

Case Study

Automobile dealer's Mystery Shopping

Marketing Challenge:

India's leading and diversified auto business house had devised an activation plan for its newly launched 'low budget 4 wheeler' across India. It had scheduled to launch a "Show, Communicate and Convert" activity at more than its 1200 outlets across the country. They wanted to test whether these activities have been executed as per given guidelines in every outlet or not.

Hence objective of the research are:

1. Evaluation of executive selling skills and product knowledge
2. Check whether display activities is as per the guidelines given by the leading
3. Understand the product knowledge of Salesperson at given outlet
4. Understand the selling skills of the salesperson at given outlet
5. Understand overall experience of mystery shopper as customer at given outlet

MMRSS' Approach:

Mystery visits in the 1200 outlets Pan India and training arranged for mystery shoppers. All Supervisors and mystery shoppers had gone through levels of training. First, they were trained on the general principles and best practices of mystery shopping. Second, for each assignment or wave of mystery shopping research, they received project specific training. Training includes role-playing and prompting on various scenarios which occurred during the mystery shop.

To understand if the dealer is "Selling the story", 10 most important values of the product were decided and points were awarded on inclusion of these values of Sales pitch and how strongly they communicated the same to convince the mystery shopper. The performance and enthusiasm of the dealer was judged based on his enthusiasm shown in selling the car and his behaviour towards the prospective client (Mystery Shopper)

The Results:

This resulted in actual increase in sales as the improvement in the required zones where made. The increase in sales was compared with the 2nd round of mystery shopping scores which was tracked again by Majestic MRSS to see ROI of the promotional activity. Hence, proving a direct correlation between Majestic MRSS' Mystery shopping scores and Sales of car after the 1st round of assignment in different outlets

Related Readings:

1. [Test product market research for Automobile giant](#)
2. [Customer Sales Satisfaction Study for an Automobile giant](#)
3. [Consumer Service Satisfaction Study for an Automobile giant](#)
4. [Employee satisfaction study in an American Automobile MNC](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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In Summary:

- Ethno-stream is proprietary of Majestic MRSS where Live video streaming of ethnographic research is done
- In one such study we successfully analysed the purchase and usage behaviour of mobile users.