



AUTOENGAGE, INC. Mystery Shop

Question	Answer
Outgoing Information	

Subject of outgoing email:	2008 Chevrolet Silverado 1500
Outgoing Date:	06/29/2010
Outgoing Time:	9:54am
Lead Name:	Heather Mell
Lead E-mail Address:	heathermell@yahoo.com
Lead Question:	Is this 2 wheel drive? Does this have a tow package on it?

Reply Information	
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Was there a system reply response?	Yes
Did the dealership provide <u>any</u> response?	Yes
Total number of responses received?	10
Did dealership <u>personally</u> reply to the e-mail?	Yes
Total number of personalized e-mails responses received?	9
Time it took to provide first personalized response?	22 Min's

Personalized Response	
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Salesperson providing first personalized response:	Stephen xxx
Description of the first response: Was it complete and easy to understand?	Yes it was complete and easy to understand.
Did the dealership or salesperson provide a complete answer to the customer's e-mail request?	Yes
Total number of unrelated e-mails received from the dealership within that given month (service specials, general advertisements, etc.)?	0

First Automated Response:

Dear Heather,

6/29 10:10am

First I would like to thank you for your inquiry for a Chevrolet Truck Silverado 1500.

We have received your inquiry and will be responding to your questions within 4 business hours - that is from 10AM to 7.00PM Monday through Friday, 10AM to 6.00PM on Saturday and 11:00AM to 05:00 PM on Sunday.

Should you need immediate attention please feel free to email me and if it is not too late, I'll email you the information you may request.

Secondly, this is a plain text email, the reason we send our initial plain text email is to inform you that our other emails that we will be sending you will contain pictures and graphics. We want you to be on the lookout for them.

Some email filters and spam blockers keep out customers from getting the information, so it's important that you add us to your address book or safe sender list. If for any reason you don't get another email from us please notify me.

Our emails will be helpful to your decision making process.

Thanks again,

internet.sales.department

First Personalized Response:

6/29 10:16am

Hey there Heather,

This is Stephen xxx over at xxxxxx Motors and I would like to thank you for your interest in your new Chevrolet Truck Silverado 1500. Here is the car as a reminder: http://www.xxxxxx.com/detail-2008-chevrolet-silverado_1500-ltz-used-5643282.html

I am not sure whether you have had a chance to drive the car yet and look at all its features and options. I look forward to helping you in future and please let me know when an ideal time for you to come by would be; my direct line is (xxx) 750-7389

The car does have the tow package and is the 2WD model - any other questions?

Are you available to come by later today or tomorrow?

If you need directions to our store please let me know and I will definitely get them sent to you via email.

Thanks in advance and I look forward from hearing you,

stephen.xxx

Dear Heather,

This is Stephen xxx over at xxxxxx and I've been trying to reach you in regard to your internet inquiry on the Silverado 1500, but haven't heard back - *are you getting my messages?*

I'd like to see how I can further assist you - feel free to call me at (xxx) 750-7389.

Look forward to hearing back,

stephen.xxx

Dear **Heather**,

I just wanted to make sure you were able to read my emails and that I did answer your questions. It is really important to me and our dealership that I appropriately assist you with your Silverado 1500 questions.

As I'm still unsure whether or not you are familiar with the cars, I'd like to invite you to the store to check out the cars with me - *when is a good time?*

With all the E-mail filters and blockers out there, the only way I truly know you did get it would be for you to drop me a line on my cell phone or E-mail me back.

Please let me know....and if there are any other questions at that time I would be happy to assist you.

Look forward to hearing back,

stephen.xxx

Hey there Heather,

This is Stephen over at xxxxxx Motors and just trying to get back in touch with you about your Chevrolet Silverado 1500. I have been trying to call and email you but haven't heard back - is there a better way to reach you such as a number or a different email address?

I'd like to still invite you to check out the Silverado 1500 with me, is this weekend a good time for you?

Please give me a call at your earliest convenience as I would like to still help you out with your car search. And if there is anything I can do to make your car search easier, please let me know.

Thanks again,

stephen.xxx

Hi Heather,

My name is Stephen xxx over at xxxxxx Motors and my job is to make sure our staff assists you with your car questions in a timely and professional manner.

A few days ago we sent you information on the Silverado 1500 you requested. **It is important that we respond to you appropriately.**

Could you help me by responding to the following questions?

Did we respond to you in a timely manner?

Did we help you with your decision making process in choosing a vehicle?

Would you consider getting a vehicle from our dealership?

Thank you in advance for replying to this E-mail. Should you have any need for my assistance, please let me know.

Regards,

stephen.xxx

Hi Heather,

Just a quick note to make sure my emails have gone through and I have answered all your questions on the Silverado.

Do you need more information to make an appropriate vehicle decision?

Do you need automotive financing or leasing information?

Once again, thank you for accepting my E-mails.

With Best Regards,

stephen.xxx

Dear Heather

My name is Stephen xxx over here at xxxxxx Motors and I just wanted to check in again to make sure we are answering your questions and concerns.

Approximately two weeks ago you requested information on a vehicle we represent. Could you please tell me;

Did we answer your questions?

Did you have any concerns fitting this vehicle into your budget?

Are you still considering other makes and models?

Thanks in advance for your reply.

Regards,

stephen.xxx

Thu, July 22, 2010 6:29:39 AM

Hi Heather,

My name is Stephen xxx over at xxxxxx Motors. I wanted to reintroduce myself and ask if there is anything I can do to help you get into the vehicle you originally asked about a little over three weeks ago my records indicate you had inquired about a new Chevrolet Truck. To the best of my knowledge (and I may be wrong) you have not found one yet. Most often our customers are telling us that they may be hesitating on completing their purchase due to one of two things.

Being able to fit their car into their budget

Perhaps the vehicle was not everything you expected

If you could share with me what is keeping you from getting one of our vehicles I would greatly appreciate it. ***In addition I may have some influence to help you accomplish your goals.*** I also wanted to share with you that we are committed to e-commerce and I applaud you for starting your research and including us with your quest. *I feel an educated consumer is usually a happy customer and that means they usually spend less time in the dealership unless they want to.*

Please let me know how I can help.

Look forward to hearing back,

stephen.xxx

Wed, July 28, 2010 12:48:12 PM

Hi Heather,

I understand that you might be still looking around at other cars, but I just wanted to check in to see if you had any other questions on the Silverado 1500.

I'm not sure if you've test driven the car yet or even just taken a look at it, so I'd like to invite you by to check the cars out with me - *when would be a good time?*

Let me know how I can help you. I will offer my advice and assistance even if you decide not to get your vehicle from me. I will do what it takes to earn your business.

Please let me know how I can help.

Look forward to hearing back,

stephen.xxx
