

Mystery Visit Instructions

Hyundai



The instructions below are to guide you through the preparation of the mystery visit. We kindly ask you to take this assignment seriously and we will give you feedback on the results of the assignments.

The instructions correspond with the questionnaire; the sections of the instructions are identical to the sections in the questionnaire. All the information necessary to fill out the questionnaire you will find in the instructions.

If you have any questions, you can contact Rob Watson at +31 (0)70 3319500, until 5.00pm or you can also send an e-mail to watson@aq-services.com

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Scenario

You need to visit a Hyundai and a competitor car dealer. You are going to visit a specific model for both car dealers. You are going to the car dealer unannounced (do not call the dealership in advance). When you are at the dealership you need to talk to a sales consultant and enquire about a specific car and specifications. The sales consultant needs to present the car to you spontaneously and inform you about its configuration. After you had the presentation of the car, the sales consultant needs to offer you a test drive.

General Information

At this section you fill in the general information:

- * Date shop is performed
- * Time you start and end to shop (hh:mm)
- * Which car and model you are looking for

Presentation

You will visit the dealership unannounced (you are not allowed to call the dealership in advance). When you are at the dealership you need to talk to a sales consultant and enquire about a specific car and specifications. The sales consultant needs to present the car to you spontaneously and inform you about its configuration.

The sales consultant needs to offer you a business card, if you do not receive a business card of the sales consultant, please ask one yourself.

Test Drive

After you had the presentation, the sales consultant needs to offer you a test drive. If the sales consultant does not offer you a test drive immediately, then you need to ask one yourself. If the test drive car is not available, you either have to wait for a car to come available within 30 minutes or you ask for an alternative model.

After 30 minutes if the desired car is not available for a test drive, you can end the visit and leave the dealership. The sales consultant needs to ask you if the sales consultant can contact you another day to schedule a new appointment for the test drive. You do not have to accept the test drive, but answer the sales consultant politely, for example:

- * "I did not bring my agenda, please let me check and I will schedule an appointment."

Evaluation sales consultant

At this section you evaluate the service of the sales consultant. How satisfied were you with the sales consultant in terms of the following aspects?

- * Enthusiasm/willingness
- * Understand ability of the explanations
- * Consideration of the customer's desires
- * Content and meaningfulness of the information material
- * Design of the information material
- * Overall, how would you evaluate the sales consultant?

Statements

In this section you will find some statements about the sales consultant that helped you during the visit. Please answer the question if you agree or disagree with the statement.

Focus Group

After you have done both visits and test drives, you need to be available for a focus group session in the country that you are doing the visits in. The client wants to know how you experience the visits (you get extra paid for this and in consultation with AQ travel expenses). This is not confirmed yet, but you need to be available/willing to do the focus group session.

Checklist

AQ has put together a checklist, which you can use before performing the mystery visit:

- * You may visit the store from Monday – Saturday, *please avoid crowded times to ensure that a sales consultant is available for you*
- * You must be in the store **at least 60 minutes before the dealership closes**
- * You need to talk to a sales consultant
- * You need to enquire about a **specific car and specifications**
- * The sales consultant needs to present you the car and inform you about its configuration
- * You need to receive a business card of the sales consultant, *if you do not receive it spontaneously you need to ask yourself*
- * The sales consultant needs to offer you a test drive
- * You need to accept the test drive
- * If the test car is not available, you have to wait for **30 minutes** for a car to come available or you ask for the alternative model
- * **If the test drive of the desired car is not possible within 30 minutes, you can end your visit and leave the dealership**

Quality Statement

After you have performed the mystery visit, you need to fill in the questionnaire within 24 hours. This is important for AQ, because we have to provide our clients the reports within a certain time period the client has given us.

Each client has their own specific requirements concerning the filling out of the questionnaire. We would therefore like to ask you to read through the specific requirements of the questionnaire.

In the questionnaire:

- * Please use whole sentences, free of mistakes;
- * **Open comments need to be answered in English;**
- * Every sentence starts with a capital letter and ends with a full stop;
- * Give concrete and objective comments, unless stated otherwise in the question;
- * Always write your answers in the past tense;
- * Use “sales consultant” if you are referring to the employee who helped you – do not use the terms he or she;
- * If you are using quotes of the sales consultant, please write it as follows: The sales consultant asked “Would you like a test drive?”



General Information

Visit date/time of the mystery visits

Mystery visits have to take place within the days indicated by AQ Services International. You need to perform the mystery visit at least 45 minutes before closing time. The questionnaire needs to be filled in within 24 hours after you have performed the visit.

Unable to perform the visit

If for any reason you cannot perform the mystery visit, please let us know as soon as possible by telephone or e-mail. The contact details can be found on Page 1. We can then assign a new shopper for the visit.

If you know someone who fits the mentioned profile and has read through the briefing, then that person may perform the mystery visit instead. AQ would however much appreciate it if you inform us of that in advance.

Discretion

Do not take the (printed) questionnaire with you during your visit, if this is necessary; never leave the questionnaire behind in the shop. Discretion is very important for AQ Services International and especially for our clients. The (filled in) questionnaire contains confidential information and must not be shown to third parties. You cannot share your experience with anybody and the questionnaires must not be in hands of anyone but yourself. Do not reveal that you are a mystery shopper before, during or after the mystery visit.

We ask you to take this assignment seriously. We will review your filled in questionnaires. If the questionnaire is filled in correctly and thoroughly you will qualify to be assigned for new mystery visit faster. If the questionnaire is filled in wrong or not to our standards, then we will contact you by phone or e-mail, in order for you to amend the questionnaire online.