



PARTS 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 Ed or Emily Sarozijany. It doesn't matter how you pronounce it. Just be consistent.
- You need a new tire, but you don't know the brand or size.
- Select a vehicle make and model they sell and make it 3 or 4 years old.
- You want to know the price of the tire and how long it would take to get it in inventory.

2018 F150 Limited

NOTE THE FOLLOWING:

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

Mullmax Ford - 8 rings, YES

Lakewood Ford - 3 rings, NO

Tituswill Ford - 5 rings, YES

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

Mullmax - somewhat fast and stressed sounding - "Ford Parts this is -"
Lakewood - Professional and Polite sounding - "Thank you for calling Lakewood Ford Parts this is -"
Tituswill - Professional and to the point - "Ford Parts this is - how may I help you"

How helpful were they? Did they try to help you figure out the size of tire?

Mullmax - Helpful, put me on hold so they could figure out size.

Lakewood - Very helpful, looked up the size

Tituswill - Helpful, put on hold, then they called service.

Did they give you options? Multiple prices?

YES and YES for All

Did they try to set a service appointment to install the tire?

Mullmax - wanted to transfer to service

Lakewood - Asked to put me on hold, so they could see what opening they had.

Tituswill - Transferred to service

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

No

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

Lakewood Train Staff to answer phone with a smile. Not transferring customer and take ownership of that customer.

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

Answer phone without being impatient or annoyed sounding.
Wanted to get off phone, wanted to transfer to another Dept.