

AUTOMOTIVE MYSTERY SHOP ON DEMAND PROGRAM

Our program helps automotive clients see how well they are meeting customer expectations and brand promises, whether in person, online, or over the phone. This feedback has helped correct breakdowns in processes, improve customer service, find areas where staff need more training, and has ultimately **boosted sales and profits** by making customers happier and more loyal.

As quoted by one of our dealership group clients,



MYSTERY SHOPPING IS VERY IMPORTANT TO OUR TEAM GETTING BETTER EVERY DAY

Rev Up Your Revenue with Mystery Shopping to...

Elevate Sales Skills: Identify strengths and weaknesses in sales process to refine training and enhance performance.

Enhance Service Quality: Identify gaps in service delivery to improve customer satisfaction and foster loyalty.

Excel beyond Competitors: Measure against competitors to uncover unique advantages and improve market positioning.

The iShopFor Ipsos panel is

National: In 2024, the iShopFor Ipsos (ISFI) completed tens of thousands of shops across Canada, including sales and service shops in the Automotive Industry.

Trained and Qualified: Our trained and engaged shoppers can complete high quality visits in a timely fashion.

Mobile: Operating across three platforms, we are fully mobile, including the use of our own custom application.

About Ipsos Canada Mystery Shopping

With decades of experience in mystery shopping, **we work directly with automobile manufacturers, dealers, and aftermarket service providers, providing mystery shops in sales, service, digital and telephone lead generation, competitive intelligence, and pricing audits.** With our deep understanding of the automotive sector, we help dealerships identify improvement areas in their customer journey, streamline processes, and drive continuous growth.

Program Details

Stakeholder meetings to discuss your program and smart sampling



Personal and customized questionnaire design focused on your key business questions

Shopper education – video training, certification, guidelines and briefings



Reporting – real-time results, emailed score cards, **custom dashboards,** trending reports, section and question score analysis, sentiment analysis, and much more!

Smartphone and desktop enabled shoppers, with **geo-authenticated** results



Quality assurance processes

Client Mystery Shop Portal training

For more information, please contact:

Julie Draycott

Senior Account Manager,
Ipsos Mystery Shopping

Julie.Draycott@ipsos.com

Joey Lam

VP, Ipsos Mystery Shopping

Joey.Lam@ipsos.com