

SERVICE DEPARTMENT MYSTERY SHOPPING EXPERIENCE

Call up to three competitive dealerships in your area and document your experience below.

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 your new dealership to have your service completed.

Select a brand of vehicle they sell and make it one you own that is about 3 years old with about 34,000 miles.

Your car heater 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 work until 8:00 pm each night.

NOTE THE FOLLOWING:

How many times did the phone ring before someone answered the phone?

1. Miller Ford 6 times then went to VM.... 2nd attempt went to VM again... 3rd went to VM

2. Mount Laurel BMW went on hold prompted to do a call back....

3. Marple Ford Receptionist answered on first ring, transferred to service, she picked up in two rings

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

1. Miller Ford

2. BMW... Very well greeting was pleasant

3. Pacifico... both were very dry and didn't sound excited to take my call

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

1. Miller Ford

2. BMW.. she was helpful, she said she could get me in tomorrow, but no loaner would have to drop off

3. Marple... no there was no option to see me today, next available was a week out and I would have to leave the car

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

1. Miller Ford

2. BMW.. booked out until next week on the loaner

3. Marple Ford.... There no option for a loaner and or shuttle

Did they give up on you or give you the dealership down the roads phone number?

1. Miller Ford

2. BMW... I stated that I would have to call her back and let her know and she let me go

3. Marple... I told her I would get back to her and she let me hang up

What did they do well? What will you copy and add to your stores processes?

1. Miller Ford

2. BMW.... She offered to get the car in tomorrow but couldn't provide a solution for transportation.

3. Marple... The experience was not good at all. Only positive was they answered the phone quickly

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

1. Miller Ford... no one answers the phone

2. BMW.... Nothing I could think of. There was no loaner... Answer the phone faster, waited on hold for 5 min

3. Marple.... They were not pleasant and seemed annoyed to speak with me... They could not provide a solution or set expectations on what the repair would entail. I would coach them to be much happier to be on the phone with the customer. I would coach them to say something such as, let me check with my team to see what kind of turn around this would be.