



GMC

**SALES 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 11/22 - 11/28/15  
 Shop ID: 3520112 CHVP3

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

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

**PHONE INQUIRY DETAILS**

Name of the person who handled your inquiry: Allan

**ENGAGES CUSTOMER**

**ANSWERS PROMPTLY**  0-2 rings 5 / 5  
 3-4 rings  
 5+ rings

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 10 / 10  
 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

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) 00:09

**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?") 10 / 10  
 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.")

**PROJECTS POSITIVE ATTITUDE**  Enthusiastic, energetic, engaging - uses tone (volume and inflection) to convey positive energy 10 / 10  
 Pleasant, polite and professional (e.g. uses a positive, steady tone)  
 Appears to be going through the motions or seems disinterested

**FOCUSES ON YOU**  Gives undivided attention without interruption (you do not feel rushed) AND made you feel as if you were the top priority 10 / 10  
 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 10 / 10  
 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

**PERSONALIZES SERVICE**  Asks for your name AND addresses you by name 10 / 10  
 Asks for your name but does NOT address you by name  
 Does NOT ask for OR address you by name

**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

**INDICATE WHICH BEHAVIOR WAS PERFORMED**  Asks for phone number  
 Asks for e-mail address

The call was transferred quickly to sales, and Allan picked up the phone. He introduced himself and department. His greeting was professional and enthusiastic.

During the call, Allan gave me his complete and undivided attention. He asked for and addressed me by name.

Allan told me about the Yukon by GMC. He told me the seating capacity along with the cargo space. He explained it also could be equipped as the Denali model with luxury amenities.

Allan asked if I could stop in today for a test drive. He also told me the hours the dealership were open that Friday and Saturday. At the call's end he thanked me for calling and told me to have a nice holiday.

What I liked most (phone inquiry):

I found Allan to be very polite and helpful.

What could be improved (phone inquiry):

I could find no opportunity for improvement during.

| 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<br><input type="radio"/> Answers questions but does not display complete confidence in his/her knowledge<br><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:   | I said I was looking for a large SUV for my family  |                      |
| Indicate response:   | He recommended the Yukon.   |                      |
| 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?")<br><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")<br><input type="radio"/> Does not invite you to visit the dealership | 10 / 10              |
| <b>CLOSES</b>  |   |                      |
| 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.")<br><input type="radio"/> Expresses appreciation in a polite manner BUT it feels somewhat routine or insincere<br><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!")<br><input type="radio"/> Sincerely thanks you OR offers a positive closing remark<br><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<br><input type="radio"/> Probably Would<br><input type="radio"/> Might or Might not<br><input type="radio"/> Probably Would Not<br><input type="radio"/> Definitely Would Not   |                      |
| How would you describe your overall telephone experience today?  | <input checked="" type="radio"/> Truly Exceptional<br><input type="radio"/> Very Good<br><input type="radio"/> Average<br><input type="radio"/> Somewhat Disappointing<br><input type="radio"/> Unacceptable  |                      |