



PARTS DEPARTMENT MYSTERY SHOPPING EXPERIENCE

16 Honda Civic

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 Sands. 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.

NOTE THE FOLLOWING:

How many times did the phone ring before someone answered? Did they put you on hold?
 1 ring - 2 min speaking - put on hold.
 Hello Maria's
 long hold.

How did they answer the phone? What was their greeting?
 parts -> Ryan.
 asked about door.

17" rims.
 205/16/15
 asked about seats.

How helpful were they? Did they try to help you figure out the size of tire?
 asked question w/ tire.
 asked happiness

Did they give you options? Multiple prices?
 Firestone last long. \$197.86/hire.
 Cooper. 197.55/hire 875.20 + tax
 before 896.45. + tax
 Westlake \$15.03/hire.
 Did they try to set a service appointment to install the tire?
 all available. promotion wanted to know right now.

752-5663

Thomas Motors

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

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

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