

CASE STUDY – RETAIL - UNDERCOVER CUSTOMER EXPERIENCE VISIT

Introduction

An undercover customer experience campaign was conducted for a dealership on two of their locations.

Challenge:

This business wanted to know if their -

- systems and processes were working seamlessly,
- staff were following the system and
- customer service was of the highest and to their customers' expectations.

Solution:

Assessment was carried out on two team members on the floor at the time the visits was carried out and they were evaluated on five different categories:

- 1) Customer service
- 2) Selling skills
- 3) Product knowledge
- 4) Closing
- 5) Follow up.

Benefit:

Overall performance -

Sales consultant – 87%

Key staff member - 52%



Result:

Identified that the key staff member needed more training in most areas.