


Mystery Shopping & Consumer Research



WANT TO REALLY KNOW WHAT YOUR CUSTOMERS THINK OR WHAT THEY EXPERIENCE?

CRT handles the task with our Mystery Shopper and Consumer Research Programs. We understand the importance of your brand! Our highly trained staff and meticulous methodology allows us to present an accurate depiction of what your customers experience.



LEXUS

Mystery Shop - National and Area Trending Comparisons

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Telephone Etiquette	Customer Approach	Knowledgeable	Other Questions
All Telephone Etiquette	All Customer Approach	All Knowledgeable	All Other
Friendly Voice on Phone	Asked if Voice Mail Acceptable	Callers Needs Understood	Answered Phone With Name
Treated with Courtesy/Respect	Asked if Time Was Convenient	Quoted Exact Price for Service	Identified Department
Used "I Don't Know..."	Offered More than 1 Time Option	Understood/Answered All Questions	Number of Rings
Used "I Can't do that..."	Encouraged to Visit Dealership	Reiterated Needs for Clarity	How Much Will It Cost
Used "You'll have to..."		Asked if Further Assistance Needed	How Long to Complete

- Direct Calling to retailer
- US-based Call Center - No Off-shore Callers
- Validate your Brand and Image Messaging



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