



GMC

**CERTIFIED SERVICE MYSTERY SHOP - PHONE INQUIRY**

**Dealership** COFFMAN TRUCK SALES, INC.  
1149 W LAKE ST  
AURORA, IL 60506

**Shop Details** Shop Month: FEBRUARY 2015  
 Shop Week: Week of 2/8 - 2/14/15  
 Shop ID: 3401801 GMP3

**Shop Score**  
**100%**

**TELEPHONE INQUIRY** **CATEGORY SCORE: 100%**

**PHONE INQUIRY DETAILS**

Employee who scheduled the appointment: Dan

**ENGAGES CUSTOMER**

**ANSWERS PROMPTLY**  0-2 rings 5 / 5  
 3-4 rings  
 5 or more rings

**TRANSFERS YOU EFFICIENTLY**  Immediately transfers your call to the Service department / you are connected on the first attempt 5 / 5  
 Transfers your call to the service department, but transfer is not immediate / you are not connected on the first attempt (i.e. placed on hold first, transferred to the wrong place before being connected to the service department, etc.)  
 Does not successfully transfer your call to the service department

**WARM AND WELCOMING GREETING**  Enthusiastically greets you in a manner that makes you feel he/she is genuinely glad you are calling (upbeat tone of voice, sounds engaging, etc.) 10 / 10  
 Greeting is friendly and polite, but not enthusiastic  
 Greeting is impolite, routine, or insincere

**FOCUSES ON YOU**  Gives undivided attention without interruption (you do not feel rushed) AND made you feel as if you were the top priority 20 / 20  
 Listens politely but does not make you feel like you were the top priority (i.e. seems slightly distracted or rushed)  
 Listens poorly and/or seems significantly distracted or unfocused

**COMMUNICATES CLEARLY**  Speaks clearly and professionally and is easy to understand throughout the entire call 5 / 5  
 Speaks clearly and professionally and is easy to understand throughout most of the call, but is occasionally difficult to understand or not clear (i.e. rushes through the greeting, etc.)  
 Sounds rushed, is difficult to understand, or sounds unprofessional for the duration of the call

**PROJECTS A POSITIVE ATTITUDE**  Enthusiastic, energetic, engaging - uses tone (volume and inflection) to convey positive energy 20 / 20  
 Pleasant, polite and professional (e.g. uses a positive, steady tone)  
 Appears to be going through the motions or seems disinterested

**PERSONALIZES SERVICE**  Asks for your name AND addresses you by name 10 / 10  
 Asks for your name (or other information such as phone number / VIN number to obtain your name if you have done business with dealership in the past) but does NOT address you by name  
 Does NOT ask for OR address you by name

**ASKS FOR YOUR CONTACT INFORMATION**  Asks for your phone number AND e-mail address  
 Asks for your phone number OR e-mail address  
 Does not ask for your contact information

**DELIVERS**

**SETS APPOINTMENT**  Asks what times are convenient to your schedule and efficiently schedules appointment  
 Offers available appointment times without asking what is convenient for you and efficiently schedules appointment  
 States that no appointments are necessary  
 Advises you to come at an unspecified time (first thing in the morning, late afternoon, etc.)

Dan was enthusiastic and kind when he answered my call. He definitely sounded engaging.  
 Dan was focused and attentive. He spoke clearly. My contact information was not requested, though he did request my name.  
 Dan offered me a date and time that worked for me. I accepted his offer and he scheduled me efficiently. He explained what the service included and told me about the inspection that would be performed.  
 I felt remarkably appreciated. Dan had such a calm and pleasant demeanor and a reassuring way of speaking.  
What I liked most:  
 Dan was extraordinary. He made the process of scheduling easy and hassle-free. I would eagerly work with him again.  
What I thought could be improved:  
 This was a great call; I don't have any suggestions for improvement.

TELEPHONE INQUIRY		CATEGORY SCORE: 100%
ANSWERS QUESTIONS	<input checked="" type="radio"/> Thoroughly answers questions in a way that instills confidence in his/her service and vehicle knowledge <input type="radio"/> Answers questions but does not display complete confidence in his/her knowledge <input type="radio"/> Is NOT able to answer your questions or displays significant lack of confidence in his/her knowledge	20 / 20
Indicate question you asked:	How long will the wait time be?	
Indicate response:	I'd say a little bit over an hour.	
<b>CLOSING</b>		
CONFIRMS INFORMATION	<input checked="" type="radio"/> Repeats all applicable customer and appointment details to ensure accuracy and understanding <input type="radio"/> Repeats some customer and appointment details but misses one or more pieces of information <input type="radio"/> Does NOT repeat customer or appointment details	10 / 10
EXPRESSES APPRECIATION	<input checked="" type="radio"/> Expresses appreciation in a manner that makes you feel he/she genuinely appreciates your business (e.g. "Thank you so much for calling today.") <input type="radio"/> Expresses appreciation in a polite manner BUT it feels somewhat routine or insincere <input type="radio"/> Does NOT express appreciation for the business	30 / 30
Based on this telephone experience, how likely would you be to visit this dealership for your service or maintenance needs?	<input checked="" type="radio"/> Definitely Will <input type="radio"/> Probably Will <input type="radio"/> Might or Might not <input type="radio"/> Probably Will Not <input type="radio"/> Definitely Will Not	