



# Internet Mystery Shop Results

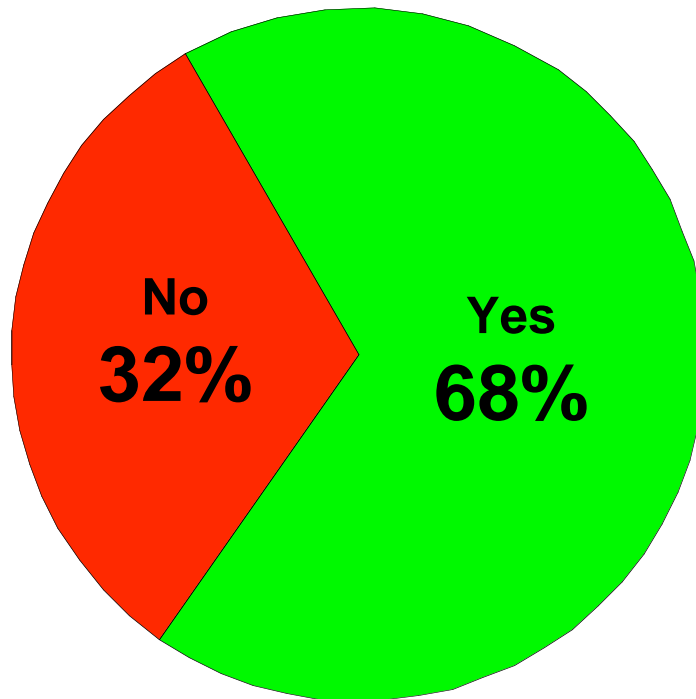
presented by

**Chris Denove**

Vice President

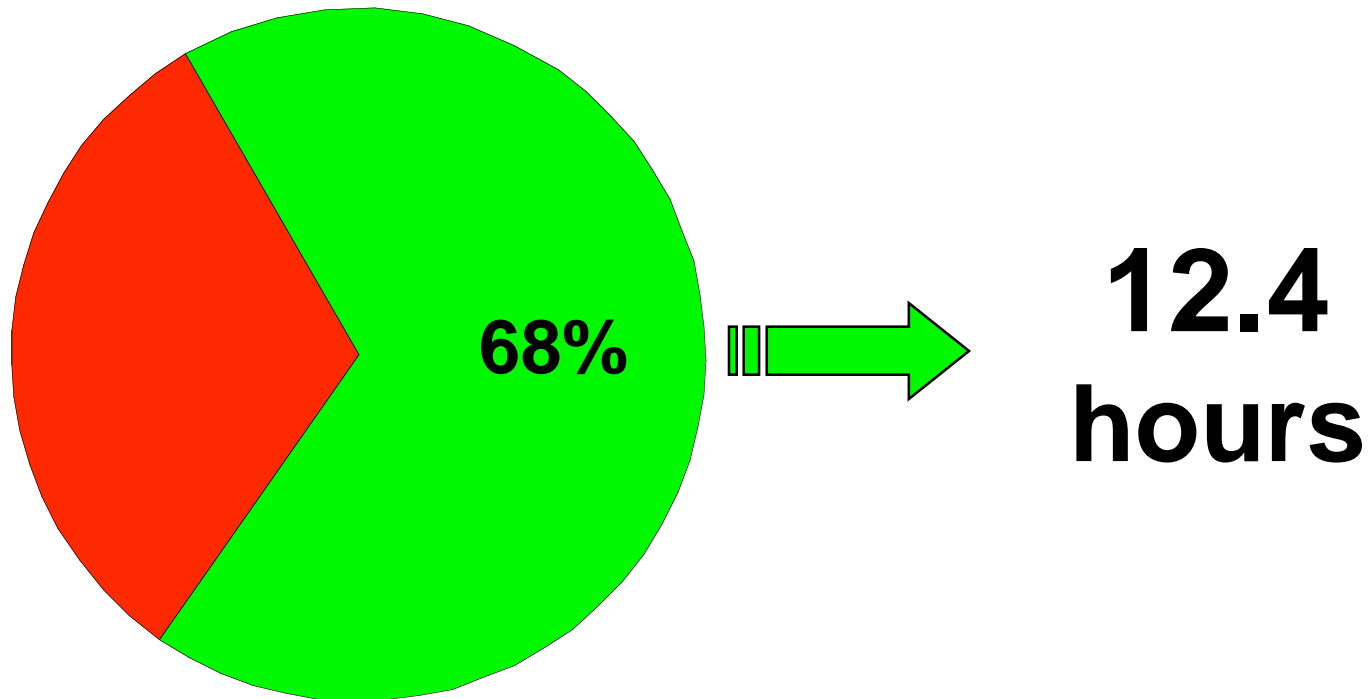
J.D. Power and Associates

# Percent of Dealers Responding to E-mail Inquiries



**Dealerships  
responded to only  
2/3's of all e-mail  
requests**

## Average Response Time *(based to those responding)*



# Internet Requests Divided into Three Types

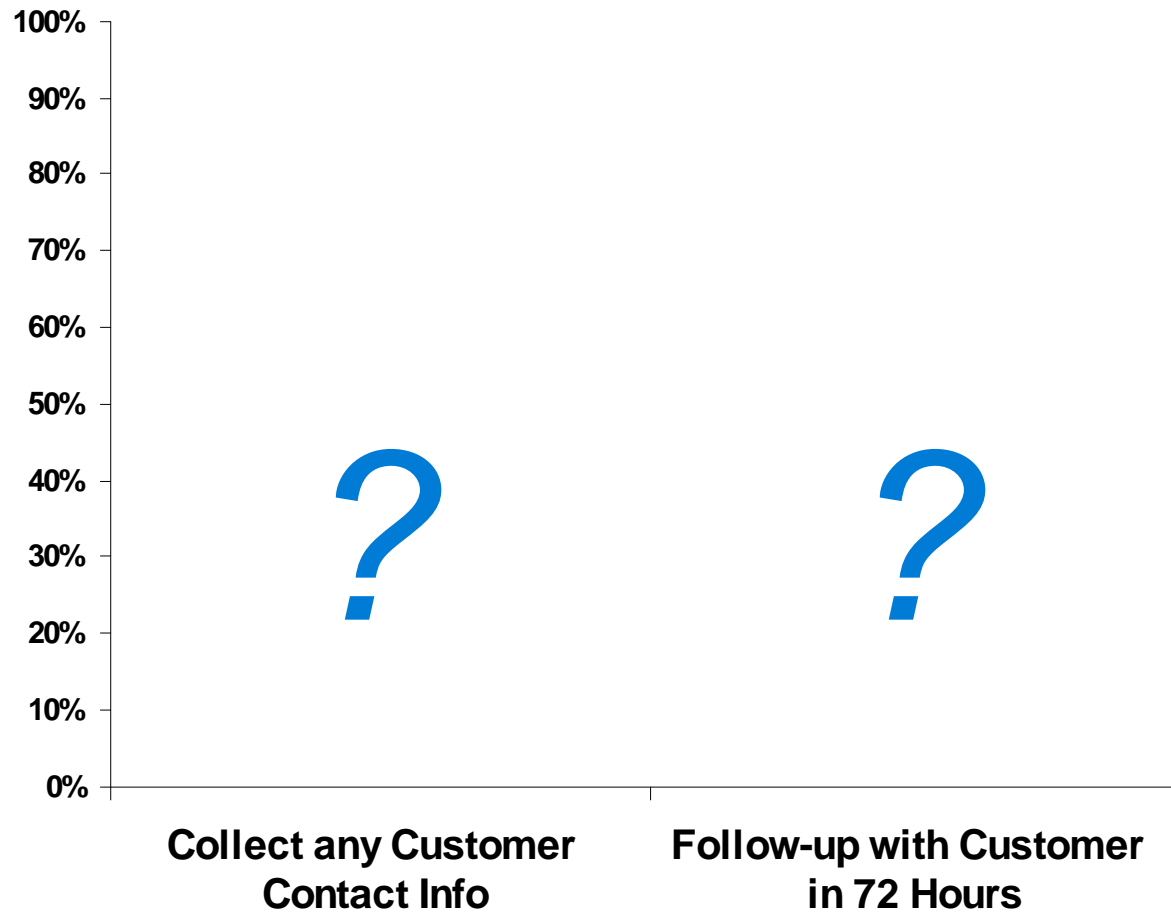
- Request for a price
- Inventory/availability inquiry
- Product information question

# Internet Requests Divided into Three Types

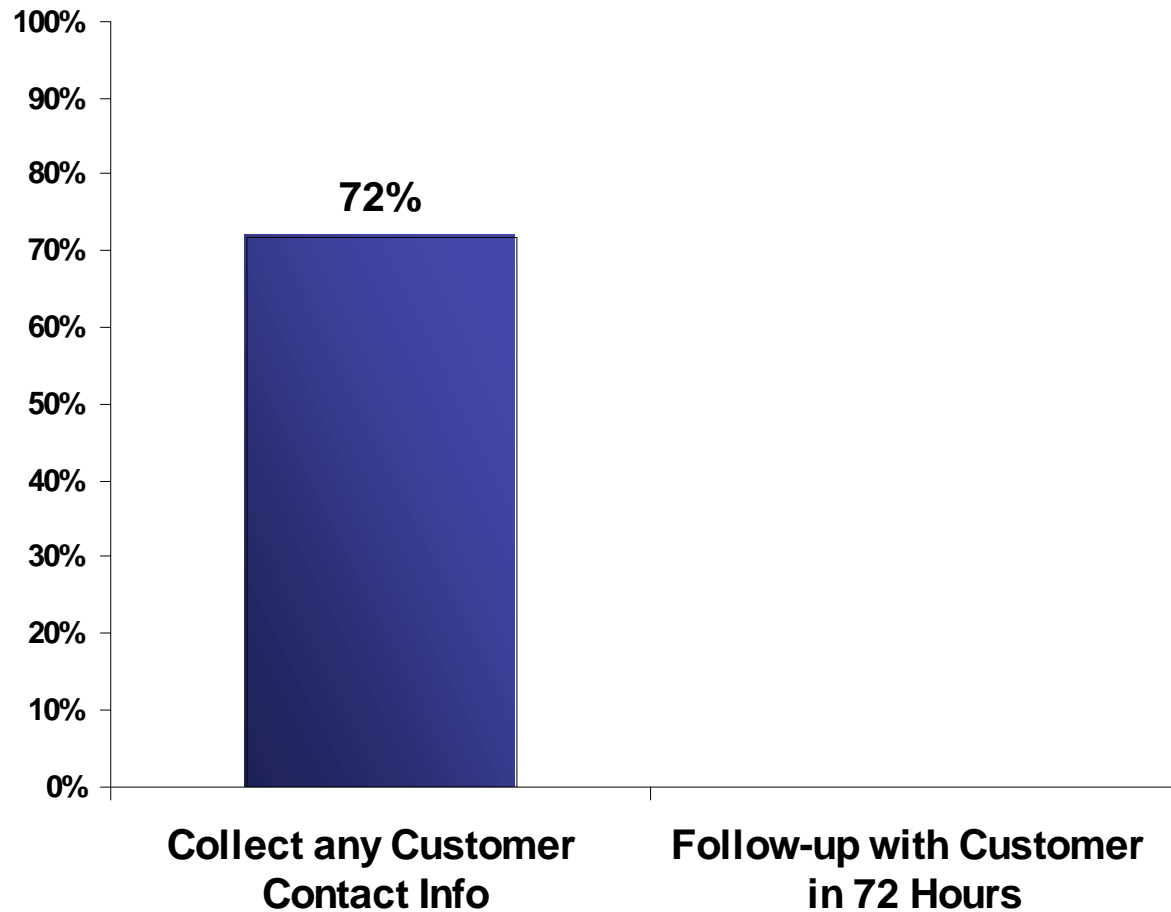
- Request for a price
- Inventory/availability inquiry
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**Which question was answered fastest?**

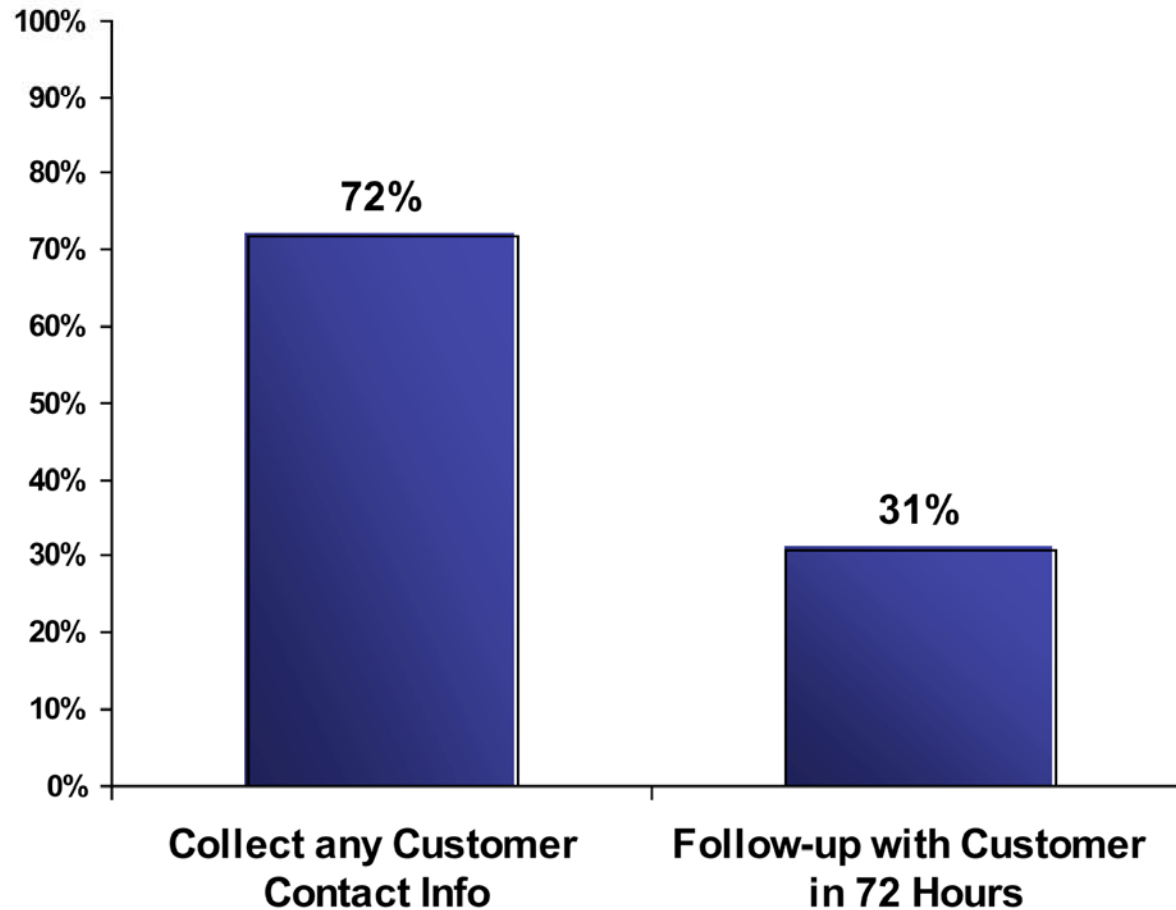
# In-Person Mystery Shop Results



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# In-Person Mystery Shop Results

