



GMC

**CERTIFIED SERVICE MYSTERY SHOP - PHONE INQUIRY**

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

**Shop Details** Shop Month: NOVEMBER 2015  
 Shop Week: Week of 11/15 - 11/21/15  
 Shop ID: 3515927 GMP3

**Shop Score**  
**96.3%**

**TELEPHONE INQUIRY** **CATEGORY SCORE: 96.3%**

**PHONE INQUIRY DETAILS**

Employee who scheduled the appointment: Mike

**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 5 / 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.)

Mike answered the phone in a cordial and upbeat manner. He sounded enthusiastic and very helpful.

Mike gave me his undivided attention and did not interrupt me. He asked for my last name, but never used my name in the conversation. He did not ask me for any contact information.

Mike asked me what date I wanted to come in. I gave him a date and he was very helpful in making my appointment for the date I requested. He then asked me if a certain time was OK and I confirmed that it was. He was quick, but efficient in making this appointment.

Mike repeated my appointment date and time to make sure I understood when it was. He thanked me for calling and said he would see me then.

What I liked most:

I liked that Mike was friendly, quick and efficient in making this appointment.

What I thought could be improved:

Mike never asked me for my first name so was not able to use it during our conversation.

**TELEPHONE INQUIRY**

**CATEGORY SCORE: 96.3%**

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:	What is the cost of the oil change and tire rotation?	
Indicate response:	The cost is \$49.95.	
<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 type="radio"/> Definitely Will <input checked="" type="radio"/> Probably Will <input type="radio"/> Might or Might not <input type="radio"/> Probably Will Not <input type="radio"/> Definitely Will Not	
How would you describe your overall telephone experience today?	<input type="radio"/> Truly Exceptional <input checked="" type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	