

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 yrs 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 do not get off of work until 8:00 pm each night. You are concerned about catching COVID because you work in a hospital. You ask what their COVID19 precaution policy is.

NOTE THE FOLLOWING:

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

4

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

Friendly

Thank you for calling XXX how can I help you?

How helpful were they? Did they try to help you get in today? Did they explain their COVID precautions used?

Helpful, not available today but appointment for next week, masks are provided and hand sanitizer available but all are vaxxed.

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

No loaner car but provided flexible shuttle link for after hours drop off

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

Did not give up

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

Worked to make sure all accommodations are met, provided options for night drop and weekend pick up.

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

Hold times were long when trying to get to the right person in service. I'd like to lightly train the receptionist to check in with clients that are holding for longer than 30 seconds that they are still trying to get ahold of someone and offer call back if they can't wait.