

# Infosheet

## Automotive Mystery Shopping



Automotive mystery shopping is an effective tool used to independently evaluate the overall performance of frontline employees so you can both engage new customers and strengthen loyalty to your brand. DEKRA undercover shopping provides you invaluable insight into your service from a customer perspective and helps you ensure your standards are upheld in every circumstance.

### Undercover services for objective assessment

Providing unfiltered insight into the real-life experiences of your customers, **automotive mystery shopping** offers unique opportunities for quick and easy critical analysis. Information gathered using proven methods helps you ensure your standards are properly met and identify weak links in your customer service chain. We conduct comprehensive mystery shopping to keep you abreast of your actual customer service performance.

### Adapting a customer perspective

Undercover shoppers provide you a real customer perspective on your brand and services. Whether posing in a pre-vi-

sit, sales or after-sales scenario, trained mystery shoppers evaluate the quality, effectiveness and personal reach of your frontline strategies and service representatives. In addition to phone, email and social network lead communications, secret shoppers rate staff based on their individual customer service experience. After-sales reviews may include pre-planned vehicle breakdowns to assess diagnostic accuracy and truthfulness as well as the quality and delivery of your customer support. Providing a glimpse into the customer mind and perception, mystery shopping is a quick and easy way to get a clear and truthful impression of the overall communications and personal services offered on the floor or in the garage of your automotive dealership.

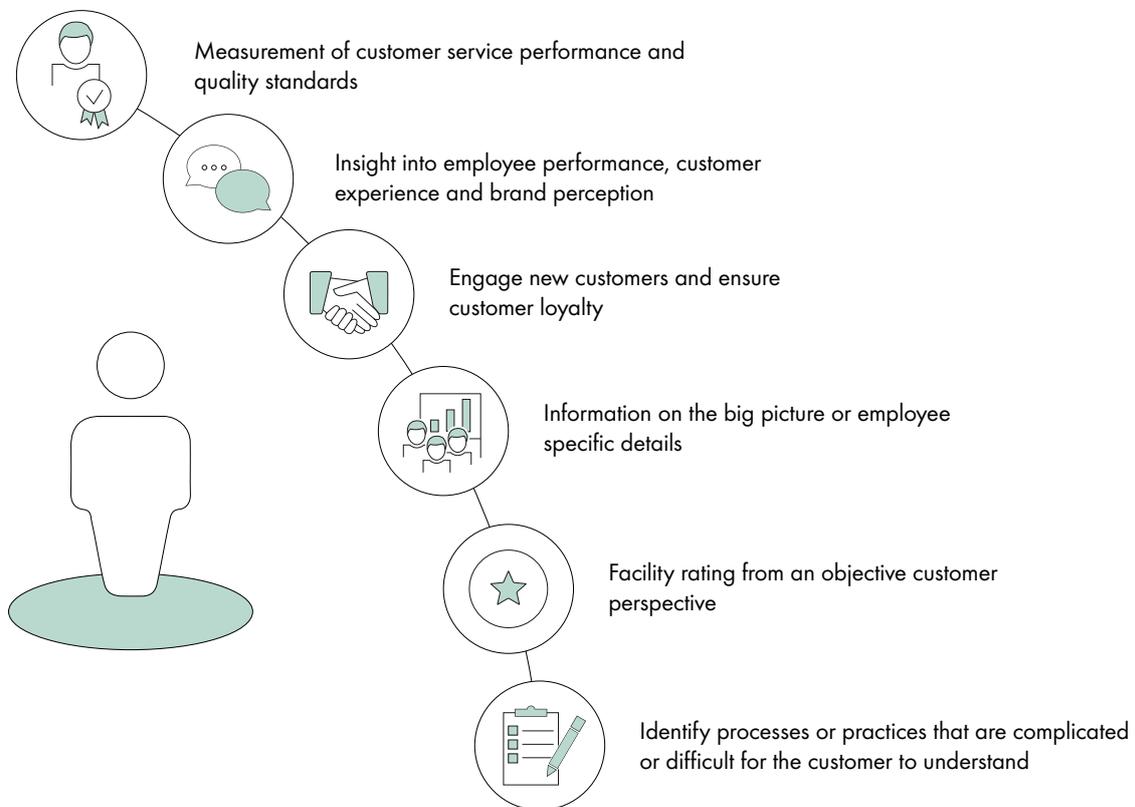
### Measuring actual services and operational procedures

Experienced mystery shoppers provide valuable insight to help you determine the effectiveness and efficiency of your customer services, assess newly implemented products or protocols and identify areas in need of improvement. Mystery shopping services can stand alone or be conducted as part of a deeper standard or a DEKRA Trusted Facility audit.

### Automotive services from a well-known source

Our globally recognized services aim to boost customer satisfaction and strengthen your brand image. We provide comprehensive independent automotive mystery shopping from a single source to ensure reliable, objective results. DEKRA experts help you identify areas and processes with room for improvement while providing you effective recommendations. We look forward to supporting you in your efforts at any time, anywhere in the world.

## Benefits of DEKRA automotive mystery shopping services



Our experts are happy to answer your questions about our automotive mystery shopping services. Get in touch today!

DEKRA Audit

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