

Marketing Department - Mystery Shopping – Aug 2019

Dealership	Channel	Date Lead Submitted	Time Lead Submitted	Date of response	Time of response
Myers Volkswagen	Website	8/12/2019	11:35	8/12/2019	11:43
Bank Street Mazda	Website	8/12/2019	11:39	8/12/2019	12:49
Ogilvie Subaru	Website	8/12/2019	11:40	8/12/2019	17:45
Mark Motors Audi	Website	8/12/2019	11:49	8/12/2019	11:51
Otto's BMW	Website	8/12/2019	11:55	8/12/2019	13:25
Dormani Nissan	Website	8/12/2019	11:58	8/12/2019	12:02

Myers Volkswagen

- Good response – only 8 minutes after lead was submitted.
- Response was tailored to my request, asked for more information to give a more accurate quote, then finished with a request on my availability to go and see the vehicle.
- Response was personal and professional.

Bank Street Mazda

- Okay response – over an hour after lead was submitted
- Addresses and responds to my question. Does not ask for an appointment time.
- Response was personal, not very professional (typo's, '☺')

Ogilvie Subaru

- Okay response – six hours after lead was submitted
- Addresses my question – does not send over any quotes, does not ask for an appointment
- Response was personal, slightly professional (typo's)

Mark Motors Audi

- Good response – only 2 minutes after lead was submitted
- Received two e-mails from sales representative – one obviously introductory, the other responding to my question
- Initial e-mail asks what my preferred contact method is – I like this.
- Second e-mail is short and to the point, addresses and responds to my question.
- Very professional response.

Otto's BMW

- Bad response – 2 hours after lead was submitted
- Personal but many typos, grammatical errors. Does not respond to my query.

Dormani Nissan

- Okay response – only four minutes after lead was submitted
- Addresses my question and asks questions on how he can better serve me.

- Slightly professional with some typos

Competitor Mystery Shop: Follow Up

Dealership	Follow Up	Date
Myers Volkswagen	Yes	Aug 13
Bank Street Mazda	Yes	Aug 14
Ogilvie Subaru	Yes	Aug 13
Mark Motors Audi	Yes	Aug 13
Otto's BMW	Yes	Aug 14
Dormani Nissan	Yes	Aug 15

Myers Volkswagen

- Follow up from sales representative asking if previous e-mail was received.
- Asks further questions to be able to create a realistic quote and asks when would be an appropriate time for a test drive.
- Also sent a managers follow up e-mail – asking if all relevant information was received in a timely manner.

Bank Street Mazda

- First follow-up was information/invitation for a promotional event.
- Second follow-up e-mail was personalized and responds to the previous questions asked.

Ogilvie Subaru

- Very simple follow-up asking if I had any more questions further to the previous information she provided.

Mark Motors Audi

- Response was clearly automated from a Sales Manager.
- No personal follow-up was made.

Otto's BMW

- Simple follow-up asking if I am still in the marketing for the vehicle.
- Similar to previous e-mail – very unprofessional with typos and grammatical errors.

Dormani Nissan

- Good follow-up response.
- Asking if I received the information that I needed to make an informed decision and if I require anything further/am still interested.

Thank you for your inquiry to Audi West Ottawa

From: Audi West Ottawa - Kirk Witt (KirkW.2.7acec2e6bf6d4a71b2dfaaa701056e2a@reply.edrivevalet.com)

To: penlewis91@yahoo.com

Date: Monday, August 12, 2019, 11:51 a.m. EDT

Audi West Ottawa

269 West Hunt Club Rd,
Ottawa, Ontario, K2E 1A6

[Get Directions >](#)

[Hours >](#)



Dear Penelope,

My name is Kirk Witt and on behalf of Audi West Ottawa I would like to thank you for your inquiry.

We recognize there are many automotive brands and dealerships to consider. At Audi West Ottawa we pride ourselves on providing exceptional service and truly appreciate the opportunity to be of assistance to you.

At Audi West Ottawa, we respect your preferred contact method. How would you like me to be in touch with you moving forward?



Kirk Witt
Audi Brand Specialist
Audi West Ottawa
Phone: (613) 723-1221
Email: kwitt@audiwestottawa.ca



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Quote for 2019 Audi A3 2.0T Progressiv quattro 7sp S tronic Cab

From: kwitt@audiwestottawa.ca

To: penlewis91@yahoo.com

Date: Monday, August 12, 2019, 12:29 p.m. EDT

Hello Penelope,

Here is a hypothetical 3 and 4 yr. lease quote on the A3 Cabriolet.
Please let me know how I can help you to get into this beauty.

Thank you,


Kirk Witt
Audi Brand Specialist
Audi West Ottawa
269 WEST HUNT CLUB RD OTTAWA ON K2E 1A6
Phone: (613) 723-1221
Fax: (613) 723-1116
Email: kwitt@audiwestottawa.ca
Website:www.audiwestottawa.ca

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 21831131_offer.pdf
17.5kB

Welcome to Audi!

From: Kim McGillvray (kmcgillvray@audiwestottawa.ca)

To: penlewis91@yahoo.com

Date: Tuesday, August 13, 2019, 08:04 a.m. EDT

Hello Penelope,

As Sales Managers of [Audi West Ottawa](#) and [Audi City Ottawa \(Lansdowne\)](#), we'd like to personally welcome you as our new or existing valued client to the Audi family and Mark Motors Group.

Our desire is to exceed all your expectations in fulfilling your automotive needs. We strive to make the customer experience here so good that you will suggest us to your friends and family.

We appreciate any feedback you wish to provide with your experience so far.

Warm Regards,

Kim McGillvray, Sales Manager Audi West Ottawa

kmcgillvray@audiwestottawa.ca

Melanie Mock, Sales Manager Audi City Ottawa

mmock@audicity.ca

Audi West Ottawa Ltd.

269 West Hunt Club Rd

Ottawa, Ontario

K2E 1A6

613-723-1221

Please click here ([Click to express consent or unsubscribe](#)) to select the type of messages you would like to receive.

Or copy and paste the URL in your browser:

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ID=0082673309003037881040604681847070503000708000039

Audi West Ottawa | 269 WEST HUNT CLUB RD | OTTAWA | ON | K2E 1A6 | Canada | Tel. (613) 723-1221

Powered by

your online request from Bank Street Mazda

From: Jatinder.Singh (Jatinder.Singh_458569@email.bankstreetmazda.com)

To: penlewis91@yahoo.com

Date: Monday, August 12, 2019, 12:49 p.m. EDT

Good afternoon Penelope,

Jimmy here from Bank Street Mazda, hope you're enjoying your day so far!

Wanted to say thank you for reaching out to our dealership in regards to your inquiry about the CX-3 financing rates.

Our rates actually just dropped and are dependent on long of a term you'd like to finance for:

-1 to 3 years @ 0%

-4 years @ 0.49%

-5 years @ 0.99%

-6 years @ 1.49%

As you can see they are very aggressive! Better than most mortgage rates out there, and are open ended so you can pay it off whenever, without penalty!

Which term were you leaning more towards?

Looking forward to hearing from you :)

Kind Regards,

Jimmy Singh | **Internet Sales Manager**

2575 Bank Street

613-769-9781

Midnight Madness - Jimmy Bank Street Mazda

From: Jatinder.Singh (Jatinder.Singh_458569@email.bankstreetmazda.com)

To: penlewis91@yahoo.com

Date: Wednesday, August 14, 2019, 08:22 p.m. EDT

Good evening Penelope,

I want to let you know we are having a midnight madness sale going on this Monday the 19th.

We are **open** from **9am to 12am... Yes, that's right MIDNIGHT!**

We have great incentives exclusive only to us from Mazda Canada, on top of the low rates, since we are the highest volume dealership in the Province :)

The sale only does happen once a year and is a huge event that brings in clients from out of town.

With all that being said, are you available to come in Monday?

Regards,

Jimmy Singh | **Internet Sales Manager**

2575 Bank Street Mazda, Ottawa, Ontario

(613) 769-9781

Still interested?

From: Jatinder.Singh (Jatinder.Singh_458569@email.bankstreetmazda.com)

To: penlewis91@yahoo.com

Date: Saturday, August 17, 2019, 11:23 a.m. EDT

Hi Penelope,

I'm doing my follow up and noticed I haven't heard back from you.

If you'd like to take advantage of our incentives this coming Monday for our sale let me know.

If you're no longer interested please let me know so I can close your file as I'm being monitored on my responses.

Regards,

Jimmy Singh | **Internet Sales Manager**

(613)769-9781

Re: Your new 2019 Nissan Qashqai from Dormani Nissan.

From: Groupe Dormani (info@dormani.ca)

To: penlewis91@yahoo.com

Date: Friday, August 16, 2019, 11:29 a.m. EDT

Hello Mr. Lewis,

I tried to contact you with respect to your request about the 2019 Nissan Qashqai but I have not heard back from you yet.

My role and that of all of us at Dormani Nissan is to ensure that you have the information you need to make an informed decision.

Are you still interested in buying a new vehicle?

What did you hope to achieve when you contacted us for the first time and have we been able to assist you?

Thank you for your time and I hope to hear from you soon.

Regards,

George
Web Agent, Dormani Nissan
1185 boulevard La Vérendrye Ouest
Gatineau, Québec, J8T 8P2
Tel: (819) 243-5454
Email: info@dormani.ca
Web: www.dormaninissan.ca

On Thu, 15 Aug 2019 at 19:36, Groupe Dormani <info@dormani.ca> wrote:

Good day Mr. Lewis,

I hope you are doing well.

I would like to know if you are still interested in one of our vehicles or if you found what you were looking for?

Thank you for your interest and please do not hesitate to ask me if you have questions.

Best regards,

George
Web Agent, Dormani Nissan
1185 boulevard La Vérendrye Ouest
Gatineau, Québec, J8T 8P2
Tel: (819) 243-5454
Email: info@dormani.ca
Web: www.dormaninissan.ca

On Wed, 14 Aug 2019 at 14:36, Groupe Dormani <info@dormani.ca> wrote:

Good day Mr. Lewis,

Have you been to our dealership to see the vehicle in person and if not, when were you planning to do it?

What other information may I provide you with about the vehicle?

I had included some information in my initial message, but please do not hesitate to inform me if you did not receive it.

Kind regards,

George
Web Agent, Dormani Nissan
1185 boulevard La Vérendrye Ouest
Gatineau, Québec, J8T 8P2
Tel: (819) 243-5454
Email: info@dormani.ca
Web: www.dormaninissan.ca

On Tue, 13 Aug 2019 at 12:39, Groupe Dormani <info@dormani.ca> wrote:

Good day Mr. Lewis,

I hope you are well.

I am writing to ensure that you have received my previous email.

Thank you for your time and I look forward to your response.

Best regards,

George
Web Agent, Dormani Nissan
1185 boulevard La Vérendrye Ouest
Gatineau, Québec, J8T 8P2
Tel: (819) 243-5454
Email: info@dormani.ca
Web: www.dormaninissan.ca

On Mon, 12 Aug 2019 at 12:02, Groupe Dormani <info@dormani.ca> wrote:

Good day Mr. Lewis,

My name is George, Web agent. Thank you for your interest in the 2019 Nissan Qashqai.

The 2019 Nissan Qashqai is available from our Internet price of \$61 per week, plus taxes.

In order to provide you with the best assistance possible, I would like to ask you the following questions:

What type of vehicle do you currently drive? We are interested in making you an excellent offer.

When were you planning to test drive the Nissan Qashqai? Today or tomorrow?

We are open from 09:00 AM to 09:00 PM from Monday through Friday and 09:00 AM till 5:00 PM on Saturday.

What is the phone number where I can contact you to discuss how I can better assist you find your new vehicle?

Thank you once again for your time and I look forward to speaking with you shortly.

Kind regards,

George
Web Agent, Dormani Nissan
1185 boulevard La Vérendrye Ouest
Gatineau, Québec, J8T 8P2
Tel: (819) 243-5454
Email: info@dormani.ca
Web: www.dormaninissan.ca

Thanks for contacting Myers Volkswagen

From: Myers Volkswagen - Team Wunderbar (TeamW.2.95455d322c8a447bba9daaa701031444@reply.edrivevalet.com)

To: penlewis91@yahoo.com

Date: Monday, August 12, 2019, 11:43 a.m. EDT



Myers Volkswagen

2500 Palladium Dr #501
Kanata, Ontario, K2V 1E2

Sales: (613) 592-8484

Service: (613) 592-8484

Directions

Hours of Operation

Hi Penelope,

My name's John and I'm the Team Wunderbar manager at Myers VW. Thanks for your interest in the 2019 Tiguan! Team Wunderbar's goal is to make your time with us easy and to provide a hassle-free experience.

I'd be happy to send you some pricing! For a custom quote, I just need a bit of info:

- * The Trendline Tiguan comes in either Front Wheel Drive or All-Wheel Drive. Which is of interest to you?
- * Are you looking for the 3rd row?
- * Will you pay cash, lease, or finance?
- * Any money down?
- * Have a trade? Tell us more! (Make, Model, Year, Mileage, Trim, Auto/Manual?)

It would be great to see you! You could explore the Tiguan and we could review pricing at the same time. Are you free for a visit sometime this week?

Have a great day and I look forward to working with you!

Warmest regards,

John Hurford



Team Wunderbar
Myers Volkswagen
Phone: 613-592-8484 ext. 2160, 2186 or 2119
Email: kanatavwdbc@myers.ca



Who we are

2019 Tiguan Buyer's Guide (2 MB)

Myers VIP program (934 KB)

On Demand Service (1 MB)



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

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View our latest offers.

[Learn more](#)



Myers VW - Manager Followup

From: Appt coordinators (kanatavwbdc@myers.ca)

To: penlewis91@yahoo.com

Date: Wednesday, August 14, 2019, 04:21 p.m. EDT

Hello Penelope,

My name is Jamie Kibsey, and I am the Sales Manager here at Myers Volkswagen. I would like to thank you for your recent enquiry with my internet sales team, Team Wunderbar.

I'm interested to ensure that you received all the information you were looking for, and want you know that we'd love to earn your business! Is there anything I can do that will make the difference when the time is right?

I look forward to hearing from you.

Jamie Kibsey

Sales Manager

Myers Volkswagen

Tel: 613-592-8484

Fax: 613-592-1441

501-2500 Palladium Drive

Kanata, ON

K2V 1E2



On-Demand Sales

On-Demand Service



Test Drive Today



Buy Online Today



Service Pick-up & Delivery



Service at Store

On-Demand Test Drive and/or Buy On-Line

We make purchasing a vehicle convenient and easy. This new service is aimed at improving the buying experience by giving you the opportunity to view a Myers Volkswagen at your convenience, at home or work. If you like what you see you can begin the purchase process on-line saving you time.

On-Demand Service Complimentary Pick-up & Delivery

Busy? We understand.

We are proud to offer our clients the Myers Volkswagen On-Demand Service, a new on-line platform in which our customers can schedule service with complimentary vehicle pick-up and delivery. This innovative new service is a "store without walls" that brings the dealership directly to customers in the Ottawa area.

Myers On-Demand Service is on-line, on-time, every time. To schedule an appointment, click the "Service Pick-up & Delivery" button above.

Myers VW - Tiguan Quote

From: Appt coordinators (kanatavwbdc@myers.ca)

To: penlewis91@yahoo.com

Date: Tuesday, August 13, 2019, 03:33 p.m. EDT

Hi Penelope,

This is John at Myers VW, and I hope you're having a great day! I just wanted to reach out and ensure you got my reply yesterday.

The Tiguan is a great vehicle, and I'm sure you'll love it when you see it in person! I understand that you are looking for a quote. I'm excited to set it up for you, and want to make sure that I'm sending you pricing that reflects your plans.

It will help me to know:

- Do you want Front or All-Wheel drive? Are you interested in 5 or 7 seat configuration?
- Are you planning to pay cash, to lease or to finance? Are you planning a down-payment?
- Do you currently own a VW vehicle?

If you prefer, it would be great to see you here! You could drive a Tiguan, we could take a look at your trade if you have one, and we could review the options and pricing all at the same time!

I'm happy to help, and I hope to hear from you soon!

John Hurford

Team Wunderbar Manager

Email: kanatavwbdc@myers.ca

Phone: (613) 592-8484

Text: (613) 801-3708

Myers Volkswagen

501-2500 Palladium Drive

Kanata Ontario

K2V 1E2



On-Demand Sales

On-Demand Service



Test Drive Today



Buy Online Today



Service Pick-up & Delivery



Service at Store

On-Demand Test Drive and/or Buy On-Line

We make purchasing a vehicle convenient and easy. This new service is aimed at improving the buying experience by giving you the opportunity to view a Myers Volkswagen at your convenience, at home or work. If you like what you see you can begin the purchase process on-line saving you time.

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Myers On-Demand Service is on-line, on-time, every time. To schedule an appointment, click the "Service Pick-up & Delivery" button above.

Ogilvie Subaru

From: Angela Chehab (angela.chehab@newsalesogilviesubaru.com)

To: penlewis91@yahoo.com

Date: Monday, August 12, 2019, 05:45 p.m. EDT



OGILVIE SUBARU

Member of Mierins Automotive Group

1040 Parisien St, Ottawa, ON K1B 3M8

(613) 745-9191



OgilvieSubaru.com

Hi Penelope,

I see you're interested in one of our convenience Forester's! As for the quote with the interest rate. The interest rate actually depends on your term. 24 months is the lowest interest rate, at .99%- 60 months being our highest at 2.99%

Let me know what term you were considering and I'll send you over a quote asap.

Any other questions, feel free to reach out. I'll do my absolute best to help you out.

Sincerely,
Angela

ANGELA CHEHAB
PRODUCT SPECIALIST
OGILVIE SUBARU
613-745-9191

To ensure e-mail delivery to your inbox, please add my email address to your contacts or safe sender list.

You are receiving this email because you inquired about or purchased a vehicle from Ogilvie Subaru recently or in the past. If you prefer not to receive further emails from us, [click here to unsubscribe](#). Alternatively, you can send a written request to the address below. We'll remove you from our list as quickly as possible.

This email was sent to penlewis91@yahoo.com on August 12, 2019.

To contact us please visit <http://www.ogilviesubaru.com> or call (613) 745-9191.

This email was delivered to you by:
Ogilvie Subaru
1040 PARISIEN ST
OTTAWA, ON K1B 3M8

Otto's BMW X1

From: Otto's BMW - Jose Noguera (JoseN.2.6506ef2bbda74bf18cbdaaa7011f3b2f@reply.edrivevalet.com)

To: penlewis91@yahoo.com

Date: Monday, August 12, 2019, 01:25 p.m. EDT

Otto's BMW

660 Ch. Hunt Club RD
Ottawa, Ontario, K1V 1C1

Sales: 1 (613) 725-3048

Service: 1 (613) 725-3048

Good afternoon dear Penelope,

Thank you for your interest in the 2012 BMW X1.

This car just came is in great conditions.

Please let me know the best time and day to meet and text drive the car.

Please any questions feel free to call or text 819-921-3288.

Have great day.

Jose Noguera
Sales & Leasing Consultant
Otto's BMW
Phone: (613) 725-3048
Email: j.noguera@bmwottos.ca

VISIT US

Learn more about Otto's BMW
and how they can help you find
your perfect BMW!

MORE INFO

Otto's BMW

From: Jose Noguera (j.noguera@bmwottos.ca)
To: penlewis91@yahoo.com
Date: Wednesday, August 14, 2019, 08:22 a.m. EDT

Good morning dear Penelope ,

I hope everything is doing well with you.

I wanted to know if you are in the market for the BMW X1?

Please let me know call or text 819-921-3288.

Have a great day.

Kind regards,

JOSE NOGUERA

SALES SPECIALIST

660 ch. Hunt Club Rd. • Ottawa ON • K1V 1C1

Tel.: + 1 613 725 3048 • Fax: 613 260 1160

j.noguera@bmwottos.ca • www.bmwottos.ca



