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 Dinklewinter. 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: **Land Rover North Scottsdale**

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

1 Ring and went to recording covering the recording privacy policies- Yes

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

It went to a virtual assistant named “Willow” and she started with “Thank you for calling Land Rover North Scottsdale and Jaguar North Scottsdale…How can I direct your call?” After I said service, it sent me to another virtual assistant named Brooke.

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

The assistant was able to get me in the same day.

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

Loaner was available.

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

No

Did they explain their COVID-19 precautions?

I couldn’t get past the virtual assistant

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

The virtual assistant can be good at the beginning of the call. After that, it needs to be an actual live person so any questions can be answered.

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

Utilizing the virtual assistant through the whole process is not ideal as customers may have questions that the system cannot answer as in my case. I tried to let it know that I needed transportation after * and it was confused and couldn’t go any further.