



## CERTIFIED SERVICE MYSTERY SHOP - PHONE INQUIRY

**Dealership** JON MURDOCK CHEVROLET-CADILLA  
 600 MCCALL RD  
 MANHATTAN, KS 66502

**Shop Details** Shop Month: FEBRUARY 2016  
 Shop Week: Week of 2/7 - 2/13/16  
 Shop ID: 3656155 GMP3

**Shop Score**  
**98.5%**

## TELEPHONE INQUIRY

CATEGORY SCORE: 98.5%

## PHONE INQUIRY DETAILS

Employee who scheduled the appointment:	Shelby	
<b>ENGAGES CUSTOMER</b>		
ANSWERS PROMPTLY	<input type="radio"/> 0-2 rings <input checked="" type="radio"/> 3-4 rings <input type="radio"/> 5 or more rings	3 / 5
TRANSFERS YOU EFFICIENTLY	<input checked="" type="radio"/> Immediately transfers your call to the Service department / you are connected on the first attempt <input type="radio"/> 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.) <input type="radio"/> Does not successfully transfer your call to the service department	5 / 5
WARM AND WELCOMING GREETING	<input checked="" type="radio"/> 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.) <input type="radio"/> Greeting is friendly and polite, but not enthusiastic <input type="radio"/> Greeting is impolite, routine, or insincere	10 / 10
FOCUSES ON YOU	<input checked="" type="radio"/> Gives undivided attention without interruption (you do not feel rushed) AND made you feel as if you were the top priority <input type="radio"/> Listens politely but does not make you feel like you were the top priority (i.e. seems slightly distracted or rushed) <input type="radio"/> Listens poorly and/or seems significantly distracted or unfocused	20 / 20
COMMUNICATES CLEARLY	<input checked="" type="radio"/> Speaks clearly and professionally and is easy to understand throughout the entire call <input type="radio"/> 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.) <input type="radio"/> Sounds rushed, is difficult to understand, or sounds unprofessional for the duration of the call	5 / 5
PROJECTS A POSITIVE ATTITUDE	<input checked="" type="radio"/> Enthusiastic, energetic, engaging - uses tone (volume and inflection) to convey positive energy <input type="radio"/> Pleasant, polite and professional (e.g. uses a positive, steady tone) <input type="radio"/> Appears to be going through the motions or seems disinterested	20 / 20
PERSONALIZES SERVICE	<input checked="" type="radio"/> Asks for your name AND addresses you by name <input type="radio"/> 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 <input type="radio"/> Does NOT ask for OR address you by name	10 / 10
ASKS FOR YOUR CONTACT INFORMATION	<input type="radio"/> Asks for your phone number AND e-mail address <input checked="" type="radio"/> Asks for your phone number OR e-mail address <input type="radio"/> Does not ask for your contact information	
INDICATE WHICH BEHAVIOR WAS PERFORMED	<input checked="" type="radio"/> Asks for phone number <input type="radio"/> Asks for e-mail address	
<b>DELIVERS</b>		
SETS APPOINTMENT	<input checked="" type="radio"/> Asks what times are convenient to your schedule and efficiently schedules appointment <input type="radio"/> Offers available appointment times without asking what is convenient for you and efficiently schedules appointment <input type="radio"/> States that no appointments are necessary <input type="radio"/> Advises you to come at an unspecified time (first thing in the morning, late afternoon, etc.)	

The call was answered by an operator and immediately transferred to the Service Associate. The associate had a very friendly and upbeat voice.

The associate asked for my name and phone number to make the appointment for the oil change and tire rotation. The associate had a very friendly attitude and voice.

The associate asked when I would like to come in and what time. The answer to my cost question was given without hesitation.

The associate verified my appointment information and thanked me, and said they would see me then.

What I liked most:

I liked how easy it was to make this appointment and how efficient the associate was.

What I thought could be improved:

Probably having the associate give me an exact price quote would be better.

TELEPHONE INQUIRY		CATEGORY SCORE: 98.5%
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 much will it cost?"	
Indicate response:	"It will run about \$50.00."	
CLOSING		
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	
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	