

Mystery Phone Shops: The Key to Increased CSI

Service Advisors • Parts Counter Personnel • Sales Associates



How effective is your dealership staff?

Do they...

- ◆ Answer the phone quickly and with a smile?
- ◆ Ask the right questions to qualify the problem or sale?
- ◆ Quote an exact price?
- ◆ Ask for the business?

Take advantage of Mystery Phone Shop services being offered to dealers to ensure their customers' satisfaction. This special service will prove useful in rating your dealership's ability to increase customer satisfaction and assess proper usage of ServicePricing™. Let our Phone Shop staff make a call to your service, parts, and sales departments for price quotes. Your dealership will receive phone shop results that will determine the level of service your staff is providing.

Get your Phone Shops today and avoid the common pitfalls of dealers...

- Placing customers on hold
- Transferring callers from Service to Parts department
- Giving customers "rough" or "about" estimates
- Neglecting to offer service!



If your dealership is currently enrolled in the Phone Shop program, don't hesitate to sign up today for additional mystery phone shops on your Parts and Sales departments.

Does your Parts department invite customers to schedule appointments with service?

Does Sales offer vehicles within a customer's budget OR rebates, incentives or warranty information?

The more phone shops you receive the more you guarantee customer satisfaction!

For more information or to enroll for Mystery Phone Shops, contact Cassandra Hill at 1-800-523-8477, X485.

Enroll today to unlock your potential...



with Mystery Phone Shops!

What's New

1 Mystery Phone Shops: The Key to Increased CSI

2 Phone Shop Perfection!

3 New Enhancements

Helping to provide the best in client and customer satisfaction!

Phone Shop Perfection!

Congratulations to all those who received a 100% score on Phone Shops for the month of April. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

Dealership

Balise Chevy
Balise Chrysler
Billy Thrash Automotive
Gunther VW
Jerry's Toyota
Jon Murdock Inc.
Kline Arlington Toyota
Koons Toyota of Annapolis
Lujack Auto Plaza
Lujack Auto Plaza
R & G Toyota
Southern Oregon
Southern Oregon
Toyota of Puyallup

Carline

Chevrolet
Chrysler
Mazda
Volkswagen
Toyota
Mitsubishi
Toyota
Toyota
Mazda
Mitsubishi
Toyota
Mitsubishi
Volvo
Toyota

Contact

Bob/Fran
Kevin/Lorraine
Jeff
Brent
Steve
Keith
Tony
Rick
Simon R.
Ryan V. P.
Roman
Paul
Jason
Dennis

NEED SUPPORT?

You can reach us at ...

1-800-523-8477

Accounting – press 1

Sales – press 2

Installation – press 3

Client Services – press 5

ServicePricing Changes – press 7

Fax: 301-294-4979

Email: clientservices@hayes.ds.adp.com

New Enhancements



As always, we are working hard to add all the new developments that you have requested. If you would like to see an operation added that isn't currently included, please let us know.

The following are the latest improvements:

- **BMW** – 2002 model information has been added to 72-Body/Internal Accessories and 72-Body/Retail Accessories. This completes the 2002 model update.
- **KIA** – 2002 model information has been added to all sections.
- **Mazda US:** 2002 model year data has been added to the following sections: Air Conditioning, Body, Electrical, Front Suspension, and Fuel.
- **Mercedes-Benz US** – 2002 model information has been added to all sections.
- **Mercedes-Benz Canada** – 2002 model information has been added to all sections.
- **Mitsubishi** – 2002 model information has been added to Internal Accessories, Retail Accessories, Maintenance, and Tune-Up.
- **Volkswagen US:** Model year data through 2002 has been added to the following sections: Electrical (Body), Air Conditioning and Heating, and Engine Mechanical.
- **Volkswagen Canada:** Model year data through 2002 has been added to the following sections: Electrical (Body), Air Conditioning and Heating, and Engine Mechanical.
- **Volvo US** – 2002 model information has been added to all sections.
- **Volvo Canada** – 2002 model information has been added to all sections.