

# After sales, mystery shopping

## Organizational part:

1. Customer booking/ appointment scheduling is checked
2. Was the customer visit planned and prepared?
3. Was there a Personalized Reception of the customer?
4. Was a Quality control/ prepared handover of the car done?
5. Was return of the car and review of the invoice performed with the customer?
6. Was a customer follow up done?
7. The interview questions are also reviewed by the mystery shopper.

(See also template for booking questionnaire).

## Technical part.

For the technical part of the mystery shopping, five flaws are intentionally placed on the vehicle to check if the mechanic is able to locate and find all of them. If you do your own mystery shopping to assure your sales-and-service processes are in line with the vehicle manufacturer, you are prepared whenever the vehicle manufacturer performs mystery shopping at your dealership. For brands like Volkswagen, Audi, Skoda and Seat, dealers can lose their service contract if four mystery shopping events fail.

A red square graphic with white text. The text is arranged in three lines: "LEARN HOW TO PUT THE" in a smaller font, "CUSTOMER" in a larger font, and "FIRST!" in the largest font, all in a bold, sans-serif typeface.

LEARN HOW TO PUT THE  
**CUSTOMER**  
**FIRST!**