

AA Agent Driver and Vehicle Licensing MYSTERY CUSTOMER FEEDBACK

AA Agent Location Te Kuiti

Visit Date Wed Feb 19, 2010

Arrival Time 10:02

Departure Time 10:12

How many Customers were at the AA Counter at this Agent (including yourself) 1

How many Staff were at the AA Counter 1

When you first entered this AA Agency what happened (tick one)

- I was greeted by a Staff Member who came up to me and directed me to the AA Counter
- I went directly to the counter at the AA area, which was clearly sign posted
- I walked in and had no idea where to go. It wasn't obvious to me this was an AA Agency

Today I was served by Danna

Was this person wearing a Name Badge? Yes

Enquiry: the Purpose of my Visit today was based on Driver and Vehicle Licensing

I asked:

How long can you drive here in NZ on a US license (niece coming to live here)

Results this Survey			
	Maximum Points	Points Scored Today	Section Score
SECTION A CUSTOMER RELATIONSHIP	20	20	100 %
SECTION B SALES PROCESS	30	24	80 %
SECTION C STAFF ATTITUDE AND SERVICE	30	30	100 %
SECTION D CORPORATE IMAGE	20	16	80 %
Total 100 Points		OVERALL SCORE	
		86 %	

+4
90% ✓



This Mystery Shopping Survey has been conducted by LOM Marketing

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SECTION A		CUSTOMER RELATIONSHIP ON ARRIVAL AT THE AA AGENT		FIRST IMPRESSIONS		Rating based on your experience	
1	ACKNOWLEDGMENT	I was acknowledged as soon as I entered this outlet (Agent)	Or acknowledged as soon as I approached the Driver and Vehicle Licensing area	I stood there waiting while the Staff Member finished doing something	<input checked="" type="radio"/> Imm Greeting		
					ignored	0	
		Donna greeted me straight away					
2	GREETING	(a) I was greeted with (a) hello there / hi / good morning etc	(b) I was greeted with a question such as (b) "How can we help you today?"	No - I was not actually greeted	<input checked="" type="radio"/> Hello		2
					Offer of Help		
					no		
She stood up from her computer and stepped over to the AA area next to her, and said Hello! How can I help							
3	MANNER	I was greeted in a warm and friendly manner	the staff member was not particularly warm or friendly - just neutral	No - the staff member did not, in my opinion have a warm, friendly manner	<input checked="" type="radio"/> Friendly Manner		4
					neutral	2	
					poor	0	
she has an engaging manner and I found her genuine and friendly, polite and confident							
4	SMILE	Did the Staff Member representing the AA smile or at least appear to have a 'happy' disposition		<input checked="" type="radio"/> Smile		4	
		Yes Donna has a smile that exudes warmth		no	0		
5	EYE CONTACT	Did the Staff Member representing the AA make clear eye contact with you		<input checked="" type="radio"/> Eye contact		4	
		Frequent eye contact was made as we talked		no	0		

SECTION B		THE SALES PROCESS		ENQUIRY MADE REGARDING DRIVER AND VEHICLE LICENSING		
6	ENGAGING WITH THE CUSTOMER	Did the Staff Member ask enough questions to get a clear understanding of your needs	The Staff Member could have asked more questions, but I was satisfied	No - I had to do all the asking	<input checked="" type="radio"/> Very Efficient	6
					good	4
					poor	0
We discussed how long you can drive on a US license, and she knew the details off-pat.						
7	PRODUCT KNOWLEDGE	How do you describe this AA Agency Staff Member's overall product knowledge		<input checked="" type="radio"/> Excellent		6
		Fairly good product knowledge		good	4	
		No - my needs were not adequately met		poor	0	
SUMMARY OF RECOMMENDATIONS AND BENEFITS						
She got the form DLS for converting to a NZ license and stressed to do a conversion the US one must have when it was issued. I said I would email all that over to my niece						
8	ASK FOR THE SALE	Did the Staff Member make you feel they were here to take care of your AA needs (wanted your business)		<input checked="" type="radio"/> Asked for the Sale		6
		I feel this AA Agent wanted my business because I was given the form to bring in		no	0	
9	FOLLOW UP INFORMATION	Did the Staff Member give you any brochures or a business card to take home and did they encourage you to come back if you need further help		<input checked="" type="radio"/> Follow Up		6
		Yes she gave me an indication to return here and Donna said to come back if I had any other questions		no	0	
10	OTHER AA BENEFITS (CROSS SELLING)	Were there any other AA Services mentioned to you (for example asking if you were a member)		Cross Selling		6
		No - we only discussed services based on the enquiry I made		<input checked="" type="radio"/> no	0	
nothing else was mentioned or discussed.						

SECTION C AGENT STAFF ATTITUDE AND SERVICE			
11 HELPFULNESS	Was the Staff Member helpful today and appear genuinely interested in meeting your needs	Yes Helpful	6
	Reasonably helpful	good	4
	No - not as helpful as expected	poor	0
I received great service this morning and it was obvious Donna wanted to meet all my needs. She is patient.			
12 APPRECIATION	Overall, did you feel you were appreciated and a valued customer	Yes Valued	4
	No - I did not feel at all 'special' - I felt like I was just another customer...	no	0
Having all the details carefully explained, yes I did feel appreciated as a customer			
13 FAREWELL	When leaving the AA Agency were you thanked and/or politely farewelled?	Yes Farewelled	4
	No - for example not thanked; did not say 'goodbye'; 'on to the next' attitude	no	0
She smiled and said goodbye and I thanked her very much			
14 OVERALL IMPRESSION OF CUSTOMER SERVICE	Describe the Standard of Customer Service you experienced today, overall at this AA Agent	Excellent Service	8
		very good	4
		acceptable	2
		poor	0
Donna is customer oriented and focused and provided excellent customer service in a professional manner			
15 THE ACID TEST	Based on your experience today, would you recommend the AA to other people?	Yes Recommend	8
	In a Nut Shell - WHY?	no	0
Yes - Professional customer service			

SECTION D CORPORATE IMAGE AT THE AA AGENT			
16 NAME BADGES	Were Staff Members wearing an AA Name Badge or other AA ID at all?	Name badge	4
	Wearing another type of Name Badge?	no	4
17 AA CORP UNIFORM	Did all the staff at this AA Agent wear any type of AA identification on their clothing	Corp Uniform	4
	Nothing indicated AA representation	no	4
18 PROFESSIONAL IMAGE	Did all Staff have a high standard of personal grooming, clean hair and a tidy appearance	Professional Image	2
	No - in my opinion there was a lacking in this area - and this is why:	no	0
Very smart corporate dress - grey & maroon			
19 BROCHURE STANDS AND DISPLAY RACKS	Were the AA Brochure Stands neatly arranged and reasonably full	Tidy Displays	2
	No - there were some empty spaces and / or some areas were messy	no	0
- includes any brochure and display units such as AA Guides, Regional Maps, Road Code and Licensing Forms Yes			
All the AA forms were neatly stacked			
20 INTERIOR SIGNAGE	Did all AA signage look professional? (Includes AA notices)	Professional Signage	2
	See NOTE BELOW	no	0
inside yes The dedicated AA area is spacious and very well laid out considering where it is. Very good use of the space!			
21 PRESENTATION OF THE AA AREA	Was the entire area tidy? includes where customers are served and where all the forms etc are displayed	Tidy Counters and Desks	4
	No - a poor image	avg	2
		poor	0
Immaculate presentation, tidy and well organized - the entire front office, as well as the AA			
22 OVERALL CLEANLINESS	Was the AA Agent clean, includes the approach outside and throughout the Agent store / outlet	Very Clean	2
	No - a poor image	poor	0
Includes the exterior and interior, no graffiti, floor areas must be clean, bins not overflowing etc			
NOTE - no AA signage outside. Grotty faded laminated sign on window			

CUSTOMER OVERALL SUMMARY

Having completed this questionnaire regarding Driver and Vehicle Licensing at an AA Agent, there are a few comments I wish to make based on my experience today.

AA Agent Location

Te Kuiti

Visit Date

Feb 10, 2010

This morning after entering the Council Building, the AA signage clearly stood out to the right, and Donna who was seated next to the AA counter, greeted me. She smiled, was enthusiastic and well spoken. She knew exactly what was required to convert a US license to a NZ one, she explained this & handed me the form, which would be required to be completed if driving more than one year. I found her most pleasant and her professional approach refreshing.

Thank you for your help.

Your Mystery Customer

NO

Date

10/2/10

The comments made throughout this questionnaire are entirely my own personal opinion, based on my experience today.

These comments reflect my own expectations and perception of excellent customer service.

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