



IC Mystery Shopping

Sun Protection Dealer-Evaluation in Germany and Austria 2021

In Germany and Austria, almost 90 % of the population use the Internet as their first source of information and for initial contact when buying a product. Especially due to the Corona crisis, online communication gained even more importance. Due to the increased significance of the online sales channel, Interconnection evaluates the handling of online inquiries in the sun protection industry within the scope of a mystery shopping study.

- ➔ The study **IC Mystery Shopping Sun Protection** provides you with all necessary information you need for an efficient sales policy in the highly competitive sun protection market.
- ➔ Dealers of sun protection manufacturers with the largest market shares in Germany and Austria are examined in their handling of a specific online inquiry.
- ➔ Specific selling skills, speed of response and handling of various questions are being evaluated.



Methodical profile

IC Mystery Shopping® Sun Protection 2021

- **SELLING SKILLS:** We evaluate the competence, USP, empathy, customers' need orientation, cross-selling, communication preference (mail, phone, face-to-face meeting), as well as the sales orientation of the top brands.
- **HARD FACTS:** We also analyze the speed of response to the inquiry, the handling of three specific questions and prices for exterior sun protection and terrace roof.
- All categories are evaluated separately using scoring models. Accordingly, the results can be viewed in a differentiated manner with regard to speed of response, information content, etc.



Methodology

e-mail or call

Procedure

1. Request by e-mail/contact form
2. *Reminder e-mail*
3. *Reminder call*

Countries

Germany
Austria

Sample size

$N > 150$ per country

Survey period

April/May 2021

Germany



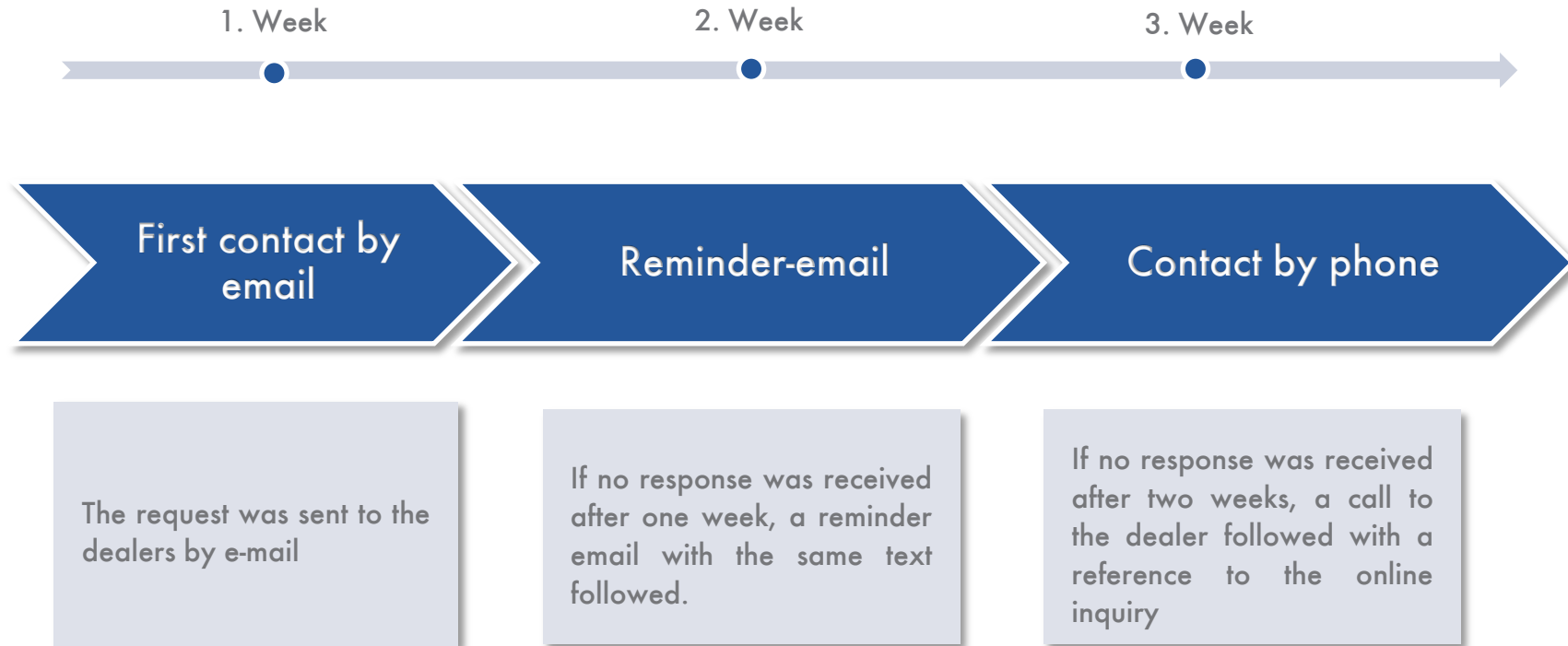
Austria



Procedure of the IC Online Mystery - Shopping

Methodology-Mix: Dealers are contacted by e-mail and telephone

Methodology



The exact key details of the renovation object was send in the request

- ✓ Due to the renovation project, we need external sun protection. The object is maximum 45km away from the dealer.
- ✓ A motorized sun protection for 8 windows (105x135cm), 2 windows (90x100cm) and one terrace roofing (for a terrace size of 4,5x5,5m) was requested.
- ✓ We would like **recommendations or suggestions** for exterior sun protection for windows, as well as for a terrace.

In addition, some questions were asked and evaluated:

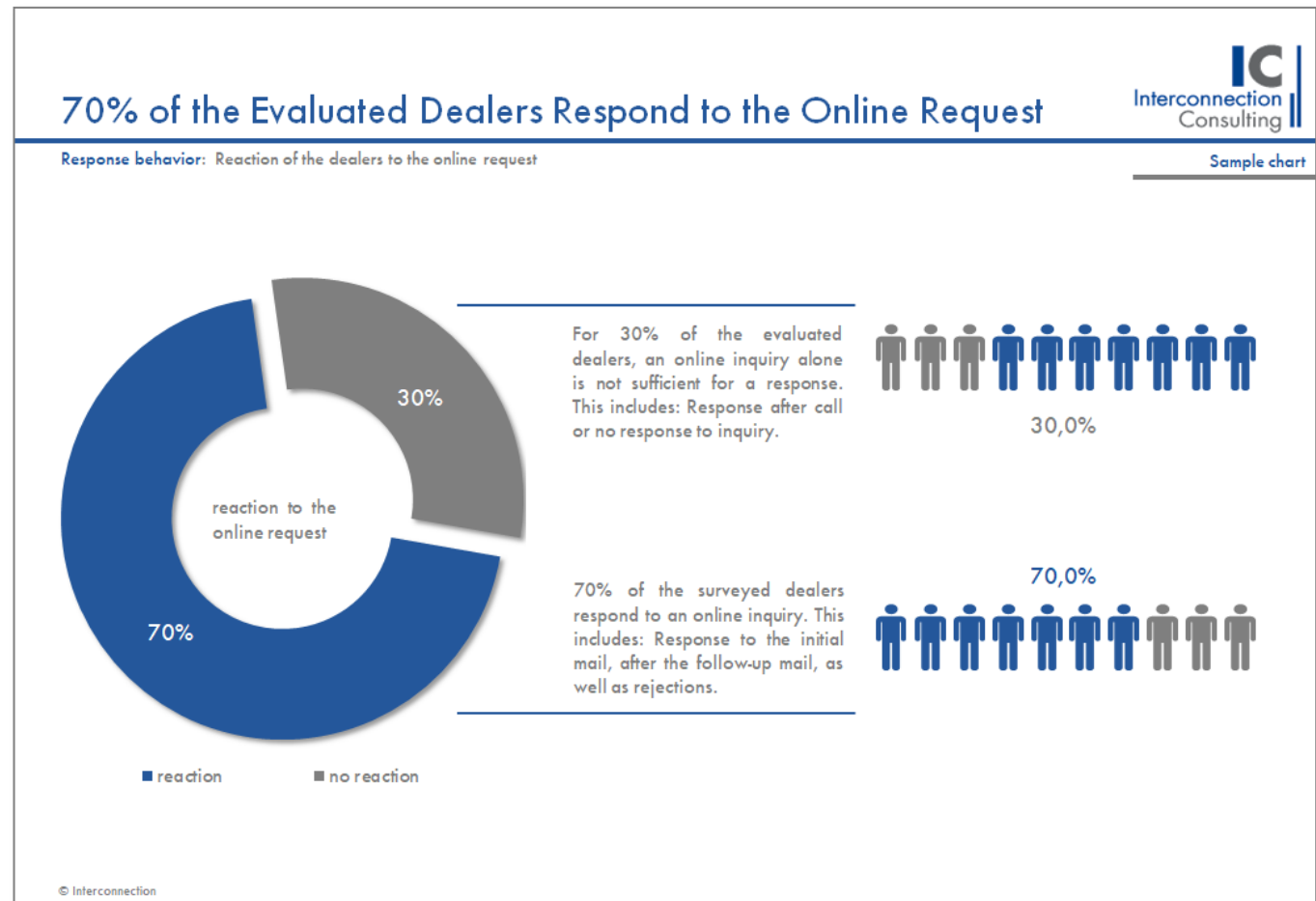
- Do you offer assembly (installation)?
- How long is the delivery time?
- What warranty or guarantee do you offer?

Since this study evaluates the handling of online inquiries, a telephone number was deliberately not provided.

The evaluation of the soft facts is based on the subjective

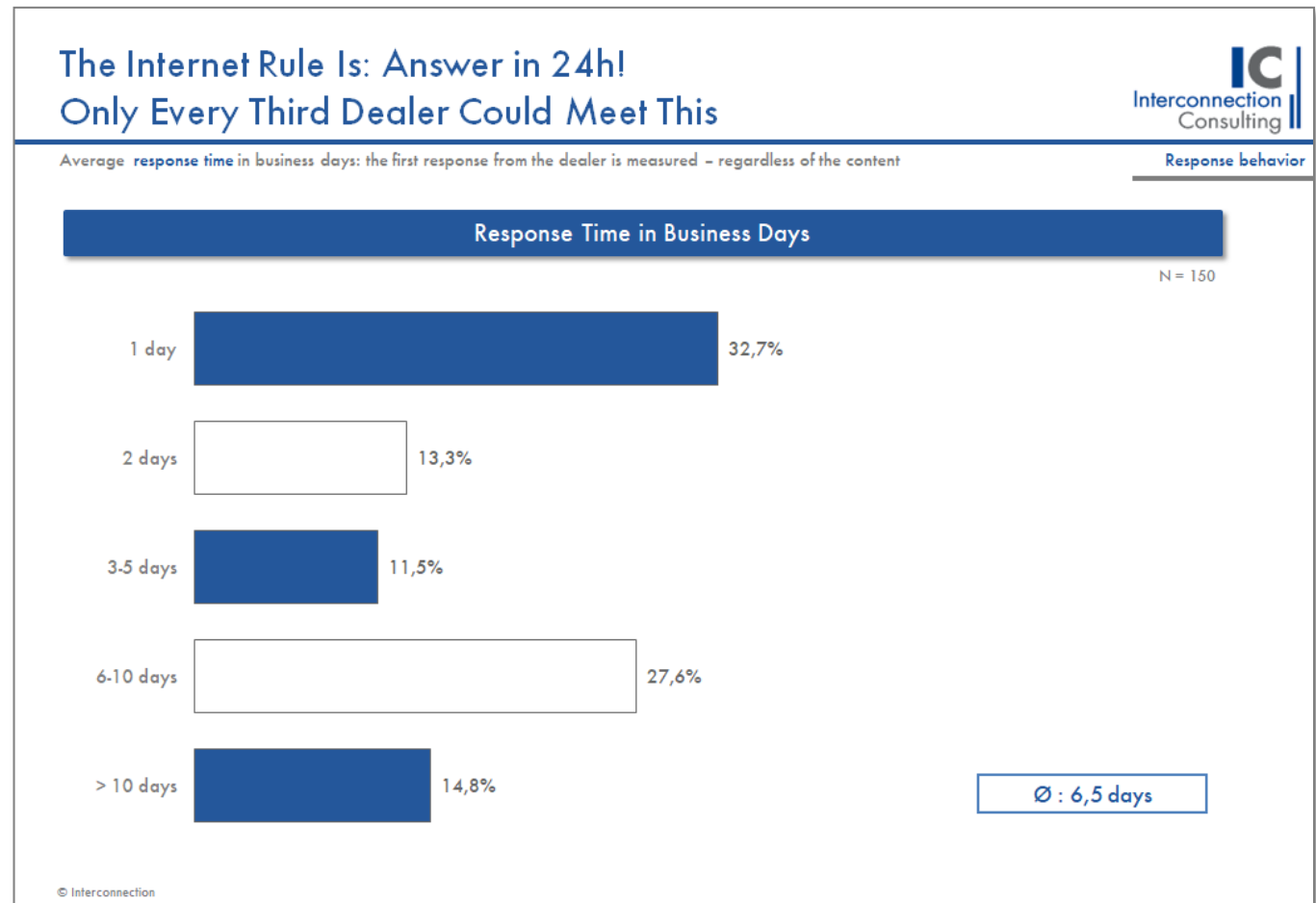
Criteria	„What’s behind it?“	Rating (1 to 4 stars)
Competence	How detailed were the questions answered?	★ No (competent) answer to the questions ★★★★★ Sales team conveys high competence in all questions
USP	Was there any mention of why Company X’s windows are a good choice and what sets them apart from the competition?	★ Unique selling proposition is not transmitted ★★★★★ It is clear to the customer what makes Window X unique and what sets it apart from the competition
Empathy	Does the service team address the situation? Do they bring personal elements into the response and do they build trust?	★ No personal note ★★★★★ Sales team manages to establish a personal relationship in the email or addresses personal details of the request
Needs orientation	If the sales team understand the customer’s needs and addresses what is really important to them?	★ No determination of the demand ★★★★★ Dealer tries to determine need, offers options
Closing orientation	Does the sales team offer a meeting? Do they ask further questions? Do they give the possibility to continue communication by e-mail?	★ No further contact after the offer has been submitted ★★★★★ Dealer continues to try to contact and close the deal

- Evaluation of the reaction to the request overall and for each individual company separately.
- This chart shows fictitious figures



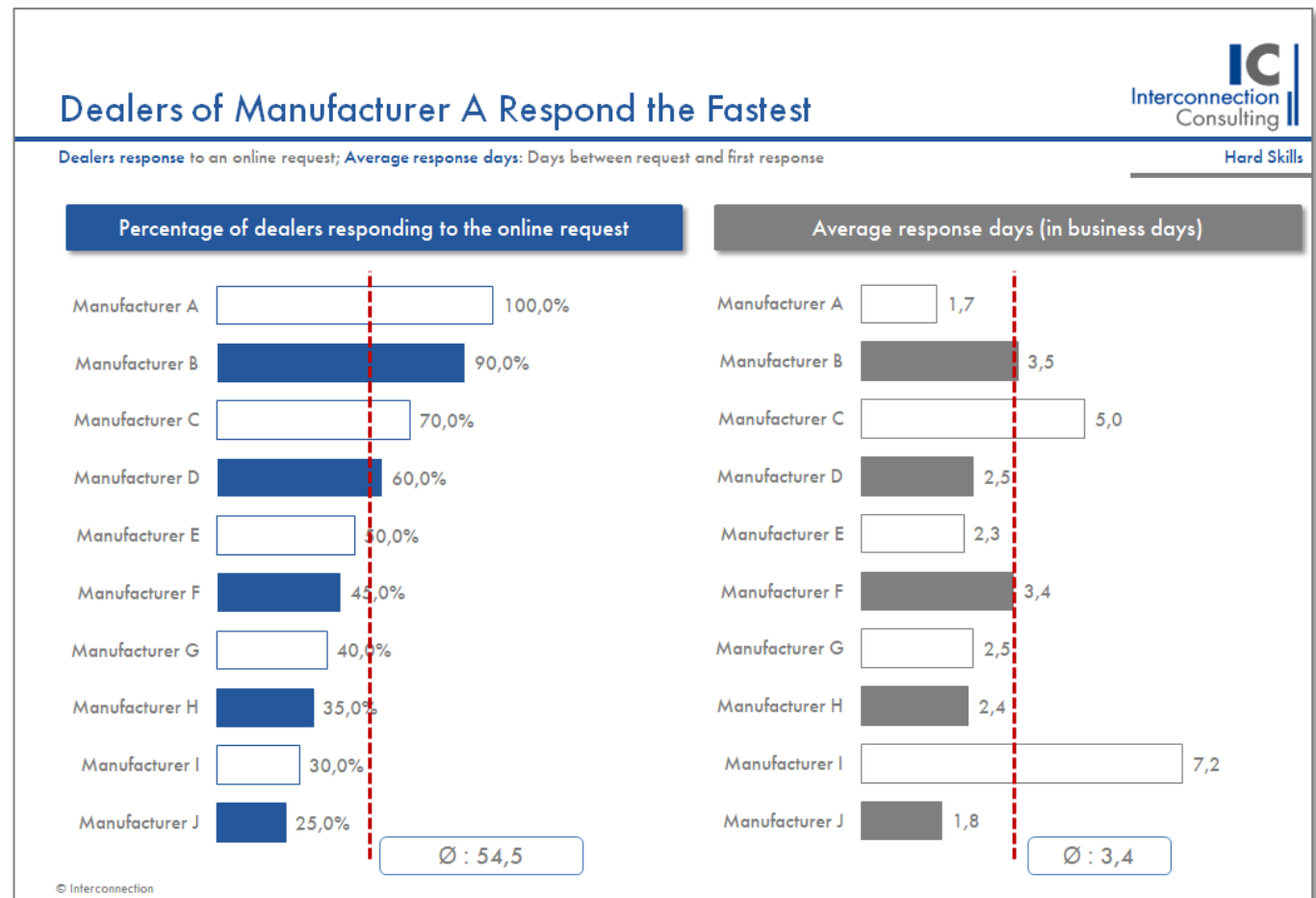
How Quickly Do Dealers Get Back to the Customer?

- Evaluation of the response of the dealers on behalf of the brand in business days.
- This chart shows fictitious figures



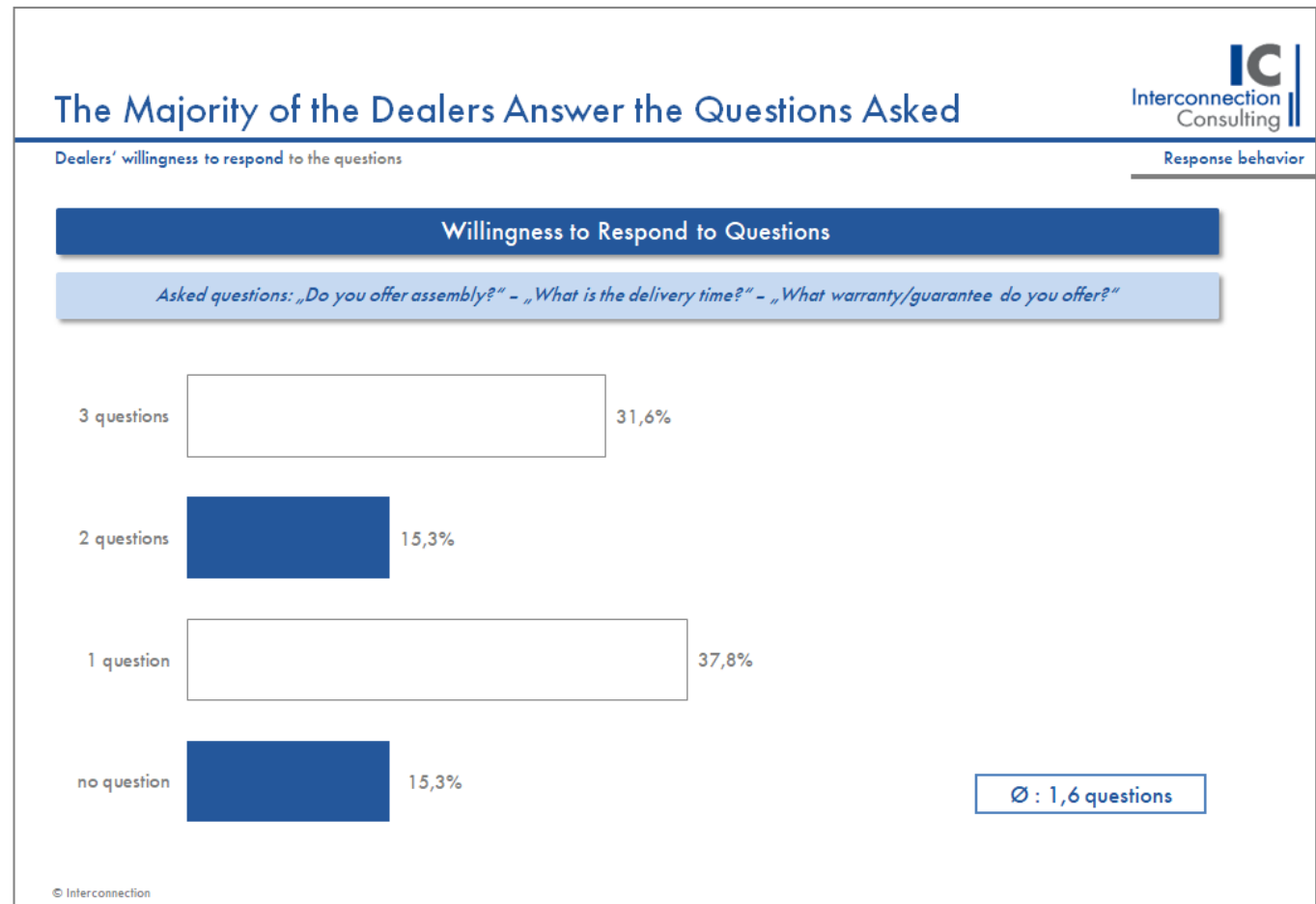
Whose Dealer Responds to the Request the Fastest?

- Evaluation of dealer response time per manufacturer and the percentage of dealers per manufacturer responding to the request.
- This chart shows fictitious figures



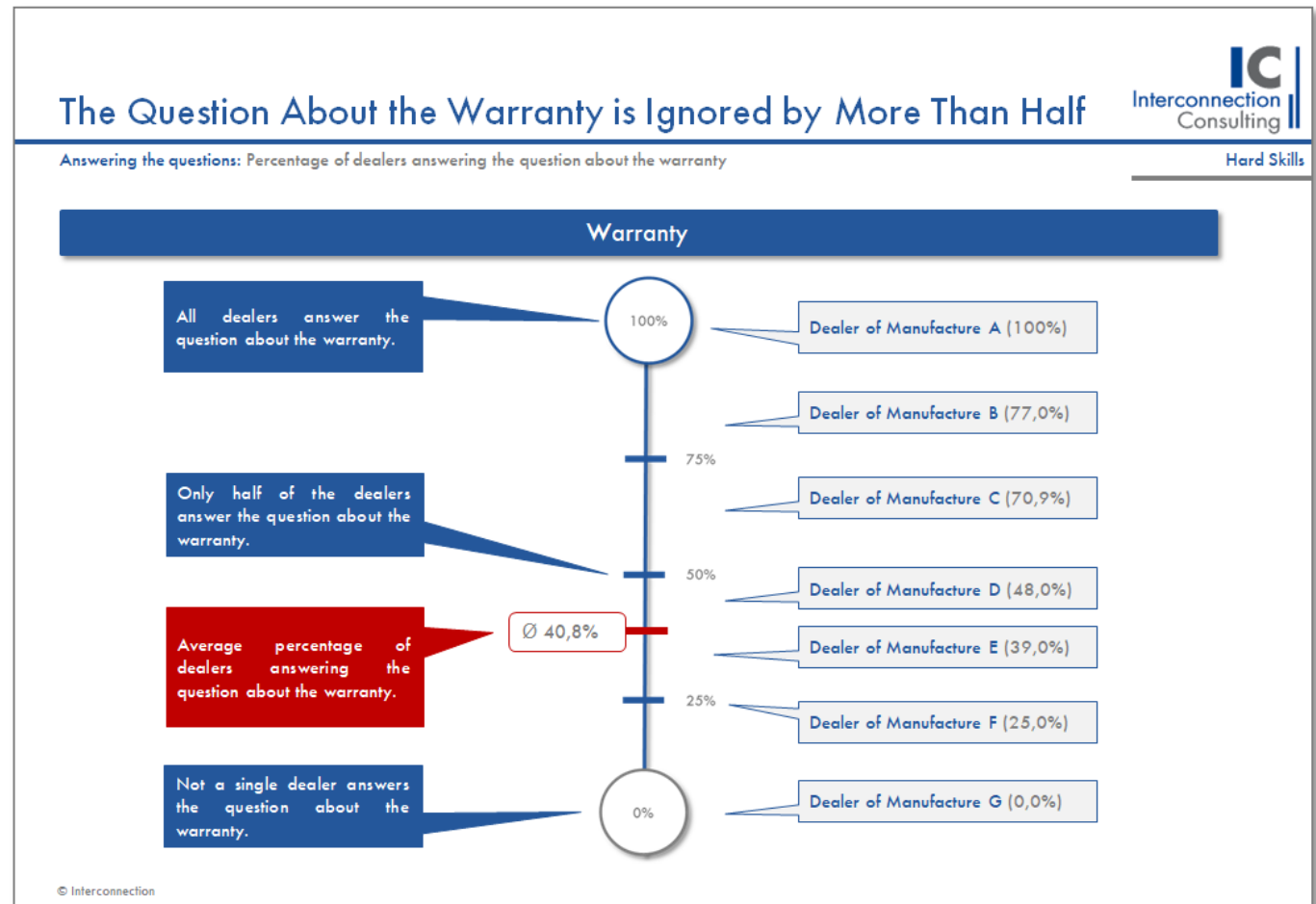
How Many Questions Do the Dealers Answer?

- Evaluation of the dealers' willingness to respond to the questions posed.
- This chart shows fictitious figures



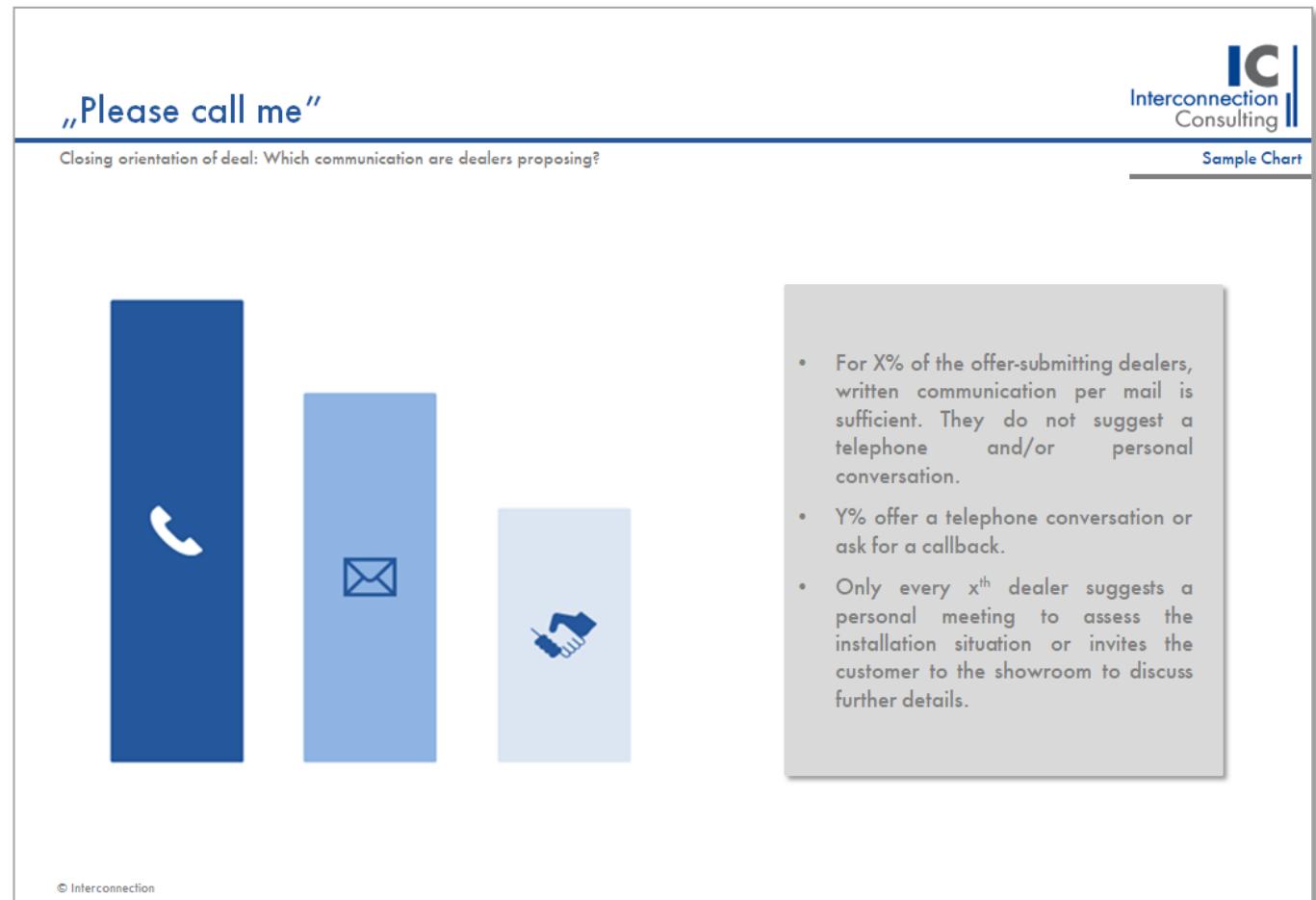
Whose Dealers Answer the Question about Warranty?

- The percentage of dealers per manufacturer, who answer the question about the warranty is evaluated.
- This chart shows fictitious figures



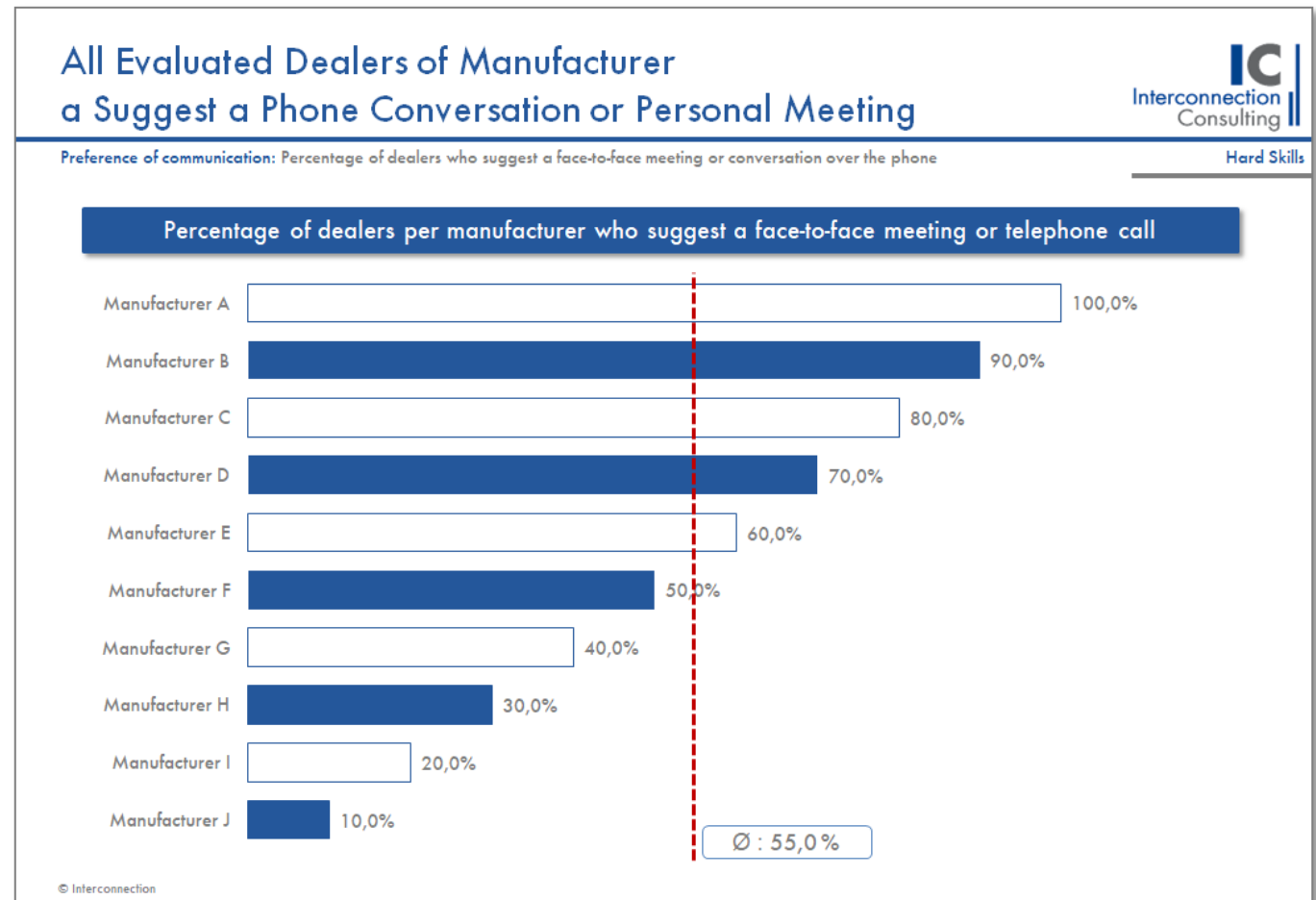
Which Communication Channels Do Retailers Prefer?

- The communication preference (call, email or meeting) of the dealers is evaluated.
- This chart shows fictitious figures



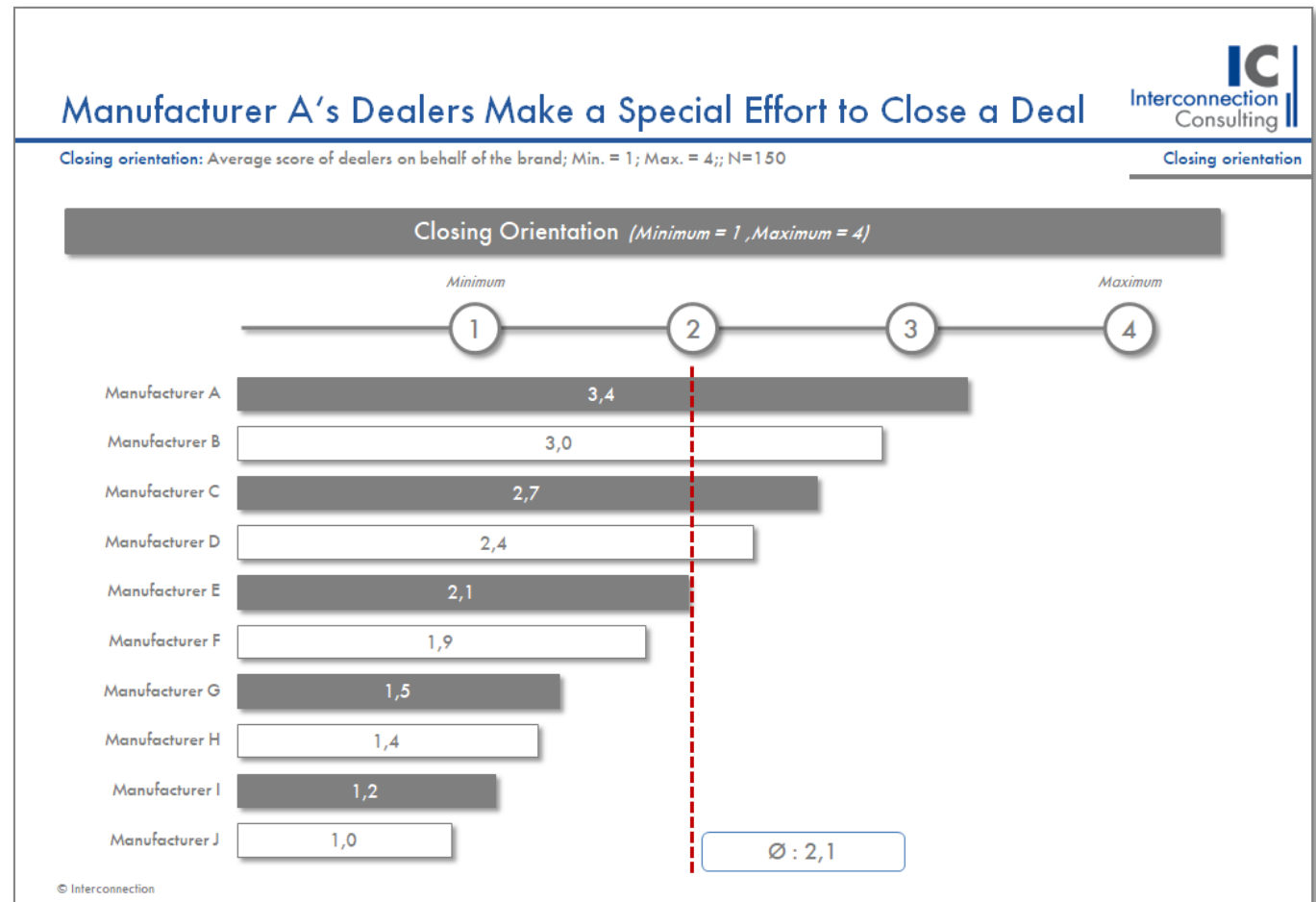
Which Dealers Suggest a Face-to-Face Meeting or Phone Call?

- The percentage of dealers per manufacturer who suggest a telephone conversation or face-to-face meeting is evaluated.
- This chart shows fictitious figures



Whose Dealers Are Making a Special Effort to Close?

- The closing orientation of the dealers in the sales process is evaluated.
- This chart shows fictitious figures



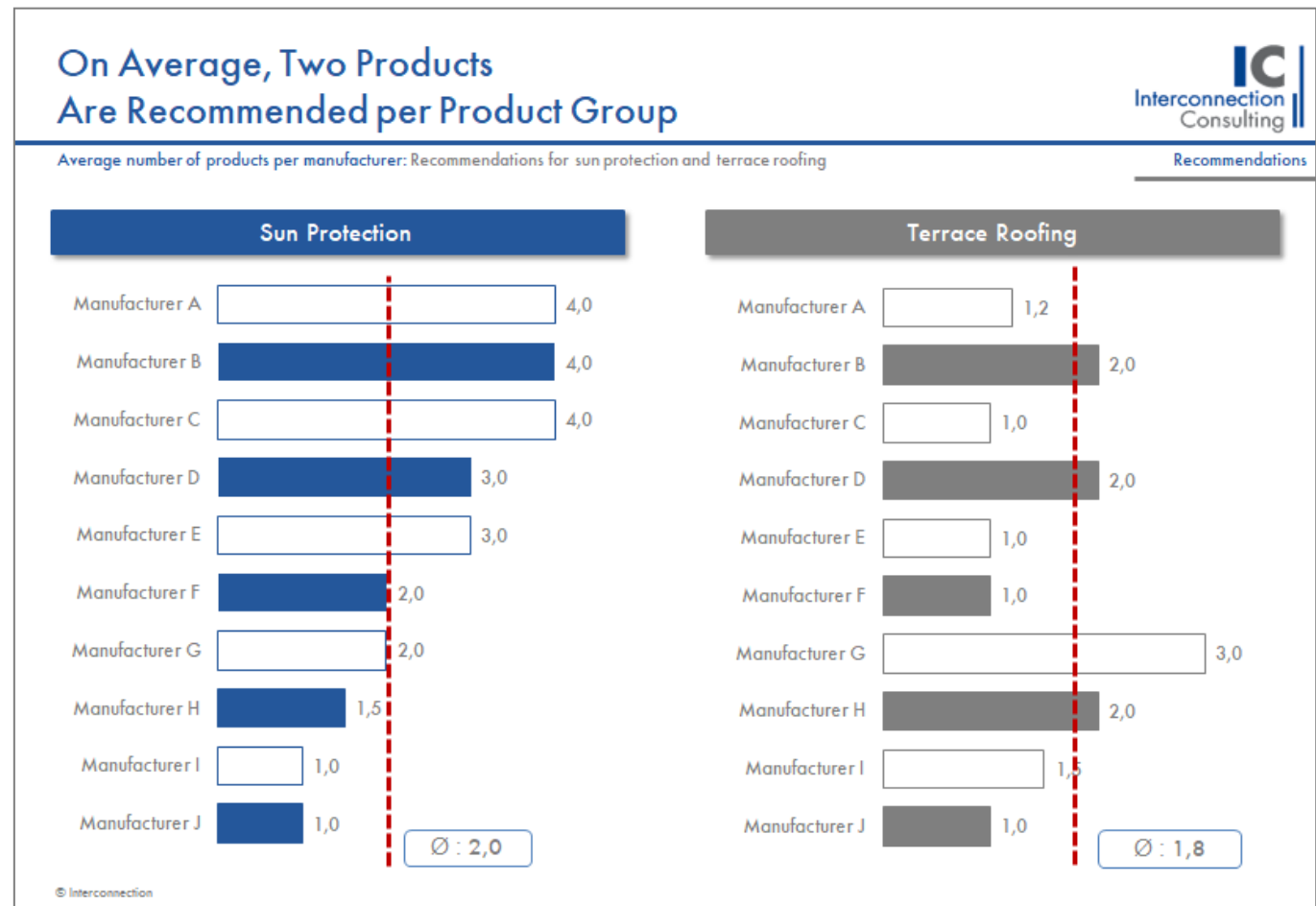
Who Represents the TOP Dealers in Terms of Selling Skills?

- Based on the total scope of each dealer, the TOP 7 dealers are listed in terms of selling skills.
- This chart shows fictitious figures

Dealers of Manufacturer A Represent the TOP Dealers in Terms of Selling Skills			
Ranking of the TOP dealers: Total score; Minimum = 5 Maximum = 20; N=150			
Ranking in Overall Comparison	Represented Brand	Dealer	Total Score
1	Manufacturer A	Dealer name	25
2	Manufacturer B	Dealer name	24
3	Manufacturer C	Dealer name	22
4	Manufacturer D	Dealer name	20
5	Manufacturer E	Dealer name	18
6	Manufacturer F	Dealer name	17
7	Manufacturer G	Dealer name	15

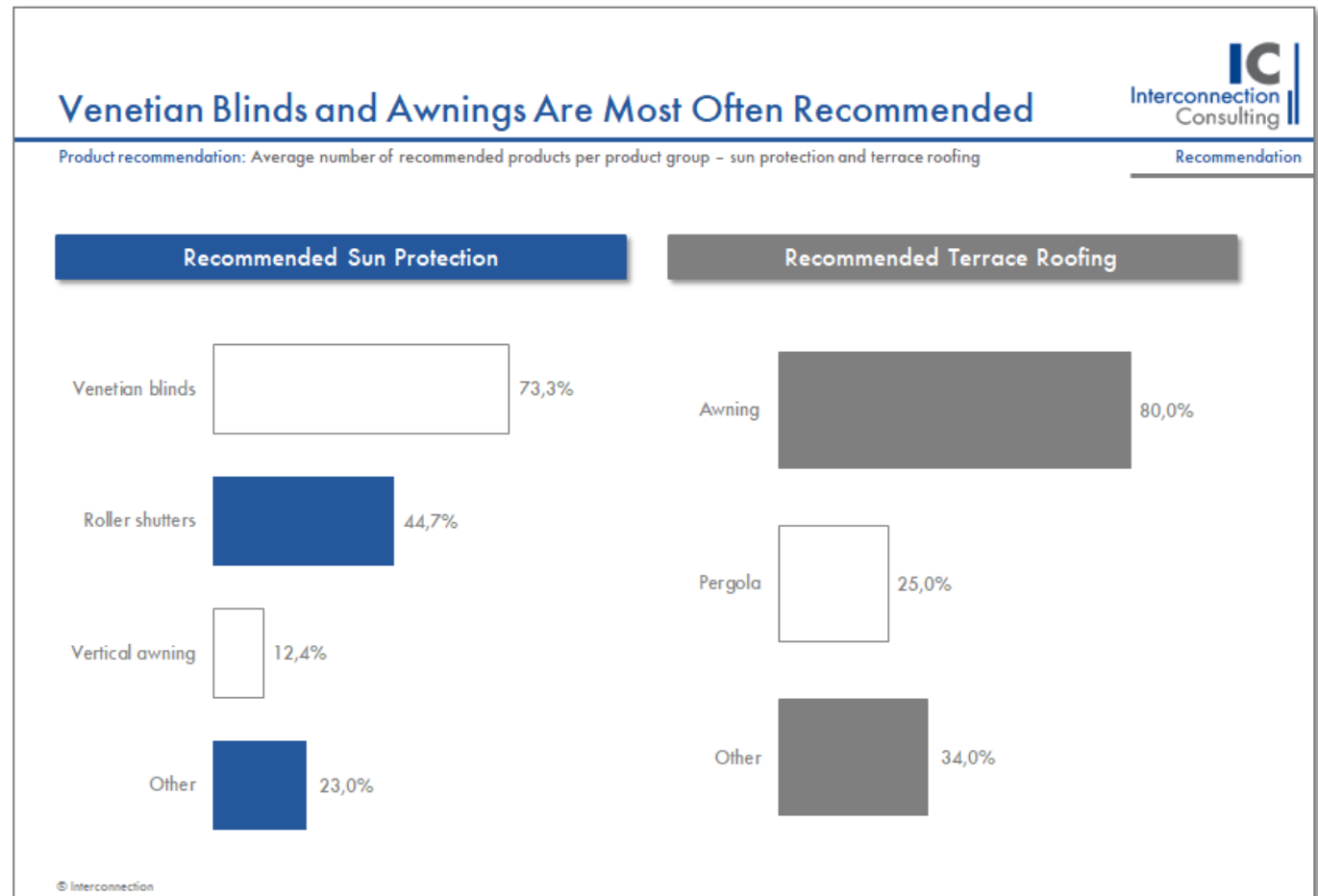
How Many Different Products Do the Dealers Offer?

- The number of recommended products for exterior sun protection and terrace roofing is examined.
- This chart shows fictitious figures



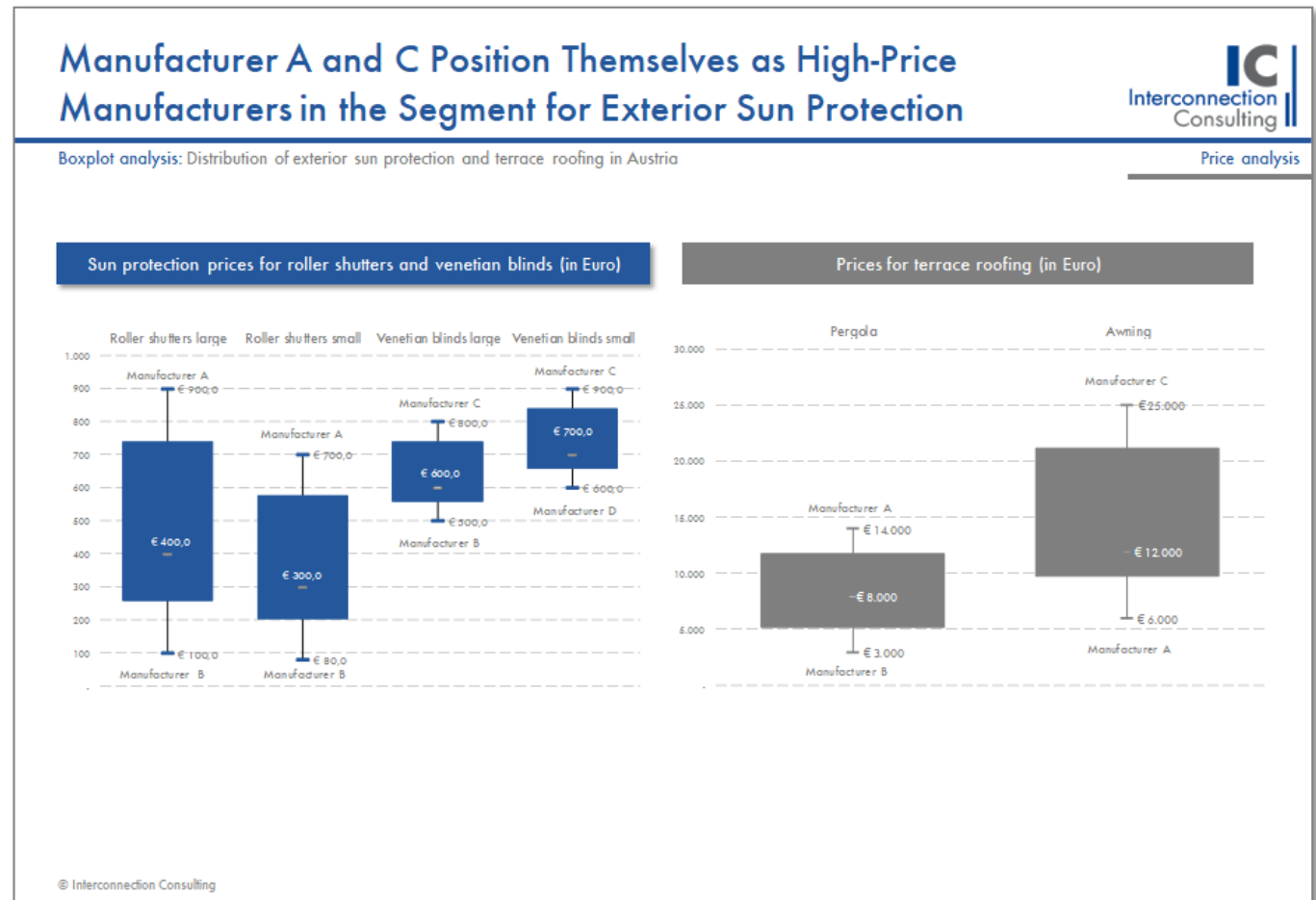
What Products Do the Dealers Offer?

- The different types of products offered for exterior sun protection and terrace roofing.
- This chart shows fictitious figures



Where Does One Get the Most Expensive Sun Protection in Austria

- The dealers' prices for external sun protection, such as roller shutters, venetian blinds, etc, and terrace roofing (pergola and awning).
- This chart shows fictitious figures



IC Online Mystery Shopping – Sun Protection Dealer Evaluation in Germany/Austria 2021

		IC Subscription*	IC Single Issue
IC Mystery Shopping® 2021 Germany		€ 2.950,-	
IC Mystery Shopping® 2021 Austria		€ 2.950,-	
Package	IC Mystery Shopping® 2021 Germany and Austria	€ 4.950,-	

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Price includes an interactive PDF in electronic form. All prices shown exclude sales tax.

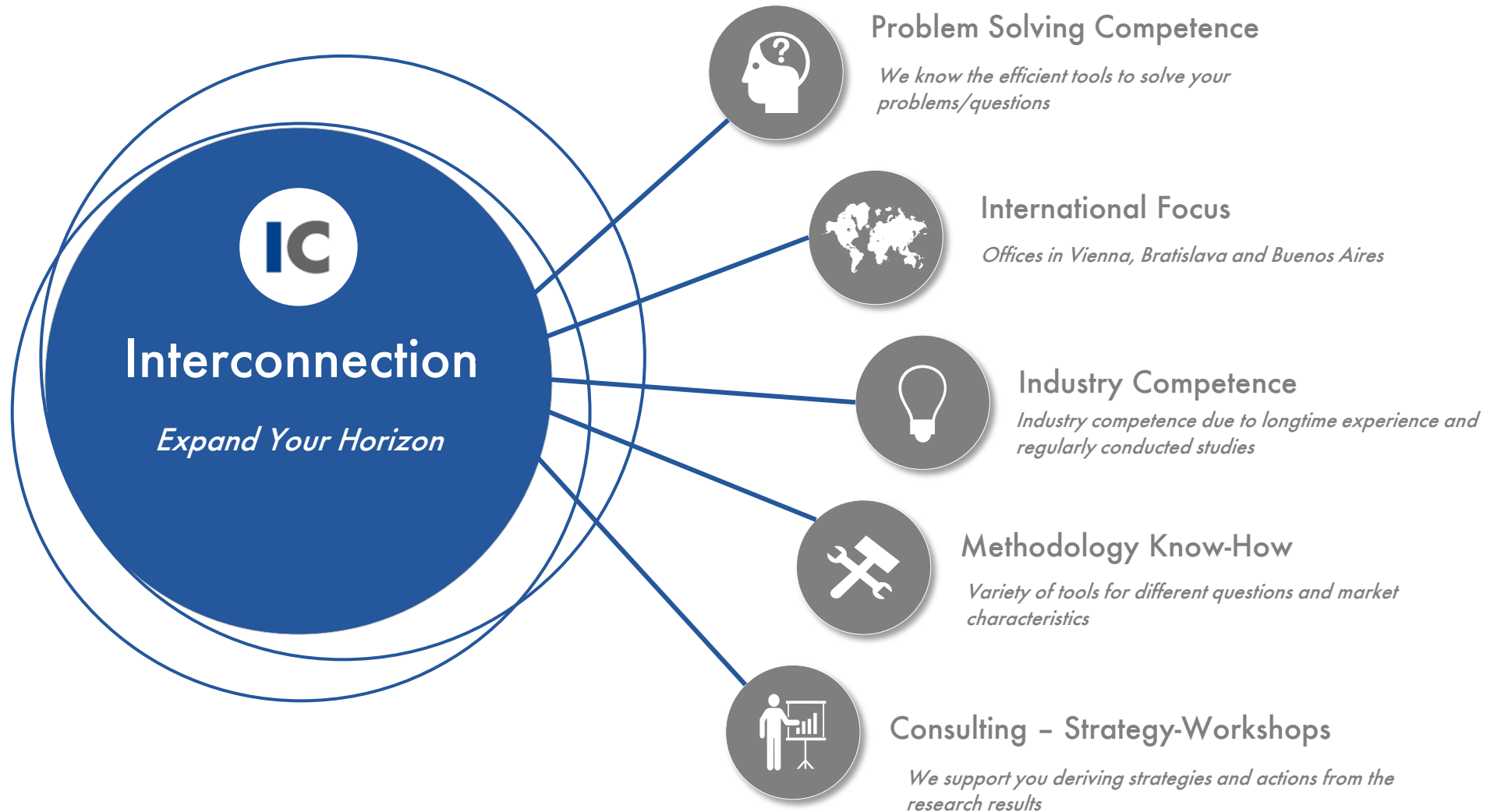
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- **20% price advantage** for IC Standard Subscription compared to single issue
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Customers of our Mystery Shopping Studies

„We were able to learn a lot from Interconnection's Online Mystery Shopping study. Response duration, offer duration and seller empathy were very interesting information. The evaluation of window prices is very clear and offers some surprises.“ Mag. Bettina Söllradl, Katzbeck Windows & Doors





Our Market-Intelligence Tools



If there are any question please
Do not hesitate to contact us

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