



SERVICE DEPARTMENT MYSTERY SHOPPING EXPERIENCE

ASSIGNMENT: Vandergriff Acura 855-971-6961

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:

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

Rang a couple of times and there was no hold time, just had to press 1 for service

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

Service this is (and the girl's name)

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

They just went over what they could do for me and yes, they offered to come in today without a loaner.

2A

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

Yes, two weeks out but can shuttle between 7:30 – 4:30. She did not offer valet.

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

She didn't give up on me just repeated what they could do for me and that they would have to diagnose it first and go from there may take an hour or so. And they accept walk-ins as well.

Did they explain their COVID-19 precautions?

Yes, after I asked. Masks are optional for both employees and customers. Wipes down loaners and shuttle rides after each customer.

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

Nothing really stood out to me from it being a standard phone call to the dealership. She was friendly and nothing I would want to copy that we aren't already doing differently.

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

She wasn't apologetic on the fact that they are two weeks out on loaners and she should offer options as far as helping me (the customer) strategize like by asking "could you stop by during your lunch break and we can at least do a diagnostic to see if it's something quick or something that may have to stay longer, we can go from there?" Something along those lines.



SERVICE DEPARTMENT MYSTERY SHOPPING EXPERIENCE

ASSIGNMENT: Park Place Motorcars Mercedes-Benz Fort Worth (855) 371-6345 general line

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:

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

Phone rang a couple of times was on hold for about 5mins

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

Thank you for calling Park Place this is Josh how can I help you? It was friendly

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

He was helpful enough but did not try to get me (the customer) in today

26

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

Yes, they had loaner options. The soonest without loaner is Monday 11/8 and with loaner is Friday 11/12. Only gave info on shuttle ride after I asked and did not offer valet.

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

Didn't give up but didn't offer another dealership

Did they explain their COVID-19 precautions?

Yes, if vaccinated does not have to wear a mask but if not vaccinated has to wear a mask

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

They explained what was available at the moment and answered my questions but nothing I would copy that is any different than what we already do.

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

He could have expressed more compassion with the customer's concerns of having an odd work schedule and working at the hospital. He needed to show some concern for the customer's experience with their car at the moment.



SERVICE DEPARTMENT MYSTERY SHOPPING EXPERIENCE

ASSIGNMENT: Audi McKinney Sewell (972) 390-2100

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:

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

Rang a couple of times and answered how they could direct the call. 4 ½ minutes hold time

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

Thank you for calling Sewell Audi how can I help you?

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

Didn't try to get me (the customer) in today but offered the next available day Wednesday 11/10

3B

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

Yes, next available day with loaner is Wednesday 11/10. Has shuttle service didn't offer valet.

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

She didn't give up she was very patient and nice. Didn't give me another dealership's number

Did they explain their COVID-19 precautions?

Yes, masks required and social distance of 6ft.

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

She was very patient and thorough with the options she could provide to me. I liked how she ended the call with "my pleasure" after I told her "Thank you"

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

She didn't do anything wrong she seemed very helpful and was very professional and polite and didn't show frustration with all the questions I had.