



SALES MYSTERY SHOP - PHONE INQUIRY

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

Shop Details Shop Month: SEPTEMBER 2015
 Shop Week: Week of 9/13 - 9/19/15
 Shop ID: 3508251 CHVP3

Shop Score
89.5%

TELEPHONE INQUIRY

CATEGORY SCORE: **89.5%**

PHONE INQUIRY DETAILS

Name of the person who handled your inquiry:	Gio	
ENGAGES CUSTOMER		
ANSWERS PROMPTLY	<input checked="" type="radio"/> 0-2 rings <input type="radio"/> 3-4 rings <input type="radio"/> 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)	<input checked="" type="radio"/> Immediately transfers your call to the Sales department / you are connected on the first attempt <input type="radio"/> 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.) <input type="radio"/> 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)	00:08	
OFFERS WARM GREETING	<input checked="" type="radio"/> 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?") <input type="radio"/> Extends a polite acknowledgement and includes the location name (e.g. "Good evening, Springdale Chevrolet.") <input type="radio"/> Greeting is routine/insincere OR location name is not mentioned (e.g. "Sales Department.")	10 / 10
PROJECTS 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	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	10 / 10
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	10 / 10
PERSONALIZES SERVICE	<input checked="" type="radio"/> Asks for your name AND addresses you by name <input type="radio"/> Asks for your name but does NOT address you by name <input type="radio"/> Does NOT ask for OR address you by name	10 / 10
DELIVERS		
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	

In sales, Gio took my call. He was polite and had a friendly and upbeat tone.

He asked for my name and phone number in case we were disconnected. He spoke clearly and in a professional manner. He was attentive the entire time.

He recommended the Chevy Malibu 2LT as the vehicle that would best fit my needs. I asked about rebates, and he said it depended on the model.

He politely thanked me for calling and said if I had any more questions, he would be happy to help me. He didn't invite me in.

What I liked most (phone inquiry):

Gio was enthusiastic and polite. He spoke in a manner that was easy to understand.

What could be improved (phone inquiry):

He wasn't overly specific in answering my rebates question.

TELEPHONE INQUIRY		CATEGORY SCORE: 89.5%
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 rebates or incentives are available.	
Indicate response:	There are quite a few. It just depends on the model you get.	
EXTENDS INVITATION TO VISIT DEALERSHIP	<input 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 checked="" type="radio"/> Does not invite you to visit the dealership	0 / 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
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 type="radio"/> Definitely Would <input type="radio"/> Probably Would <input checked="" 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 type="radio"/> Truly Exceptional <input type="radio"/> Very Good <input checked="" type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	