold***

How did they answer the phone? What was their greeting?

**JA Ford- Poliet, " J Allen Ford, this is James, how can I help you"**

**MCDJ- Dry, " Service, this is Adam"**

**JA Mazda- Poliet, " J Allen Mazda, How my I help you?"**

**JA Toyota- Poliet, " J Allen Toyota, This is Ivy, How May I help you today?"**

How helpful were they? Did they try to get you in today?

**JA Ford- Not really. Couldn't get me in until 2/21/24.**

**MCDJ- NO**

**JA Mazda- Yes walked me through the process, asked for my information, earliest they could get me in would be 1/19**

**JA Toyota- Yes walked me through the process, asked for my information, could get me in as early as tomorrow.**

Did they have loaner car options? Shuttle driver? Valet service?

**JA Ford- No**

**MCDJ- N/A**

**JA Mazda- Yes, first come first serve**

**JA Toyota- Rentals & shuttle; provided pricing and hours**

Did they give up on you or give you the dealership down the road's phone number?

**JA Ford- no**

**MCDJ- yes**

**JA Mazda- no**

**JA Toyota- no**

Did they explain their COVID-19 precautions?

***JA Ford- Didn't really know***

***MCDJ-***

***JA Mazda- none***

***JA Toyota- yes!***

What did they do well? What will you copy and add to your store's processes?

***JA Ford- Friendly and Poliet***

***MCDJ-***

***JA Mazda- Went over the potential Diagnostic fee at time of my appointment and really tried to earn my business***

***JA Toyota-***

What did they do wrong? What will you do differently to ensure your team does not repeat the same mistakes?

***JA Ford- Not really confident in what they were telling me..***

***MCDJ- Passed me off to nowhere. Make sure my team isn't doing this and is trying to capture our customers business***

***JA Mazda-***

***JA Toyota- No recap of my appointment at the end, and wasn't able to give out a preliminary diagnostic quote.***