

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?

Westminster Toyota – 2 rings

- tried to help me right away asking for VIN and to book in. Never gave up on me and asked if I would like to text my VIN instead of calling back they also asked where I would be commuting from and when I could get them the vehicle.

Alfa Romeo of Fraser Valley – 2 rings

- Reception lady that answered didn't have the knowledge to answer my concerns so she tried to take my number down and get a service manager to call me back. I asked about shuttle and loaners and she said it depends on availability and that the service manager would have more information. She was very helpful and clearly wanted to get me answers which I appreciated.

Ensign Pacific

- Service department never picked up the phone. I called a second time about 10 minutes later and I got through to service but was told that they are booking two to three weeks away and that I would find it easier to get into marine Chrysler as they have a bigger shop. They did have loaner options and taxi vouchers if I needed a shuttle.

Ensign Pacific – 2 rings

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

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

Toyota and Alfa Romeo are pretty good. But only Toyota tried to book my in the same day.

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

Yes, loaner and taxi vouchers.

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

Ensign Pacific did.

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

Toyota is trying to help as much as she can. They offer text service via Kimoby which I want to be added on

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

Should never refer me to another dealership even our shop is busy.