



GMC

SALES MYSTERY SHOP - PHONE INQUIRY

Dealership **COFFMAN TRUCK SALES, INC.**

1149 W LAKE ST

AURORA, IL 60506

Shop
DetailsShop Month: OCTOBER 2015Shop Week: Week of 10/25 - 10/31/15Shop ID: 3511840 CHVP3

Shop Score

100%

TELEPHONE INQUIRY

CATEGORY SCORE: **100%**

PHONE INQUIRY DETAILS

Name of the person who handled your inquiry: Allen

ENGAGES CUSTOMER

ANSWERS PROMPTLY

- 0-2 rings
 3-4 rings
 5+ rings

5 / 5

Number of times your call was transferred: 1

TRANSFERS YOU EFFICIENTLY (if call is answered by operator / receptionist or automated system)

- Immediately transfers your call to the Sales department / you are connected on the first attempt
 Transfers your call to a sales consultant, 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 reaching a sales consultant, etc.)
 Does not successfully transfer your call to a sales consultant

10 / 10

How long was it from the time the phone started ringing until you reached a live person in the SALES department? (enter in MM:SS format) 00:05

OFFERS WARM GREETING

- Extends a warm, genuine greeting AND includes the location name (e.g. "Good afternoon. Thank you for calling Springdale Chevrolet. How may I assist you?")
 Extends a polite acknowledgement and includes the location name (e.g. "Good evening, Springdale Chevrolet.")
 Greeting is routine/insincere OR location name is not mentioned (e.g. "Sales Department.")

10 / 10

PROJECTS POSITIVE ATTITUDE

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

10 / 10

FOCUSES ON YOU

- Gives undivided attention without interruption (you do not feel rushed) AND made you feel as if you were the top priority
 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

10 / 10

COMMUNICATES CLEARLY

- Speaks clearly and professionally and is easy to understand throughout the entire call
 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

10 / 10

PERSONALIZES SERVICE

- Asks for your name AND addresses you by name
 Asks for your name but does NOT address you by name
 Does NOT ask for OR address you by name

10 / 10

DELIVERS

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

The sales associate answered the phone call in a clear and enthusiastic tone.

The sales associate spoke in a clear and professional tone and it was easy to understand the sales associate during our interaction. The sales associate asked me for my name and addressed me by my name during our interaction.

I called to the dealership and spoke to the sales associate and he suggested the GMC Terrain. He told me that the Terrain would get me 22MPG in the city and 32MPG on the highway.

The sales associate asked me if I was able to come in to test drive the vehicle. I told the sales associate that I was not able to make it to the dealership that day. He then told me to call him if I had anymore questions or when I was ready to visit the dealership. The sales associate then thanked me for calling the dealership and we ended our interaction.

What I liked most (phone inquiry):

I liked that the sales associate suggested a vehicle for me.

What could be improved (phone inquiry):

There were no rebates or incentives about the vehicle mentioned.

TELEPHONE INQUIRY		CATEGORY SCORE: 100%
ANSWERS QUESTIONS (regarding vehicle details, availability, pricing, etc.)	<input checked="" type="radio"/> Thoroughly answers questions in a way that instills confidence in his/her 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	10 / 10
Indicate question you asked:	What is the price of the GMC Terrain?	
Indicate response:	The Terrain starts at \$25,000 and goes up to \$36,000.	
EXTENDS INVITATION TO VISIT DEALERSHIP	<input checked="" type="radio"/> Invites you to visit the dealership and attempts to schedule a specific date/time for you to come in (e.g. "Is there a time today or tomorrow that would work for you to come look at the car?") <input type="radio"/> Invites you to visit the dealership but does not attempt to schedule a specific date / time (e.g. "Feel free to stop by anytime") <input type="radio"/> Does not invite you to visit the dealership	10 / 10
CLOSES		
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	10 / 10
OFFERS WARM CLOSING	<input checked="" type="radio"/> Sincerely thanks you AND offers a positive closing remark (e.g. "Have a great afternoon!") <input type="radio"/> Sincerely thanks you OR offers a positive closing remark <input type="radio"/> Does NOT thank or thank is insincere and does NOT offer a positive closing remark	10 / 10
Based on this telephone experience, how likely would you be to visit this dealership if you were really in the market for a new vehicle?	<input checked="" type="radio"/> Definitely Would <input type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	
How would you describe your overall telephone experience today?	<input checked="" type="radio"/> Truly Exceptional <input type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	