

# STEALTH SHOPPER

A circular target icon with a blue outer ring, a red bullseye, and a white center. A white crosshair is centered on the bullseye. The icon is positioned behind the letter 'O' in the word 'SHOPPER'.

by

DRIVING  FORCE

Navigating the Research-Driven  
Marketplace

# Overview

Your dealership's success hinges on your own ability to research the marketplace and your competitors, and to design and implement a solid marketing strategy based on that research. Stealth Shopper offers you a variety of powerful tools to delve into the "wiring under the board" of that strategy, allowing you to fine-tune it to best position your dealership in the marketplace.

## The Timeline

A day-to-day, or minute-by-minute, log of all the activity related to your shop.

## Sidebar Overview

A graded overview of the most important data collected from your shop.

## Metrics Panel

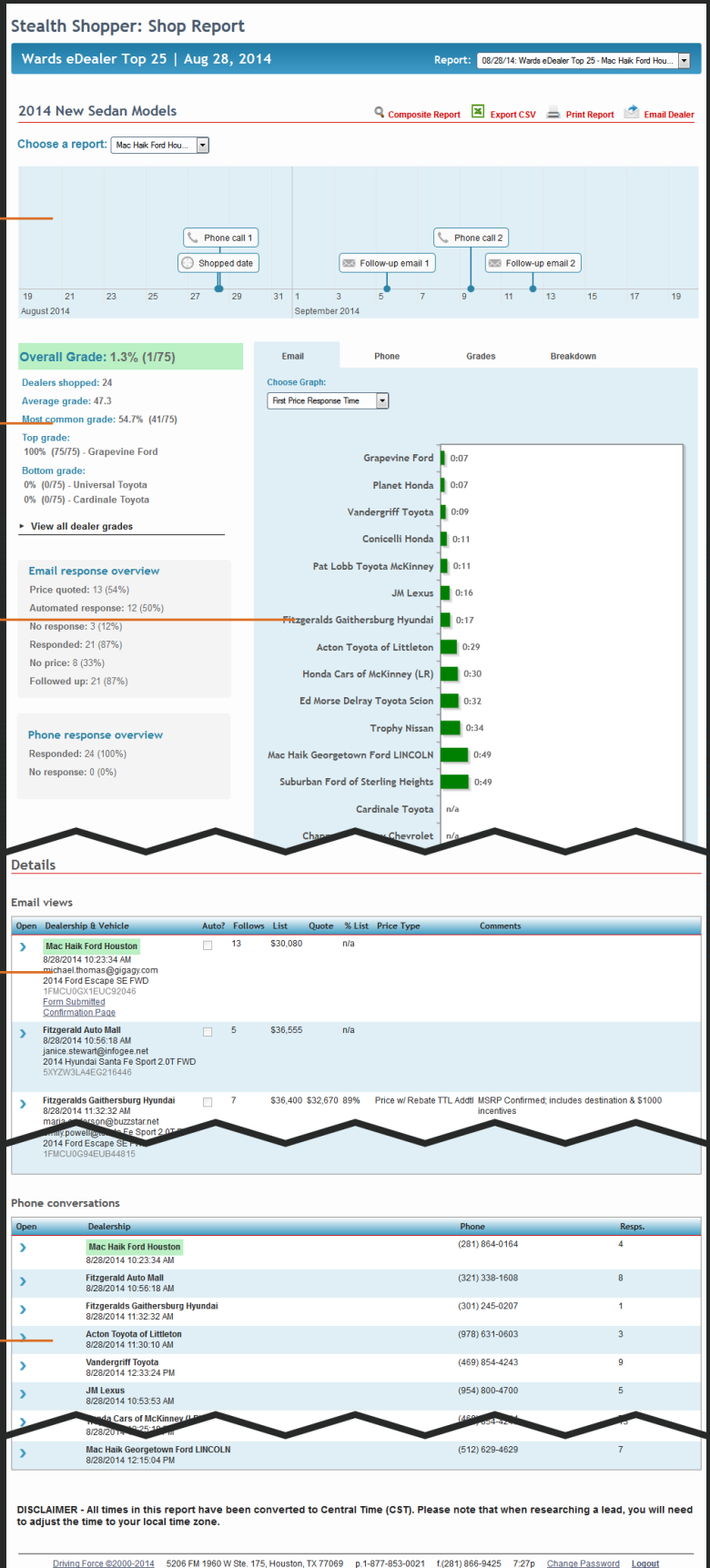
The Metrics Panel is the heart of Stealth Shopper. Custom metrics can be added and removed, and all of your store's metrics can be compared against those of other dealerships. Data is visualized in chart and graph forms, for at-a-glance numerical comparisons, and to gauge change in performance over time.

## Email Log

The Email Log allows you to read every email sent by a dealership's sales team to our mystery shopper's unique email address.

## Voicemail Log

The Voicemail Log allows you to hear every voicemail left by a dealership's sales team at our mystery shopper's unique phone number.

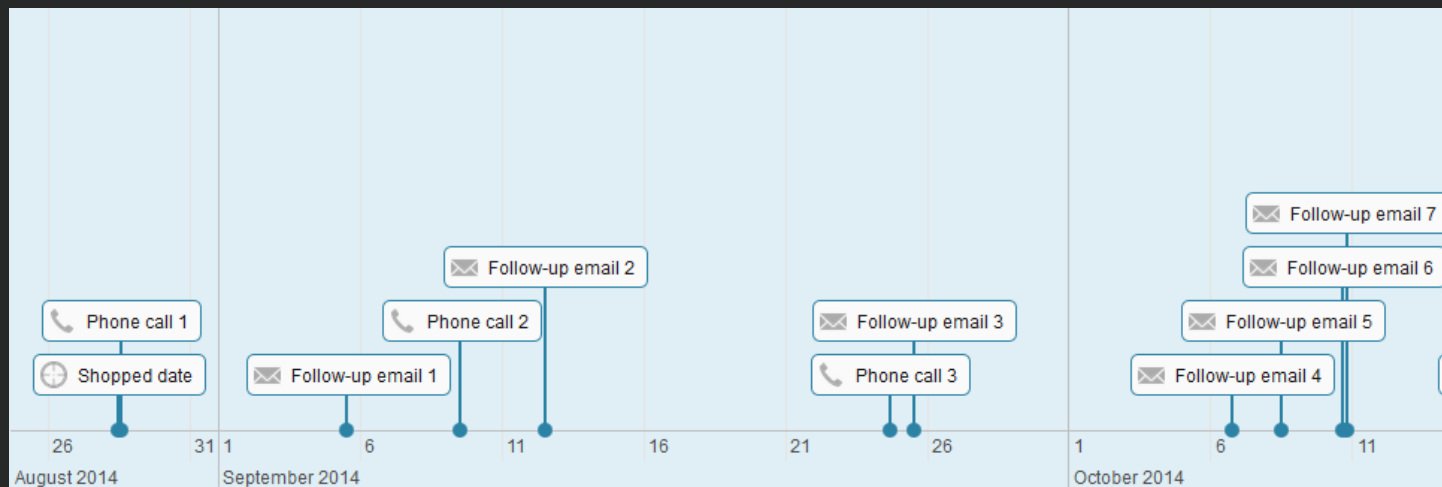


# The Timeline

The timeline allows you to see, at a glance, how quickly and with what frequency your salespeople respond to our mystery shoppers.

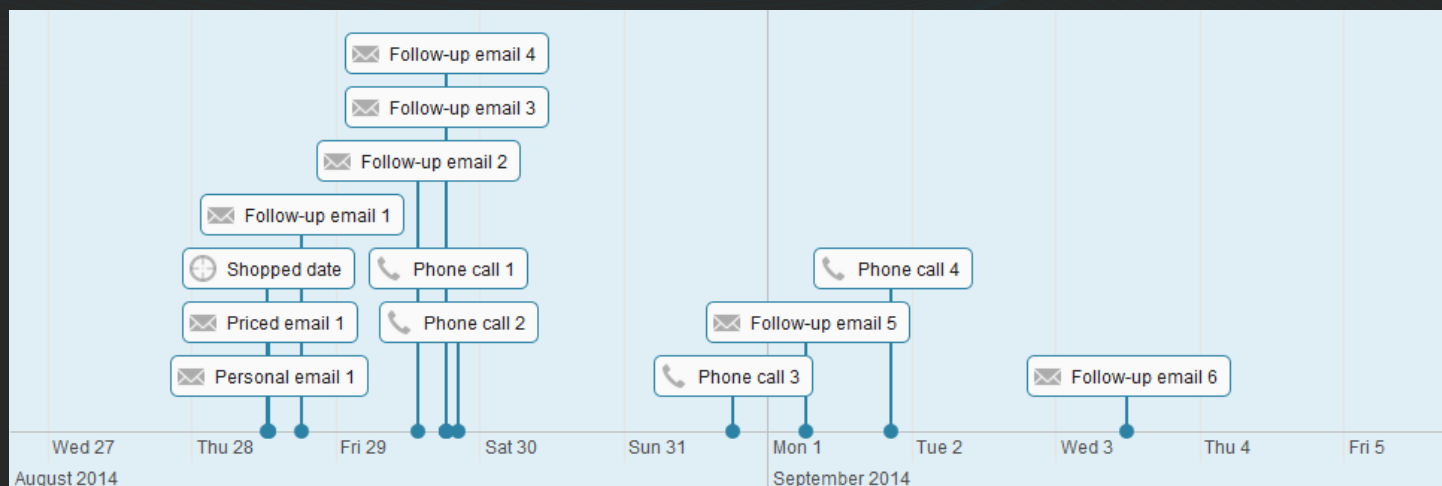
## See a good response ...

The Timeline can expand and contract, allowing you to see your marketing process in action from day-to-day, or minute-by-minute. See when the first phone call is made, when the first priced and personalized emails are sent, and how often your sales team follows up on leads.



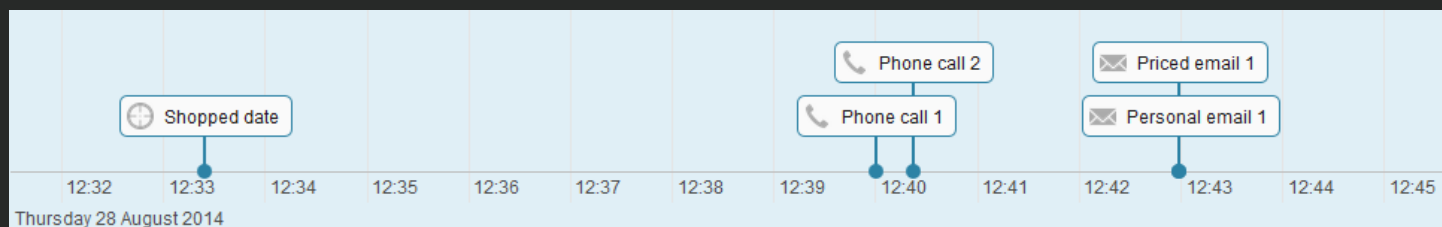
## ... or a bad response.

Does your sales team pester your customers with phone calls and emails? With the timeline, it's easy to see clusters of data points at a glance, and you can use that information to help your team pace their responses in a sensible way that won't scare off potential customers.



## Zoom in for ultimate granularity.

Need to get a quick look at your first phone call vs. first email response time? Curious about how far apart those phone calls are spaced? Timeline lets you visualize this important information with a flick of your mouse's scroll wheel.



# The Overview Sidebar

The Overview Sidebar gives you the most important details from your shop in broad strokes. You can use it as a starting point for delving into the detailed breakdowns in the Metrics Panel.

**Overall Grade: 90.7% (68/75)**

**Dealers shopped: 24**

**Average grade: 47.3**

**Most common grade: 54.7% (41/75)**

**Top grade:**  
100% (75/75) - Grapevine Ford

**Bottom grade:**  
0% (0/75) - Universal Toyota  
0% (0/75) - Cardinale Toyota

**▼ View all dealer grades**

100% (75/75) - Grapevine Ford

**90.7% (68/75) - Vandergriff Toyota**

85.3% (64/75) - Conicelli Honda

77.3% (58/75) - Acton Toyota of Littleton

72% (54/75) - Planet Honda

65.3% (49/75) - Pat Lobb Toyota McKinney

61.3% (46/75) - Trophy Nissan

58.7% (44/75) - Suburban Ford of Sterling He

56% (42/75) - Honda Cars of McKinney (LR)

56% (42/75) - Fitzgeralds Gaithersburg Hyunc

54.7% (41/75) - Germain Ford

54.7% (41/75) - Mac Haik Georgetown Ford L

54.7% (41/75) - JM Lexus

49.3% (37/75) - Chapman Freeway Chevrolet

48% (36/75) - Ed Morse Delray Toyota Scion

37.3% (28/75) - Koons Chrysler Dodge Jeep R

34.7% (26/75) - Fitzgerald Auto Mall

26.7% (20/75) - Koons Tysons Toyota

22.7% (17/75) - Simmons Rockwell Ford

18.7% (14/75) - Jim Ellis Chevrolet Atlanta

9.3% (7/75) - Dave Smith Dodge

1.3% (1/75) - Mac Haik Ford Houston

0% (0/75) - Universal Toyota

0% (0/75) - Cardinale Toyota

**Email response overview**

Price quoted: 13 (54%)

Automated response: 12 (50%)

No response: 3 (12%)

Responded: 21 (87%)

No price: 8 (33%)

Followed up: 21 (87%)

**Phone response overview**

Responded: 24 (100%)

No response: 0 (0%)

Your grade.

Key grades from the entire shop. See who's using your strategy more effectively than you are, and who could use some work.

See where your grade falls in the curve.

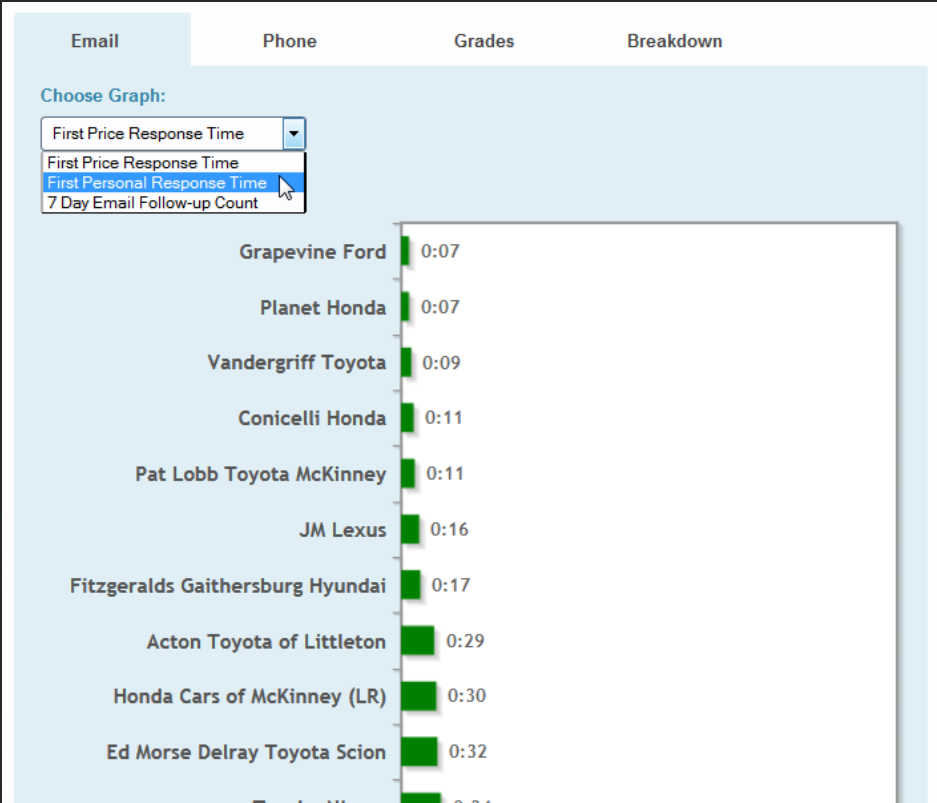
See combined totals and percentages for your most important email and telephone metrics.

# Metrics Panel

The Metrics Panel provides you with a variety of ways to visualize your shop metrics. Visualization, via charts and graphs, allows you to see how abstract numerical data translates to concrete behaviors.

## Email metrics

Our default set of metrics captures the most important aspects of your marketing strategy: First Response Time, First Personal Response Time, and 7-day Email Follow-up Count.

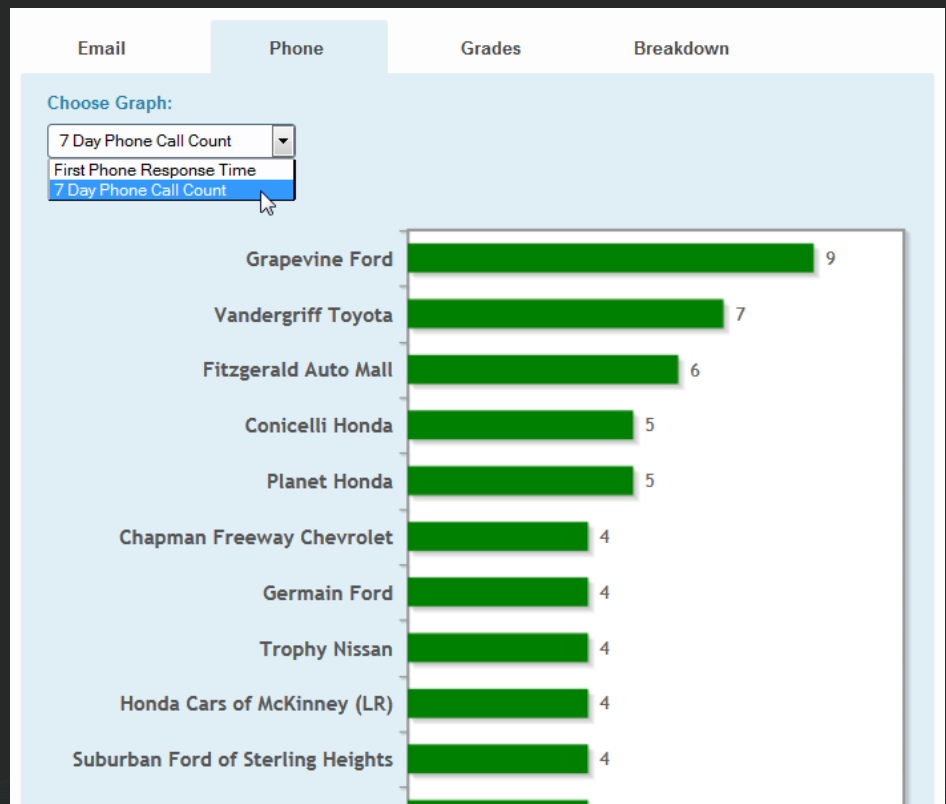


You can also add your own custom metrics, tailored to your specific marketing strategy. Here, an email price quote as a percentage of the list price is shown.



## Phone Metrics

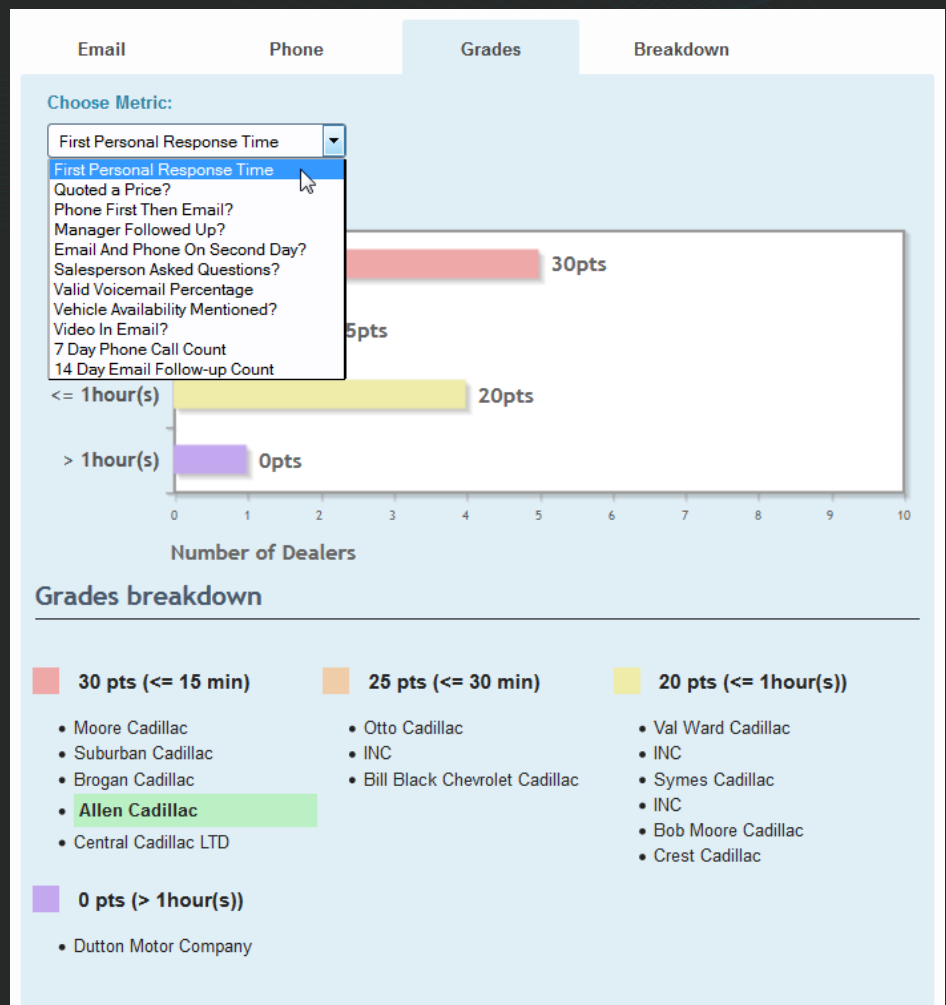
By default, we capture First Phone Response Times, and a 7-day Phone Call Count.



## Grades covering a wide range of metrics

View a bar graph of grouped grade totals for each of your metrics, and see which dealers fall into each group. You may also add your own custom metrics. Here are just a few custom metrics that we can add to our grading system:

- Phone first then email
- Manager followed up
- Email and phone on second day
- Salesperson asked questions?
- Valid voicemail percentage
- 7-day phone call count
- 14-day email follow-up count
- Sales associate name provided
- Sales associate title provided
- Sales associate phone provided
- Sales associate email provided
- Dealer differentiator provided
- Make and model differentiator
- Vehicle availability mentioned?
- Test drive mentioned?
- Sales mentioned?
- Alternative vehicle choice
- Email 7-day follow-up
- Phone 7-day follow-up
- First phone response time



# Grades Breakdown

View a metric-by-metric grade, and an overall score, for each dealer in your shop.

Email

Phone

Grades

Breakdown

Grades breakdown by dealership

A First Personal Respons...

B First Phone Response Time

C First Price Response Time

D 7 Day Email Follow-up ...

E 7 Day Phone Call Count

F Quoted a Price?

G Sent Automated Response?

Dealer	A	B	C	D	E	F	G	Grade
Acton Toyota of Littleton	10	10	20	2	1	10	5	77.3% (58/75)
Cardinale Toyota	0	0	0	0	0	0	0	0% (0/75)
Chapman Freeway Chevrolet	10	20	0	3	4	0	0	49.3% (37/75)
Conicelli Honda	10	10	20	4	5	10	5	85.3% (64/75)
Dave Smith Dodge	0	0	0	0	2	0	5	9.3% (7/75)
Ed Morse Delray Toyota Scion	5	0	10	5	1	10	5	48% (36/75)
Fitzgerald Auto Mall	10	10	0	1	5	0	0	34.7% (26/75)
Fitzgeralds Gaithersburg Hy...	10	0	20	2	0	10	0	56% (42/75)

# Email Log

We log a copy of every email sent to our mystery shopper's address. At a glance, you can view key details like send date, price quote and automated or personal response type. With a single click, you can also view the actual email, in its original format, including images, body text, and other features, like similar vehicle suggestions or links to brochures.

2014 Hyundai Santa Fe Sport 2.4 Base FWD SUV  
14036


Chilliwick Volkswagen  
11/19/2013 10:29:12 AM  
so.coleman@cycomonline.net  
2014 Volkswagen Jetta 2.0L Trendline+ Sdn  
JN352599

Maple Ridge Volkswagen  
11/19/2013 11:18:29 AM  
ha.bennett@cybrconnex.com  
2014 Volkswagen Tiguan Comfortline AWD SUV  
TG509604

Date	Quote	Type
11/19/2013 11:15:23 AM		Automated Only
11/19/2013 11:18:27 AM		Automated Only
11/19/2013 11:24:25 AM		Non Price
11/19/2013 11:40:12 AM	\$38,100	Price TTL Addtl
11/20/2013 12:33:26 PM		Follow Up
11/22/2013 12:46:12 PM		Follow Up
11/25/2013 12:58:16 PM		Follow Up
11/26/2013 8:43:40 PM		Follow Up
11/27/2013 12:44:22 PM		Follow Up
11/27/2013 6:14:41 PM		Follow Up
11/29/2013 1:03:45 PM		Follow Up
12/3/2013 1:11:02 PM		Follow Up
12/9/2013 1:15:54 PM		Follow Up

Cambridge Hyundai  
11/19/2013 10:25:34 AM  
olivia.murphy@cybrconnex.com  
2014 Hyundai Tucson GL FWD SUV  
14TU8313

0\$23,892 n/a Price TTL AddtlALL IN PRICE, \$145 bi weekly payments

**Maple Ridge Volkswagen**  
20279 Loughheed Hwy, Maple Ridge, British Columbia V2X 2P6  
Sales: (877) 460-8890 | Service: (877) 460-8890

Hello Hank,

Here are the numbers for the 2014 Tiguan Comfortline with Sport Package and Tech Package.

2014 Model;

MSRP: \$39,250

Your Price: \$38,100

Out the door pricing will be \$43,592.64.


Please reply or call with further question.

I look forward to hearing back from you!

Best regards,


Johnny Warmenhoven  
Maple Ridge Volkswagen  
604-460-8890  
johnny\_w@hotmail.com


Who we are



Maple Ridge Volkswagen is your reputable Volkswagen Dealership who works hard to provide you quality vehicles, accessories, parts and service!

Learn More

 2014 Tiguan Brochure

 **VOLKSWAGEN**

Stealth Shopper 8



# Voicemail Log

In addition to email, we log an audio file of every voicemail left by a dealership's sales team. Not only can you see, at a glance, how often a salesperson called our mystery shopper, but you can also view the duration of the call, and hear the salesperson's message and vocal delivery.

Phone conversations			
Open	Dealership	Phone	Resps.
<input checked="" type="checkbox"/>	Capital Chrysler Jeep Dodge Ram AB 11/19/2013 10:27:27 AM	(587) 883-9893	3
<div> <div>Audio</div> <div>Date</div> </div> <div> <div>0:00 0:24</div> <div>11/19/2013 11:09:41 AM</div> </div> <div> <div>0:08 0:28</div> <div>11/19/2013 3:31:03 PM</div> </div> <div> <div>0:00 0:19</div> <div>11/26/2013 9:04:52 PM</div> </div>			
>	Crosstown Auto Centre 11/19/2013 10:35:02 AM		06 2
>	Dartmouth Chrysler Jeep Dodge 11/19/2013 10:39:47 AM		00 1
>	Grande Prairie Chrysler Jeep Dodge 11/19/2013 10:59:32 AM		44 4
>	Moncton Chrysler Jeep Dodge 11/19/2013 11:20:19 AM		97 16
>	Northland Chrysler Jeep Dodge 11/19/2013 11:25:54 AM		41 2
>	Okanagan Chrysler Jeep Dodge 11/19/2013 11:32:23 AM		38 2
>	Thompson Chrysler Jeep Dodge 11/19/2013 11:56:04 AM	(204) 318-1175	1
>	401 Dixie Hyundai 11/19/2013 10:20:47 AM	(289) 812-1067	1



# Shops Archive

Access all of your previous shops from the header of any shop you view.

## Stealth Shopper: Shop Report

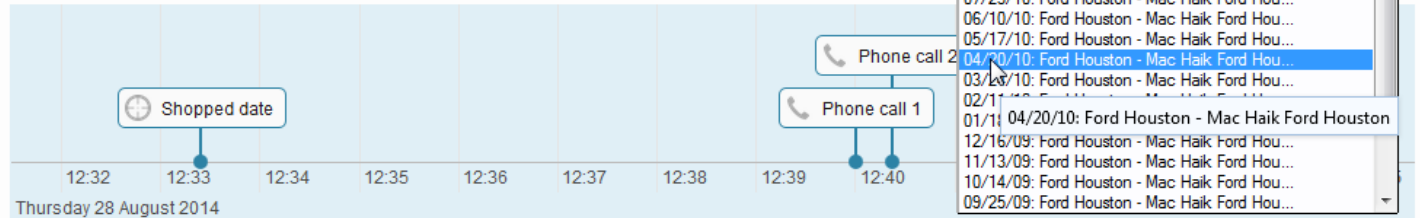
Wards eDealer Top 25 | Aug 28, 2014

Report: 08/28/14: Wards eDealer Top 25 - Mac Haik Ford Hou...

### 2014 New Sedan Models

Composite Report

Choose a report: Vandergriff Toyota



Overall Grade: 90.7% (68/75)

Dealers shopped: 24

Average grade: 47.3

Most common grade: 54.7% (41/75)

Top grade:

100% (75/75) - Grapevine Ford

Bottom grade:

0% (0/75) - Universal Toyota

0% (0/75) - Cardinale Toyota

View all dealer grades

100% (75/75) - Grapevine Ford

90.7% (68/75) - Vandergriff Toyota

Email

Phone

Grades

Breakdown

Choose Graph:

First Price Response Time

Planet Honda	0:07
Grapevine Ford	0:07
Vandergriff Toyota	0:09
Conicelli Honda	0:11
Pat Lobb Toyota McKinney	0:11

# Composite Report

Our composite report allows you to choose a date range to view changes over time to your strategy, or a competitor's strategy.

## Dealer Grades Breakdown

Select a custom date range, and then view the performance for any dealer in a shop, including their average, highest and lowest grades, their strengths and weaknesses, and the change in their performance over time.

09/01/13 - 11/06/14

[View shop report](#)

Dealer breakdown

Metric breakdown

Overall

Choose a dealer

Cardinale Toyota

### Overview

Average grade: **35.5%** (27/75)

Highest grade: **80%** (60/75) [10/27/14](#)

Lowest grade: **0%** (0/75) [07/29/14](#)

Change over time: **+ 58.7%**

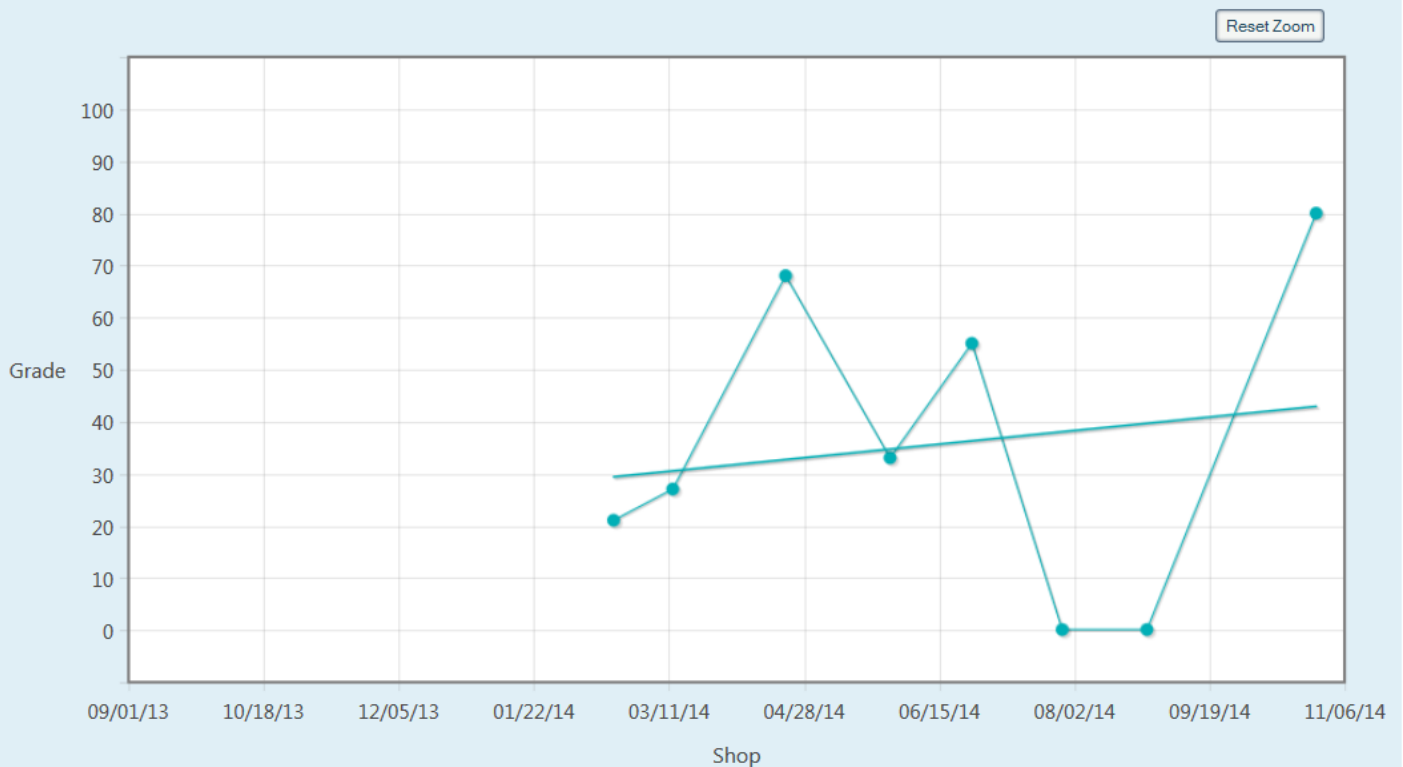
Best Metrics:

• **Quoted a Price?**

Worst Metrics:

• **7 Day Email Follow-up Count**

### Grade timeline



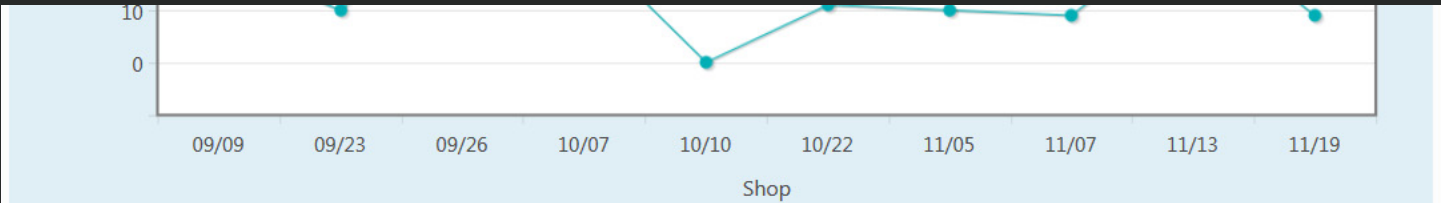
# Metrics Timeline

Use our default date range, or select a custom range, and then view a line graph of performance over time for one or more of your metrics for any dealer in the shop.



## Graded Metrics Breakdown

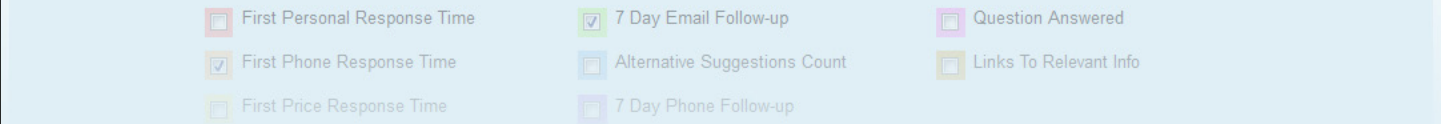
We also provide you with a color-coded chart of metrics grades by date, including totals and averages for each metric. All of our charts can be exported as Comma Separated Values (CSV) files, so you can import the data into your own spreadsheets for further analysis.



Metrics [Export CSV](#)

Metric	09/09	09/23	09/26	10/07	10/10	10/22	11/05	11/07	11/13	11/19	Avg. grade
First Phone Response Time	10	5	10	5	0	5	5	5	5	5	5.5
Question Answered	0	0	10	10	0	0	0	0	10	0	3
7 Day Phone Follow-up	1	1	2	1	0	2	2	1	3	1	1.4
7 Day Email Follow-up	2	1	0	0	0	1	0	0	1	0	0.5
Alternative Suggestions Count	0	0	0	0	0	0	0	0	0	0	0
First Personal Response Time	0	0	0	0	0	0	0	0	0	0	0
First Price Response Time	0	0	0	0	0	0	0	0	0	0	0
Links To Relevant Info	0	0	0	0	0	0	0	0	0	0	0
Totals	13	7	22	16	0	8	7	6	19	6	

Metrics timeline



## Are you on target?



By observing your competitors' actual interactions with customers, you can gain critical insights into their strategies, and refine your own strategy. The rapidly evolving sphere of Automotive Digital Marketing requires active research into changing systems, practices, and customer behavior. Stealth Shopper is a powerful tool that allows you to read and analyze exactly what your competitors say to their customers, so you can identify market changes and take advantage of them before they disappear.

# STEALTH SHOPPER