

Mystery Shopping

There is nothing more valuable & enlightening than being able to look at your business through the eyes of your customers.

It is a well-known fact that customer satisfaction measures are flawed because they only ever relate to customers who actually purchase vehicles. That being said it is very difficult to ascertain the thoughts of those customers who enquire yet decide to buy elsewhere. Mystery shopping can provide extremely valuable insights in this regard. Whether a prospective customer visits or calls the dealership, the way in which sales people deal with these interactions not only provides an insight as to the professionalism of the organisation but it also sets the tone for the deal and has a significant impact on the likelihood of the dealership actually doing business with the client.

The purpose of the Sewells mystery shopping evaluation is NOT to highlight the inadequacies of individual dealer staff and to attempt to deceive them by unrealistic requests. The aim is to develop the skills and knowledge of sales staff and to review the standards and processes for handling customer enquiries. If used properly the results of the evaluation have tremendous value in terms of real world coaching support.

If you are looking to scrutinise your customer contact processes and are seeking a professional mystery shopping solution, Sewells can assist you with the following:

- The physical calling or visiting of the dealership
- The composition of individual dealer reports detailing the calls or visits completed.