

MYSTERY CALLING / SHOPPING

If you have one branch or locations across the country, you need to know how your staff are treating your valued customers. Compechek's highly trained mystery callers & shoppers will keep your staff on their toes.

Since 1994, our Mystery Calling/Shopping Program has accurately monitored salesmanship, customer service and employee telephone skills; saving businesses time and money. Through easy-to-read data, clear graphics and concise reports, Compechek shows you how you're doing in key areas of your operation, and gives you the information you need to maximize your business success.



"If you can't measure it, you can't improve it!"

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Whether you're looking for an evaluation of a single outlet or multiple business locations, Compechek Market Research can help you outperform the competition and increase your market share by identifying powerful ways in which you can be recognized for quality in every aspect of your business.

Compechek's Mystery Calling Program accurately monitors the quality of staff telephone skills, salesmanship and customer service that your valued customers experience when they call. Since 1994, Compechek has offered a proven system aimed at evaluating and enhancing employee performance, delivering results and leaving you free to take care of strategically targeted priorities.

Specific descriptors, clear graphics and easily accessible data put all the information you need right at your fingertips. With the Compechek Mystery Calling Program, you'll have quick access to regular reports that constructively critique the performance of your business and staff. You'll know at a glance how you're doing in key areas of your operation.

Compechek's Mystery Calling Program will help to identify what is helping your business to grow, and to monitor what needs to be improved. We give you the information that you need to maximize your ROI through time-tested, profitable growth strategies and increase sales through evaluating critical factors such as employee-related customer satisfaction levels.

Taking advantage of our strategically designed reports and data, targeted to boost employee effectiveness, means that you'll never again waste valuable time trying to figure out what is and isn't working.

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MEASURE, TRAIN, RE-MEASURE, RE-TRAIN ...





MYSTERY CALLING / SHOPPING

SAMPLE CRITERIA...

Telephone Experience:

Greeting:

- Was call answered by an auto attendant or receptionist?
- If Yes to above, was it simple to get through to Service department?
- Did service advisor use a formal greeting used? "Good morning/afternoon"
- Did the initial contact person (receptionist) state the company name?
- Did the service advisor introduce himself and present first name?

Overall Tone:

- Friendly, Positive and Upbeat?
- Sincere/Polite?
- Confident?

Vocals:

- Too soft, too loud, or just right
- Technical, Mumbled/Too Fast or Clear & Understand?

Caller Put on Hold?:

- Was the call put on hold during or phone on the counter during the conversation?
- Was the caller asked if it was OK to be put on hold/phone on counter?
- Did the service advisor wait for a response from caller before placing on hold?
- The longest time put on hold (# of seconds)?
- Was the caller thanked for holding?

Salesmanship:

Communication Skills:

- Did service advisor listen carefully to what the caller was asking for?
- Did service advisor person ask questions to help clarify the service needed?
- Was the sales experience interrupted at all, side conversations etc.?
- Were one word answers given to callers questions?
- Were there extended times of silence while service advisor worked away?

Building a Rapport:

- Did service advisor get the name of the caller and use it during the call?
- Did the service advisor person ask any questions about caller to create relationship?
- Did service advisor provide information without the caller pushing for information?
- Did service advisor offer to give any valuable 'advice' for the call scenario listed?
- Overall did the caller leave with a favorable or memorable experience?
- Did the sales experience feel rushed to the caller?

Knowledge:

- Did the service advisor adequately address the original purpose for the call? i.e. brakes squeal, oil change
- Did the service advisor ask if the caller had any other service requirements?
- Did the service advisor enquire about the vehicles last servicing?
- Did the service advisor ask about the mileage of the caller's vehicle?
- Did the service advisor seem knowledgeable relating to maintenance needs?

Commitment for Sale:

- Were the appropriate service options mentioned according to mileage & OEM recommendations?
- Did service advisor ask the caller to come to the business for the servicing that was discussed?
- Did the service advisor give directions to the business or make sure caller knew location?
- Did the caller get the information he/she was originally looking for?

Customer Service:

- Did service advisor ask if you had any other needs today?
- Did service advisor make sure his explanations were understood?
- Did the service advisor say THANK YOU for calling?
- Did service advisor demonstrate adequate patience?

The Right Attitude to Represent the Business:

- Did the service advisor person only use professional language?
- Was the service advisor person efficient?
- Did the caller feel actively listened to?
- Was the voice alert with a spark of energy?
- Was the voice pleasant as if dealing with a happy person?
- Did the caller get the feeling the service advisor cared about his job?
- Did the caller get the feeling that the service advisor was proud of his company?
- Did service advisor mention any current promotion offering? i.e. seasonal maintenance packages
- Did the caller get the feeling the service advisor cared about the client?
- Would the caller want to have this staff in particular on next call?