



IC Mystery Shopping
Prefabricated Houses in
Germany
2019

Researched Companies in Germany



- In Germany and Austria, almost **90%** of the population use the Internet
- In Germany, **39 billion euros** were implemented online in the previous year
- The first contact usually takes place online rather than personally.
- Interconnection examines the **response behavior** of German prefabricated companies to a fictitious customer request with properties in Germany.
- Contact via the **e-mail** address provided on the website or an online contact form
- **4 questions** have been asked, which can appear before a detailed search at builders

Method

Mystery Shopping via Email or contact form on the website including follow-up emails and calls.

Sample Size

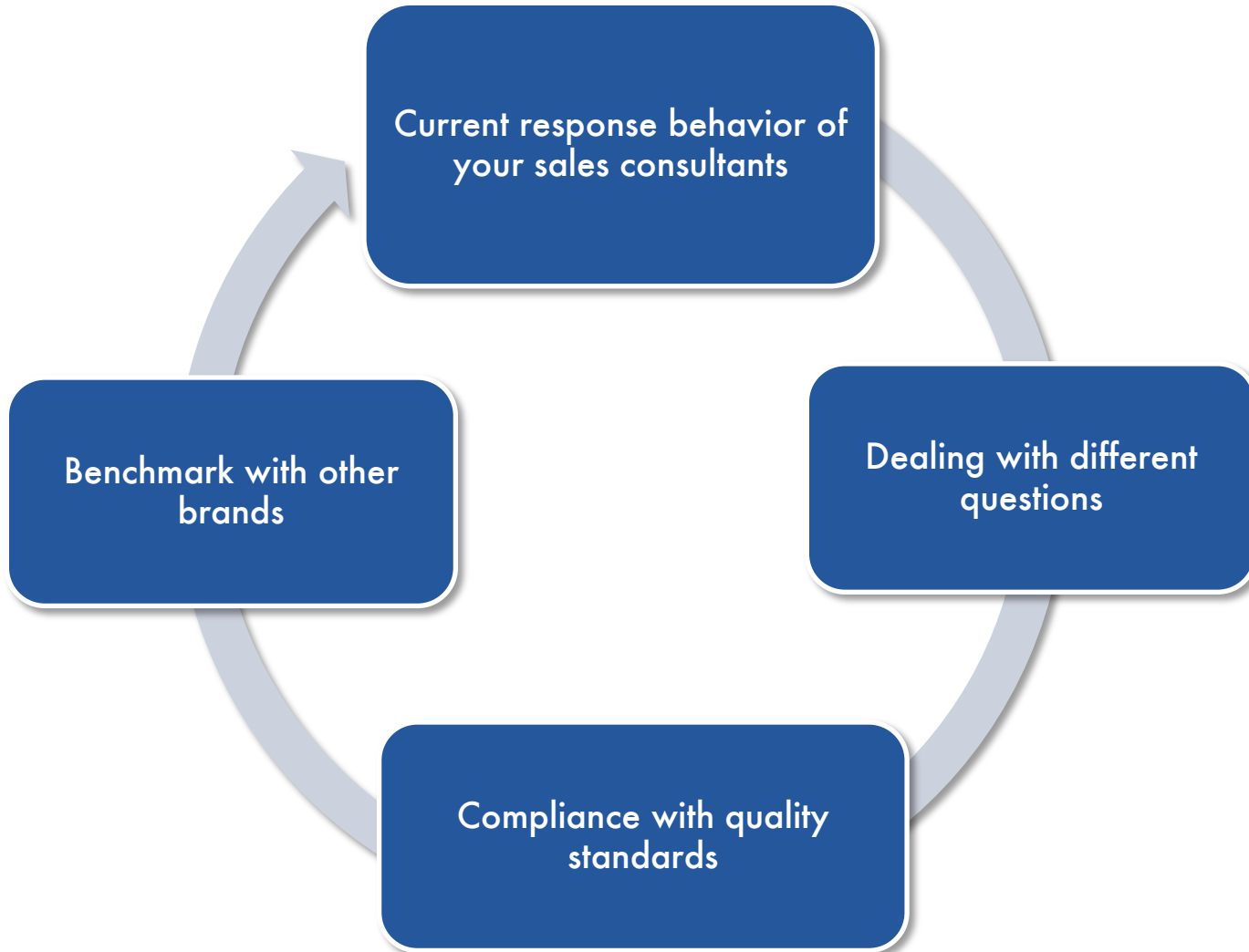
Germany: N = 104

Survey Period

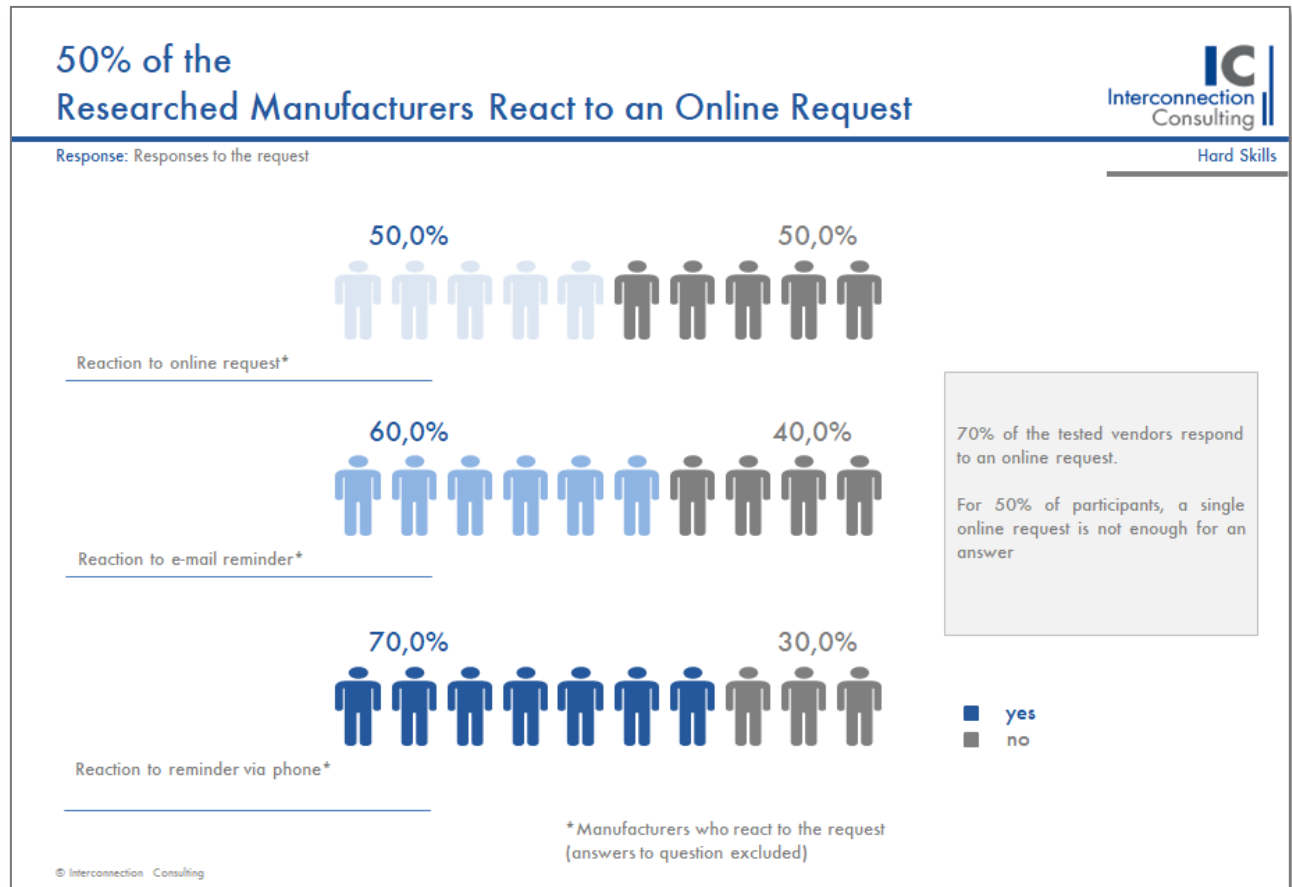
August - October 2019

- The IC Mystery Shopping Prefabricated Houses in Germany provides you with all the necessary information for an efficient sales policy in the highly competitive production market.
- We analyze the response speed, friendliness, information content as well as the sales orientation of the top brands.
- All categories are evaluated separately with scoring models. Accordingly, the results concerning response speed, information content etc. can be differentiated interpreted.

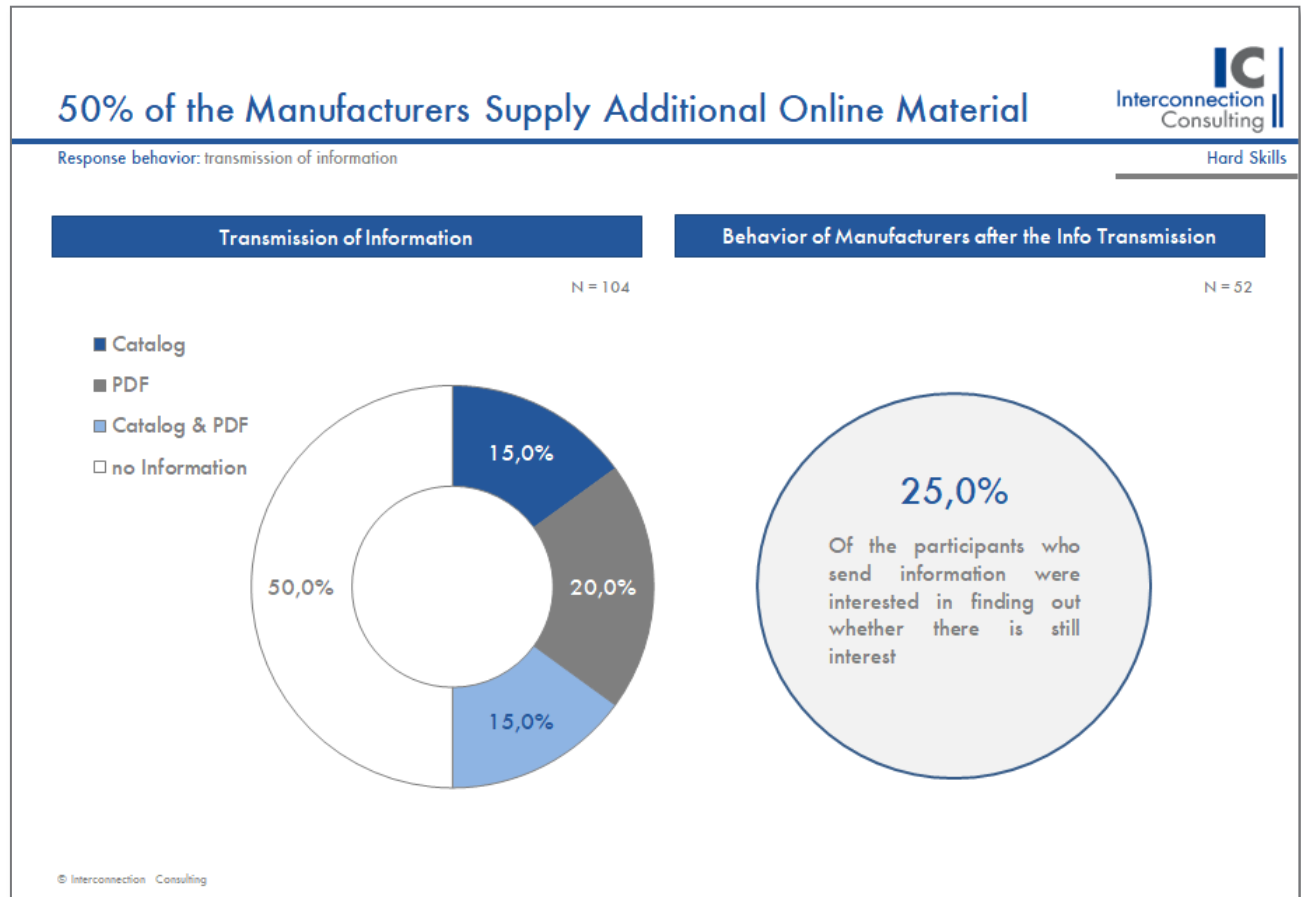
You Will Receive Information About...



- Descriptive analysis of responses
- This chart shows dummy figures

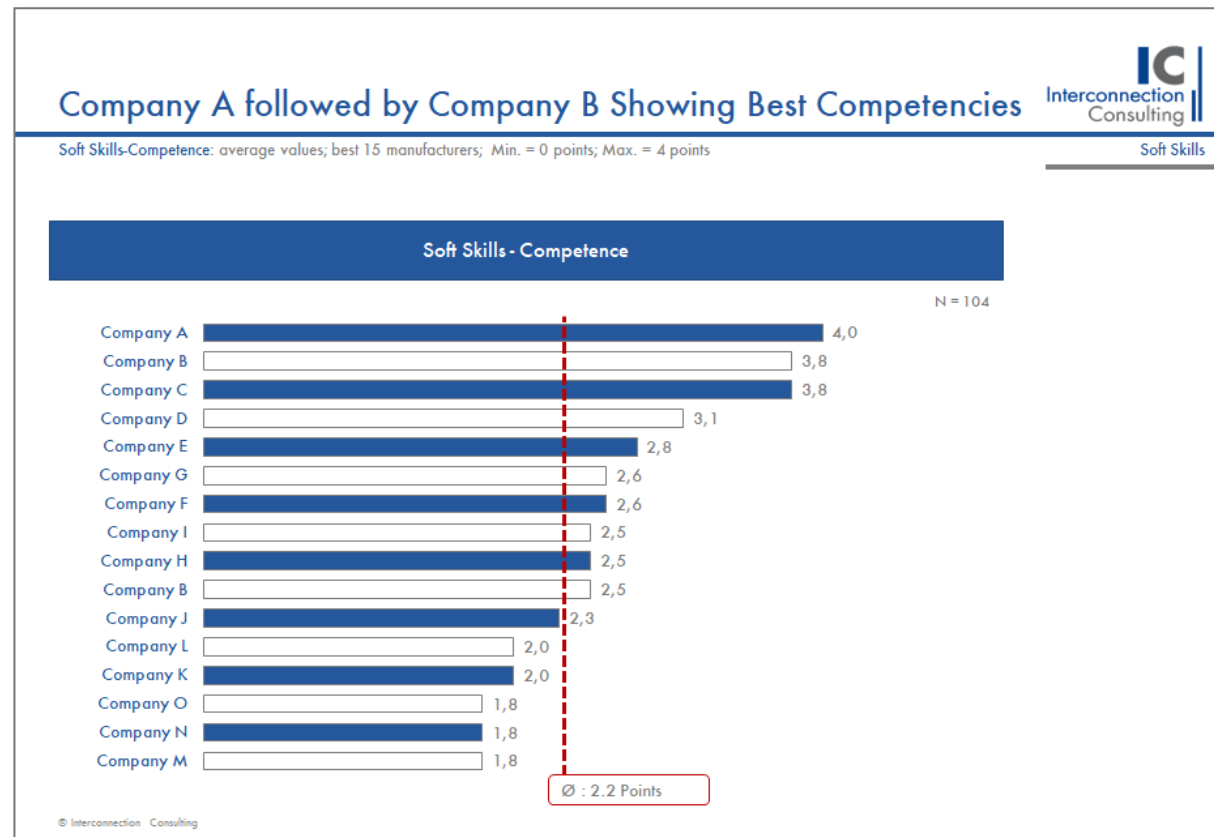


- The behavior of the manufacturer is being examined during and after the transmission.
- This chart shows dummy figures.



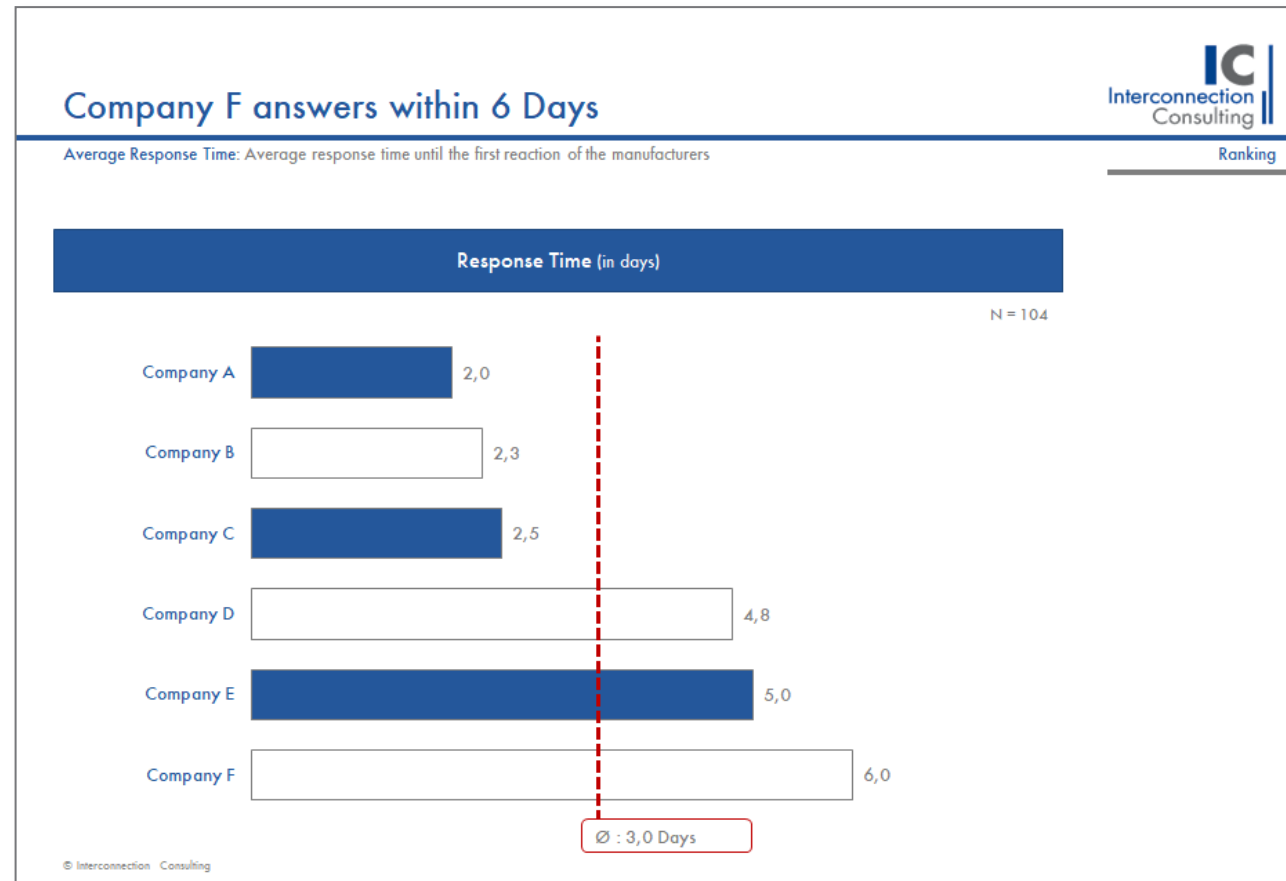
Ranking by Response Behavior

- Overall Ranking of the best and worst 15 manufacturers.
- This chart shows dummy figures.



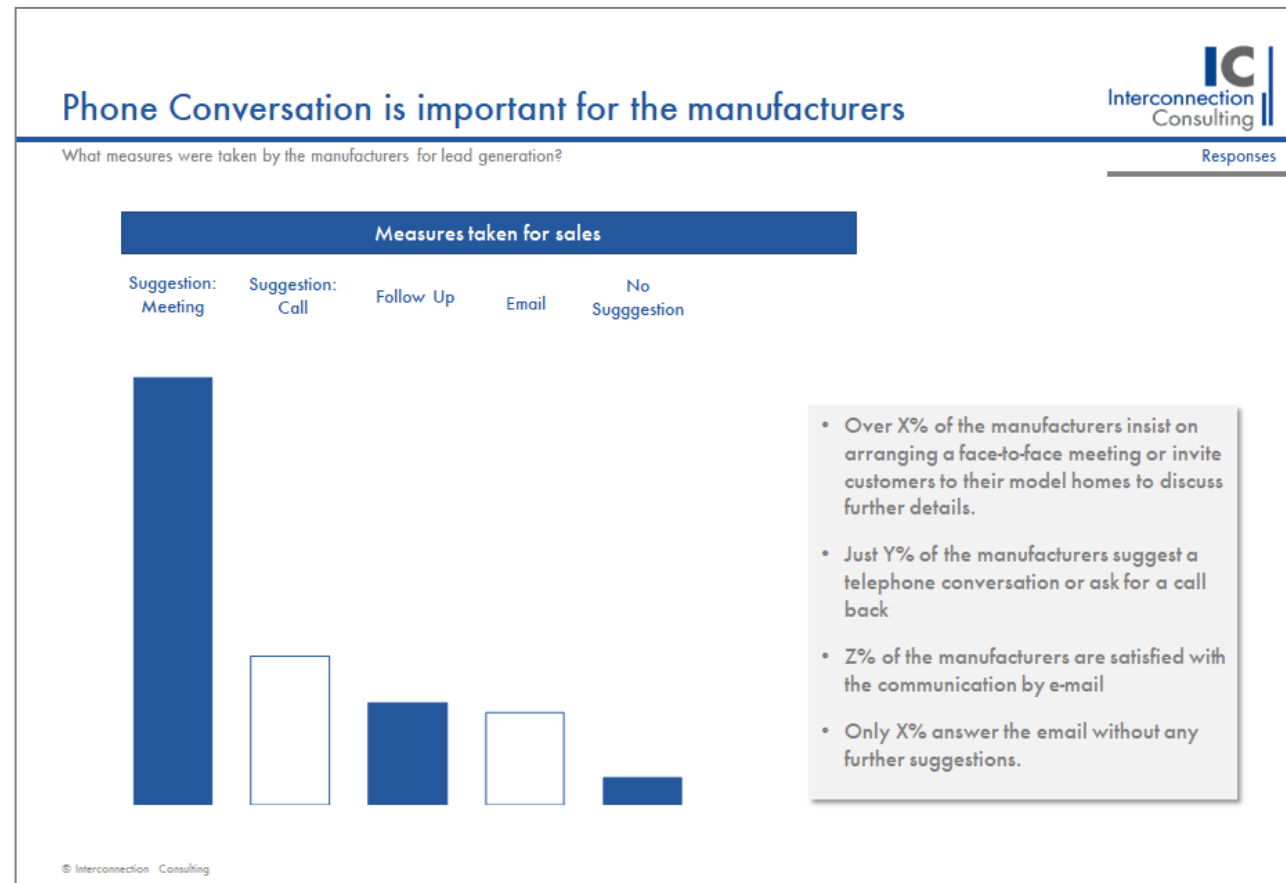
How Quick Do the Companies React to an Online Request?

- Evaluation of the response time; Calculation of mean and median values.
- This chart shows dummy figures.



Who Shows the Most Developed Sales Orientation?

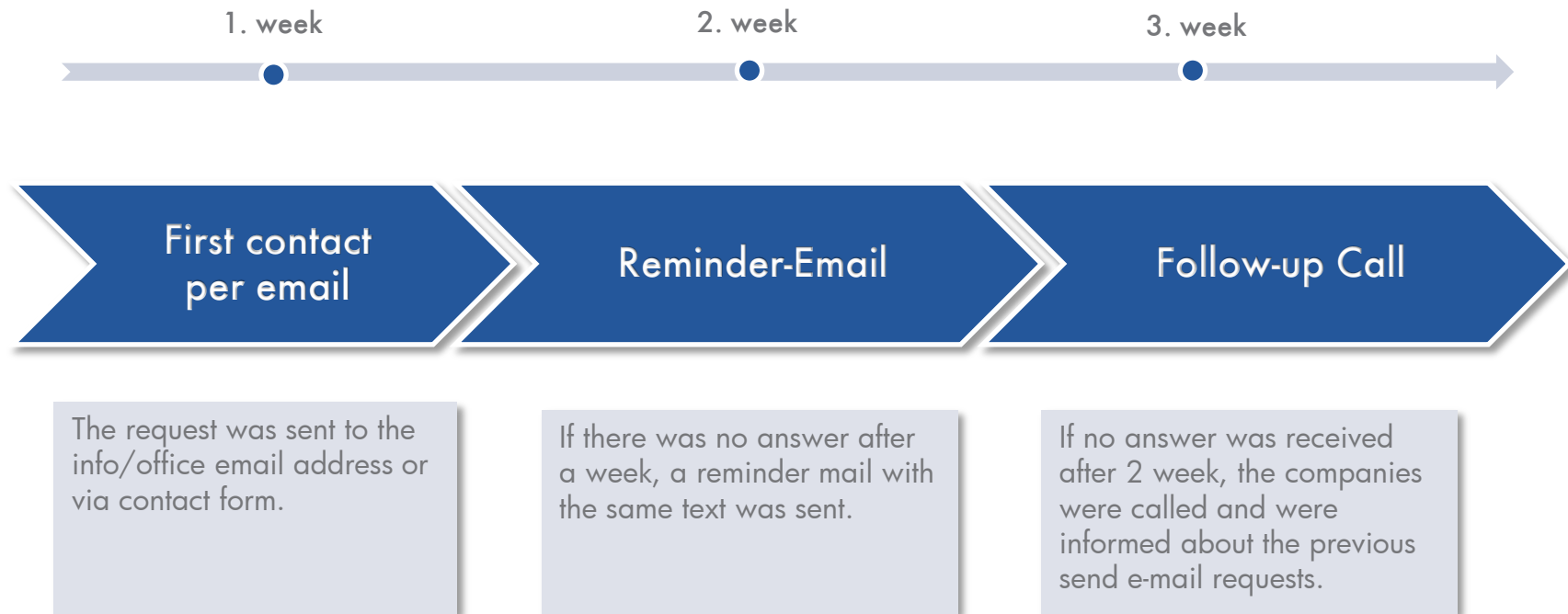
- Examination of the communication channels; Manufacturer Ranking by Soft Skills
- This chart shows dummy figures.



Process of the IC Online Mystery Shopping

Method Mix: Companies were contacted by email and telephone

Methodology



Evaluation Scheme „Hard Facts“

Availability(Website)	Evaluation
Contact person always available (K+)	★
Contact via website possible (K)	★
Social Media Contact (Soc)	★
Confirmation Email(BM)	★
Response Time	Evaluation
< 2 days	★★★★★
3 - 6	★★★
6 - 8	★★
8 - 11	★
> 12 days	-

Answering the questions	Evaluation
All 4 questions are answered	★★★★
3 questions	★★★
2 questions	★★
1 question	★
No question	-
Information material	Evaluation
Catalogue	★★
Electronic document (PDF)	★
No material	-

Evaluation Scheme „Soft Facts“

The evaluation of the soft facts is based on the subjective perspective of the study author

Criteria	„What’s behind it?“	Evaluation (1 to 4 Stars)
Competence	How extensively were the questions processed?	- No (competent) answer of the questions ★★★★ Consultant shows high competence in answering all questions
USP	Was it mentioned why the windows of company X are a good choice and what sets them apart from the competition?	- Unique Selling Proposition is not mentioned ★★★★ The customer does know what sets apart the house X from the competition
Empathy	Does the agent approach the situation? Does he incorporate personal elements into the answer and does he build trust?	- No personal touch ★★★★ Agent goes into customized details of the request and succeeds to establish a personal relationship
Demand Orientation	Does the consultant grasp the needs of the customer and provides him the information, the customer really needs?	- No demand orientation ★★★★ Consultant tries to determine the exact needs and provides options
Up-Selling	In addition to a more favorable variant, the consultant also aims to offer a higher quality product	- No Up-Selling ★★★★ The requested products are offered in different price categories.

IC Online Mystery Shopping

Prefabricated Houses in Germany 2019

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- Market Shares & Entry
- Competition Analysis

Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

Customer Insight




- Focus Groups
- Buying Motives
- Customer Benefits

Market Forecasts




- Indicator Models
- Life Cycle Models
- Econometric Analysis
- E-Commerce

Brand Analysis




- Brand Scorecards
- Brand - Triangle
- Brand Affinity

Customer Satisfaction




- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typology

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- Optimal Pricing

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Content of the Mystery Shopping Report

Content: Hard Skills

Response Behavior

Information Content

Reaction Speed

Manufacturers Ranking

Content: Soft Skills

Competence

Up Selling

Unique Selling Proposition

Sales Orientation

Demand Orientation

Empathy

Structure

Methodology

Mystery Shopping via Email or contact form including Follow-up Emails

Survey Period

August - October 2019

Sample size

Germany N= 104

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