

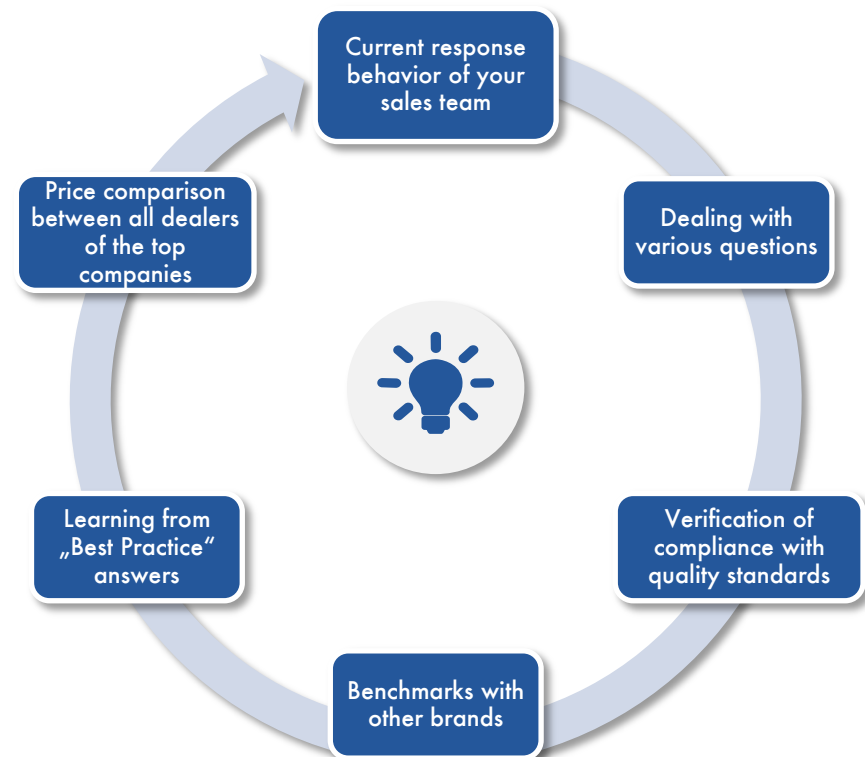


IC Mystery Shopping

**Interior Doors
Dealer Evaluation in
GER and AUT
2021**

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

- The IC Mystery-Shopping 'Interior Door' provides you with all necessary information for an efficient sales policy in the highly competitive door market.
- Dealers of interior door manufacturers with the largest market shares in Germany and Austria are being evaluated in their handling of a specific online request.
- Specific selling skills are evaluated, as well as speed of response, pricing for interior doors & assembly and handling of various questions.



Methodological Profile

- **Interconnection** evaluates the response behavior & offers of more than 150 dealers in Germany and Austria. Contact is made via the e-mail address given on the company's website.
- **SELLING SKILLS:** We evaluate the competence, USP, empathy, need orientation, up-selling and cross-selling, communication preference (e-mail, phone, face-to-face), as well as the sales orientation of the TOP brands.
- **HARD FACTS:** We also analyze the speed of the responses to the request, prices for interior doors and assembly, dealing with discount requests, dealing with three specific questions.
- 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.

Method

Email and phone call

Procedure

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

Country

Germany
Austria

Sample Size

$N > 150$ per country

Survey period

June 2021 (or on request)

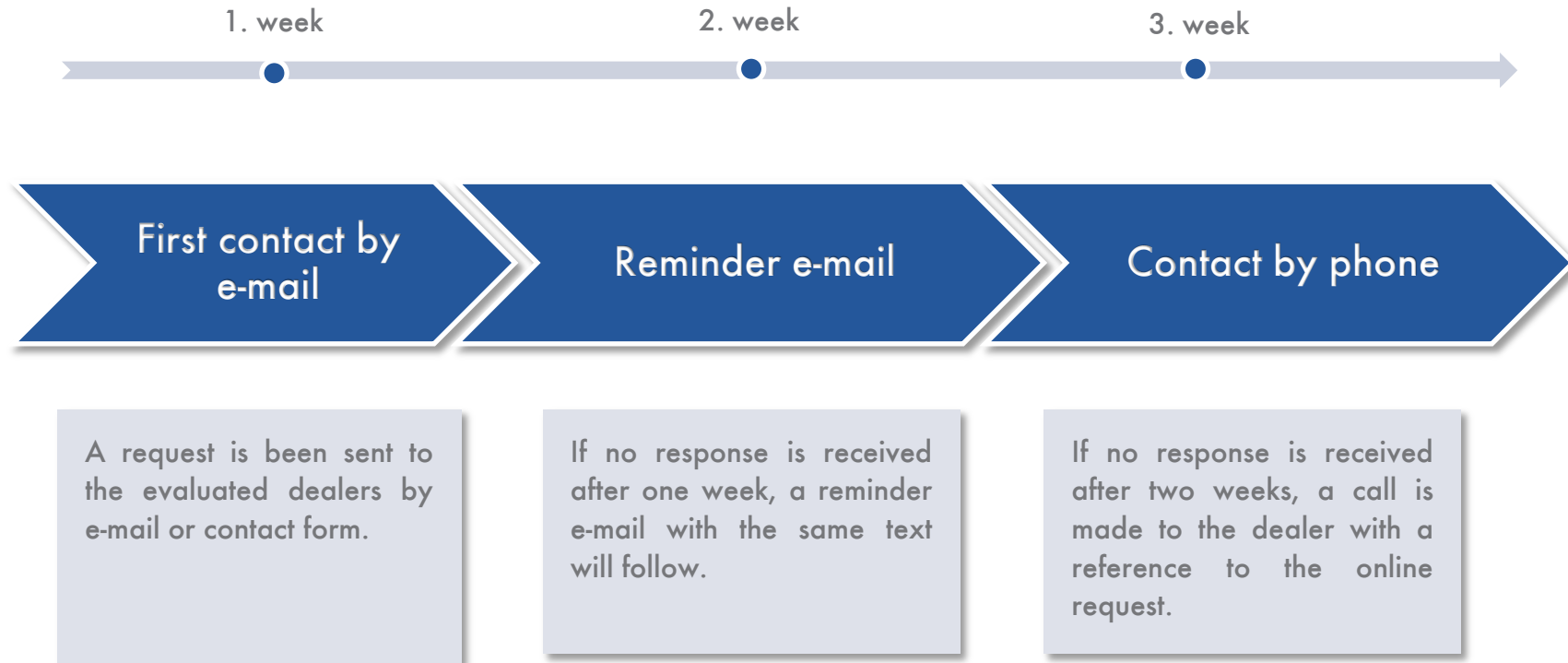
Evaluated manufacturers in Austria and Germany



Is your company not included?
We are happy to include your company upon request.

Procedure of the IC Online Mystery - Shopping

Methodology Mix: Dealers are contacted by email and phone



The request contains key data of the object, which will be renovated

- Due to a renovation project we need interior doors. The object is maximum 45km away from the dealer.
- Interior Doors (1985 x 860mm) of different price ranges and material types are requested.
- An offer for three types of interior doors (e.g. glass, pre-painted, veneer) including assembly is requested.

In addition, three questions are asked and evaluated:

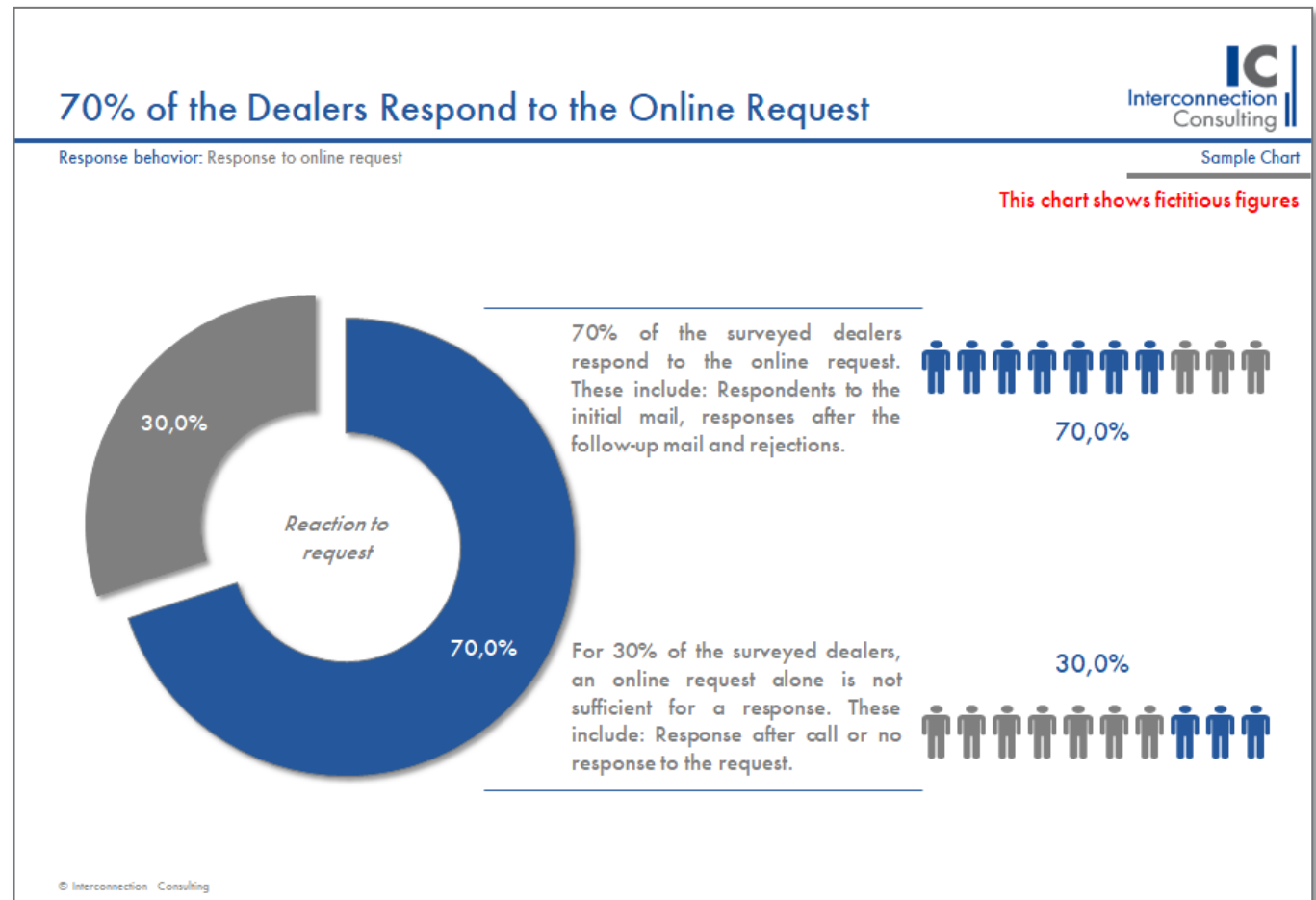
- How does the assembly work? Do you offer assembly?
- What guaranty or warranty do you offer?
- How long is the delivery time?

The evaluation of the Selling Skills is based on the subjective perception of the study author.

Criteria	„What’s behind it?“	Rating (1 to 4 stars)
Competence	How detailed were the questions answered?	★ no (competent) answering of the questions ★★★★ Responder conveys high level of competence for all questions
USP	Was there any mention of why Company X’s interior doors are a good choice and what sets them apart from the competition?	★ Unique selling proposition is not communicated ★★★★ It is clear to the customer what makes interior doors from company X to stand out from the competition
Empathy	Does the responder address the situation? Does he/she bring personal elements into the response and does one build trust?	★ No personal touch ★★★★ The sales representative manages to establish a personal relationship in the e-mail and addresses personal details of the request
Needs orientation	Does the sales representative grasp the customer’s needs and addresses what is really important to him/her?	★ No needs analysis apparent ★★★★ Dealer tries to determine the customer’s needs and offers options
Up-Selling	Does the sales representative strive to offer a higher quality product in addition to a lower priced option?	★ No up-selling discernible ★★★★ The requested products are offered in different price categories
Cross-Selling	Does the sales representative offer another product in addition to the one requested?	★ No Cross-Selling recognizable ★★★★ Other non-requested products are offered
Selling orientation	Does the sales representative offer a meeting? Does he/she ask further questions? Does he give the possibility to continue communication by e-mail?	★ No further contact after the information or an offer is send ★★★★ Dealer continues to try to make contact and close the deal

Who Responds to the Online Request?

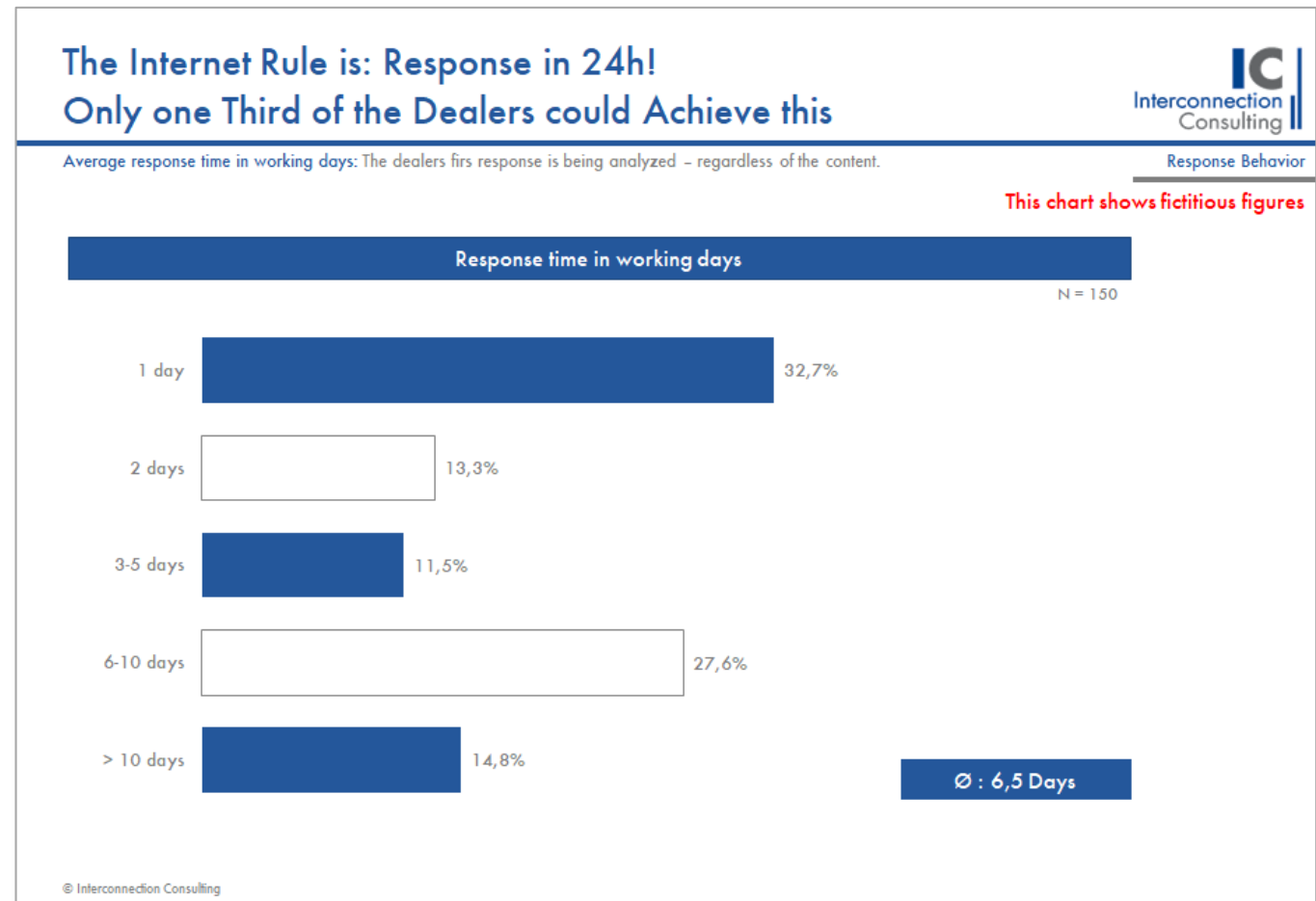
- The willingness of the dealers to respond is been evaluated.
- This chart shows fictitious numbers.



How Quickly do Dealers Respond to the Request?

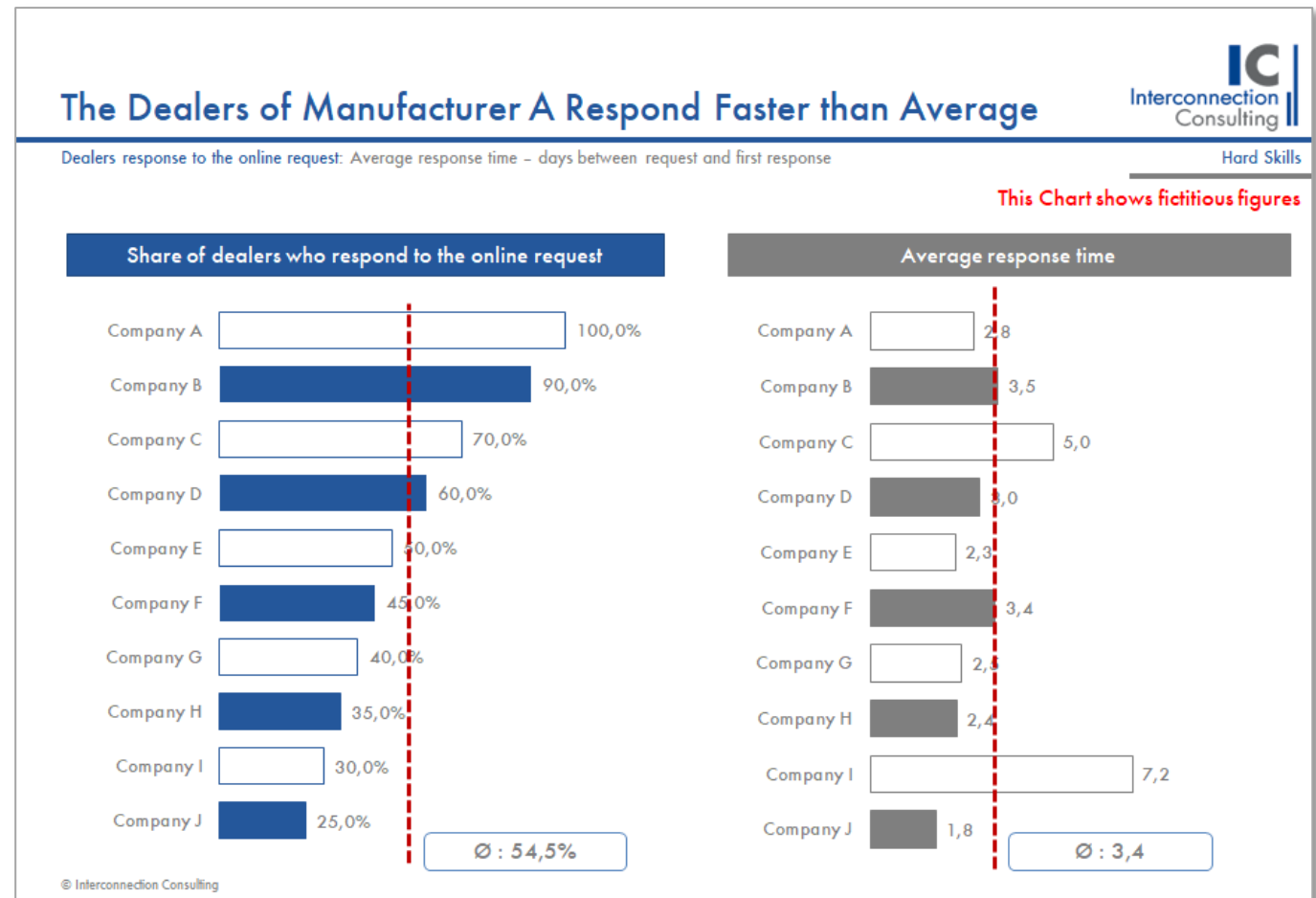
Sample Chart

- Evaluation of the dealers' response time in working days.
- This chart shows fictitious numbers.



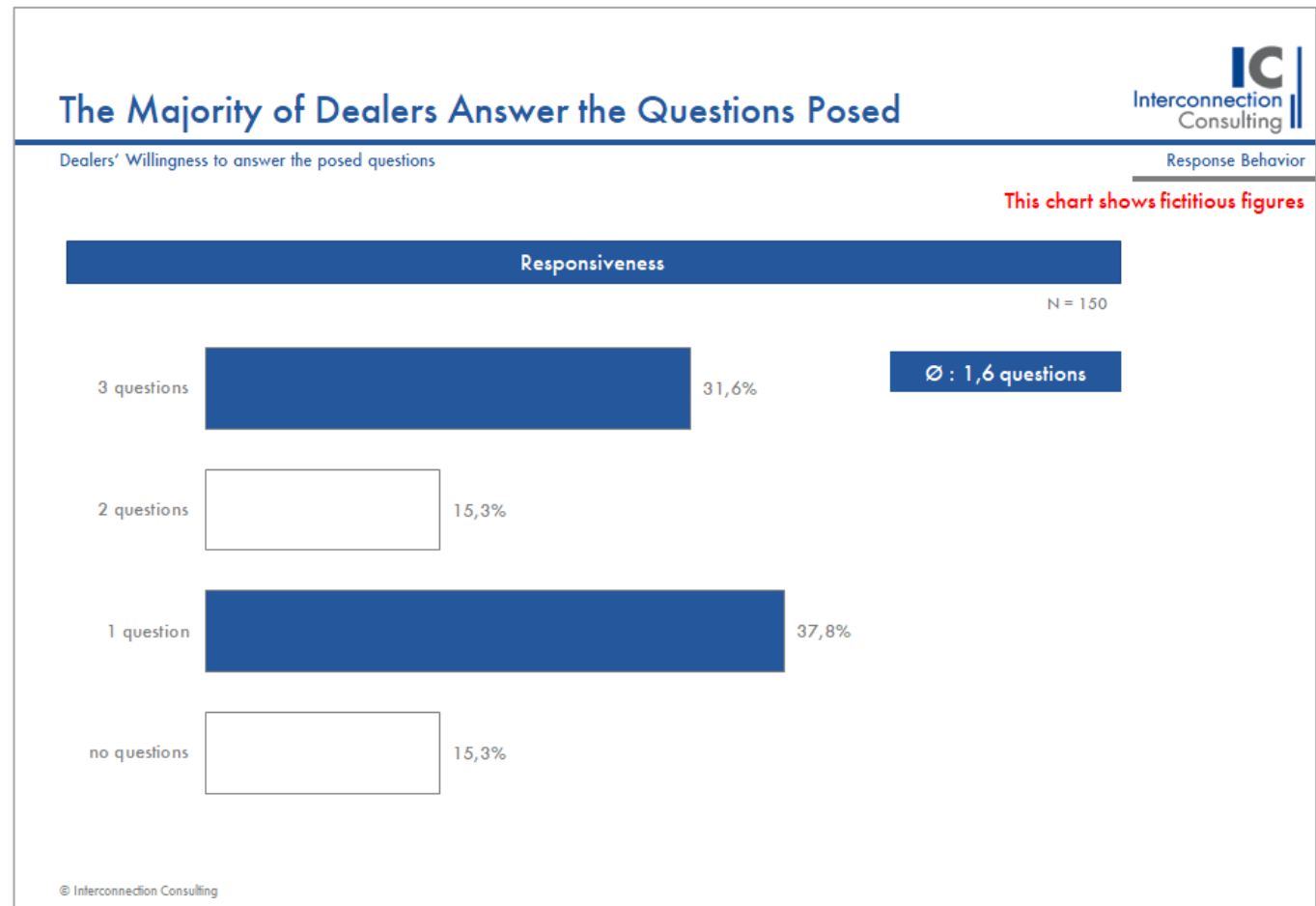
Whose Dealer Responds the Fastest to the Request?

- Analysis of dealers' response time per manufacturer and percentage of dealers per manufacturer.
- This chart shows fictitious numbers.



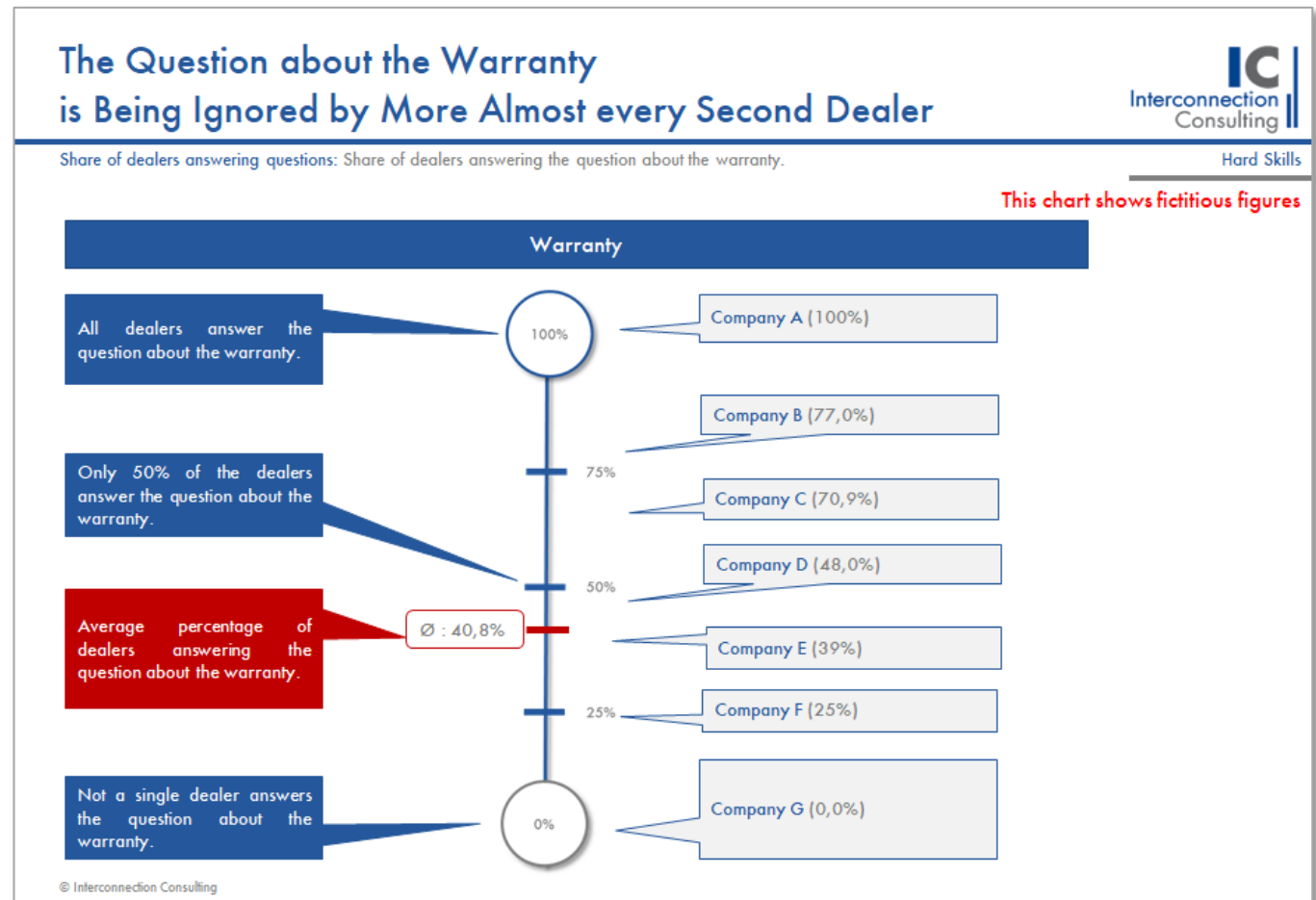
How Many Questions are Answered by the Dealers?

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



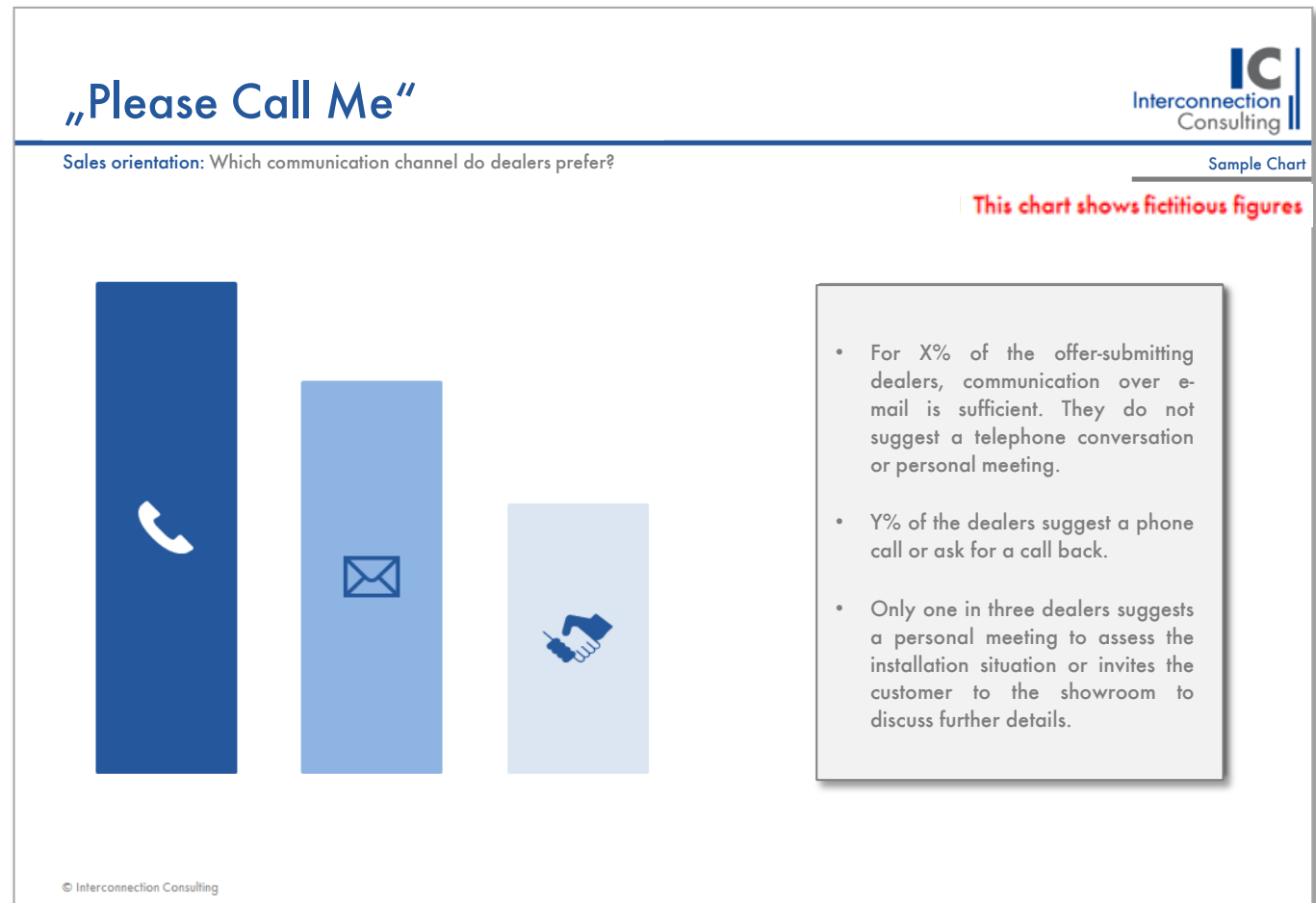
Whose Dealers Answer the Question about the Warranty?

- The percentage of dealers per manufacturer who answer the questions about the warranty is been evaluated.
- This chart shows fictitious numbers.



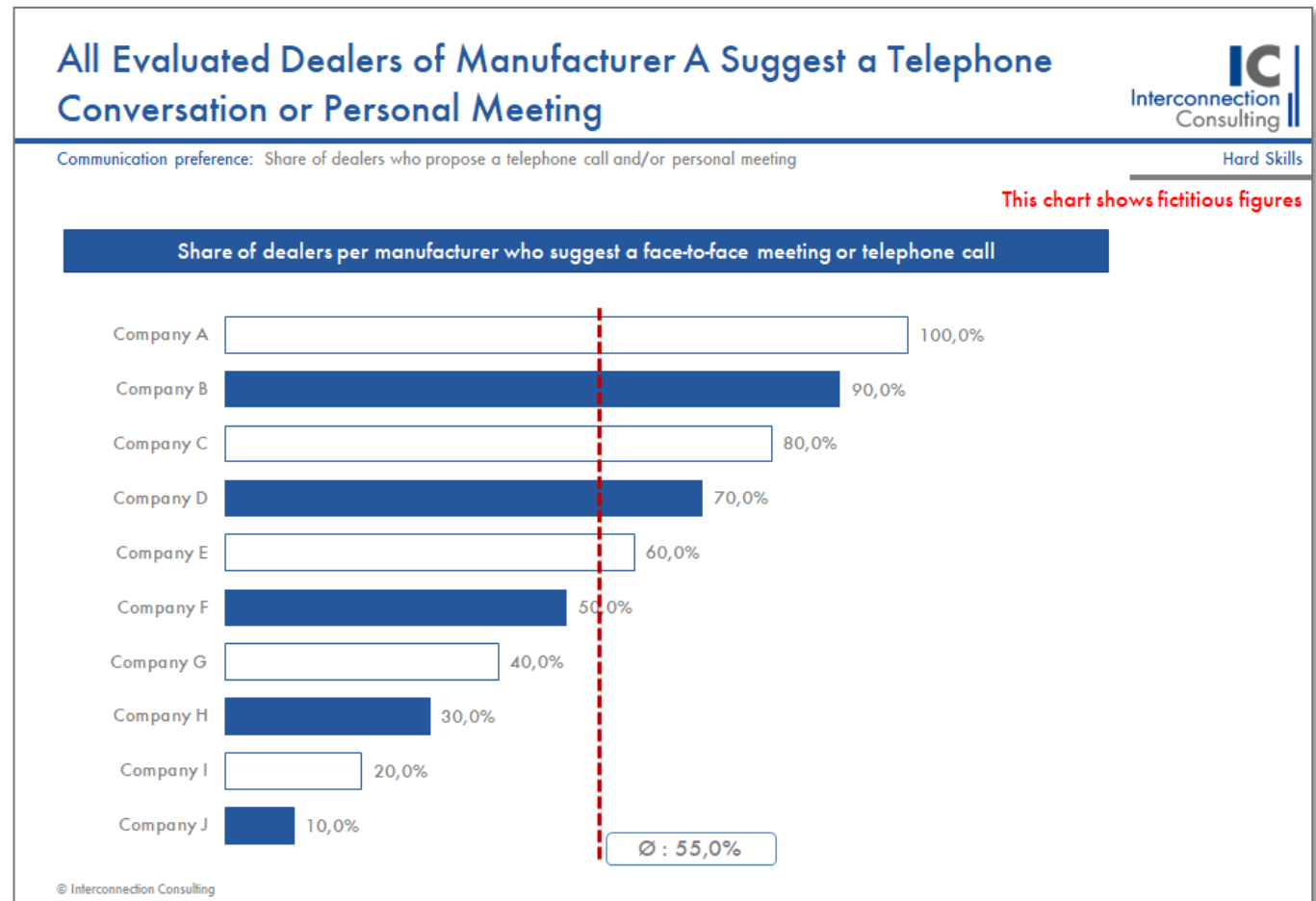
Which Communication Channels Do Dealers Prefer?

- The dealers' communication preference – call, email or meeting – is evaluated.
- This chart shows fictitious numbers.



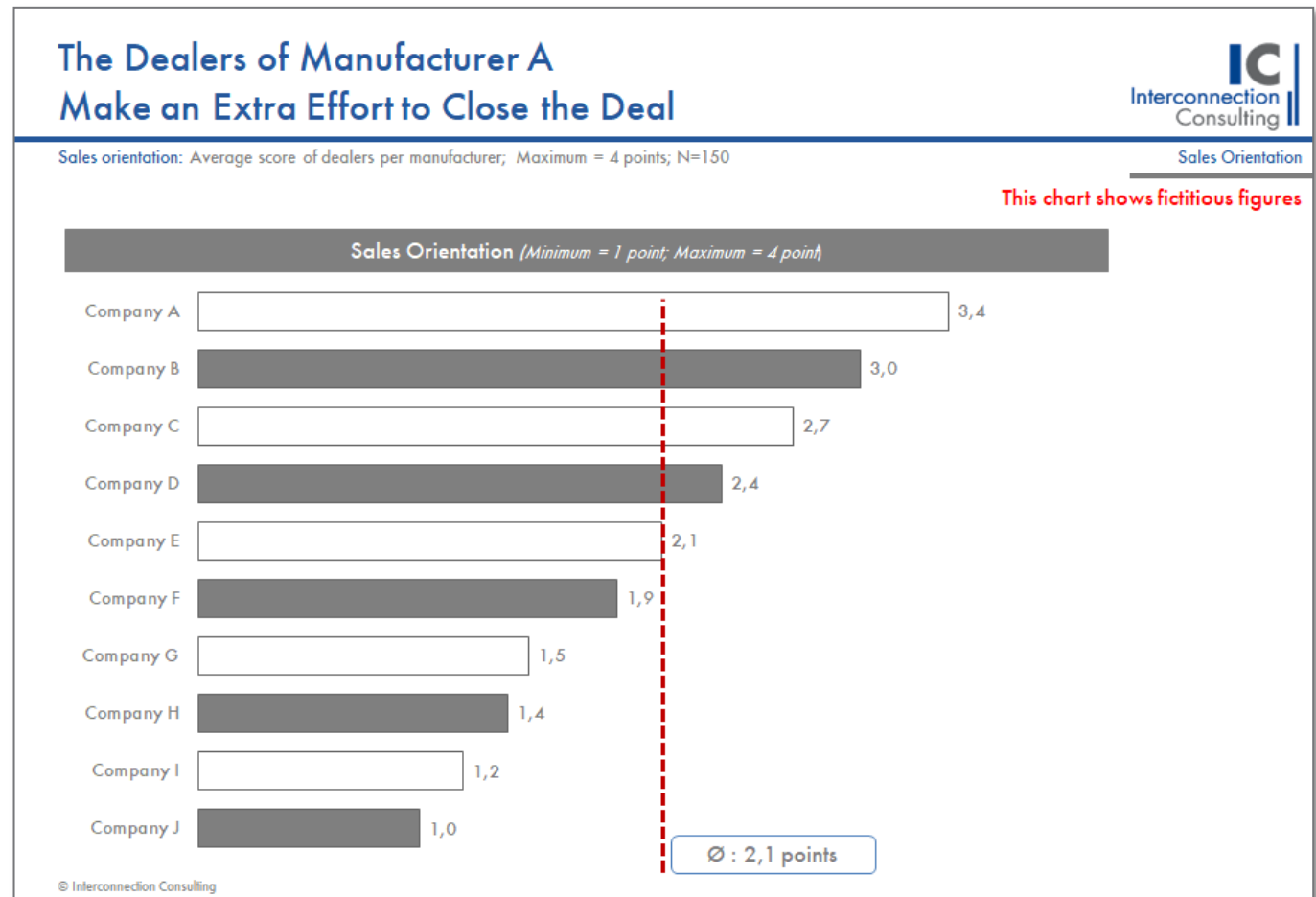
Whose Dealers Suggest a Face-To-Face Meeting or Phone Call?

- The share of dealers who suggest a telephone conversation or face-to-face meeting is analyzed.
- This chart shows fictitious numbers.



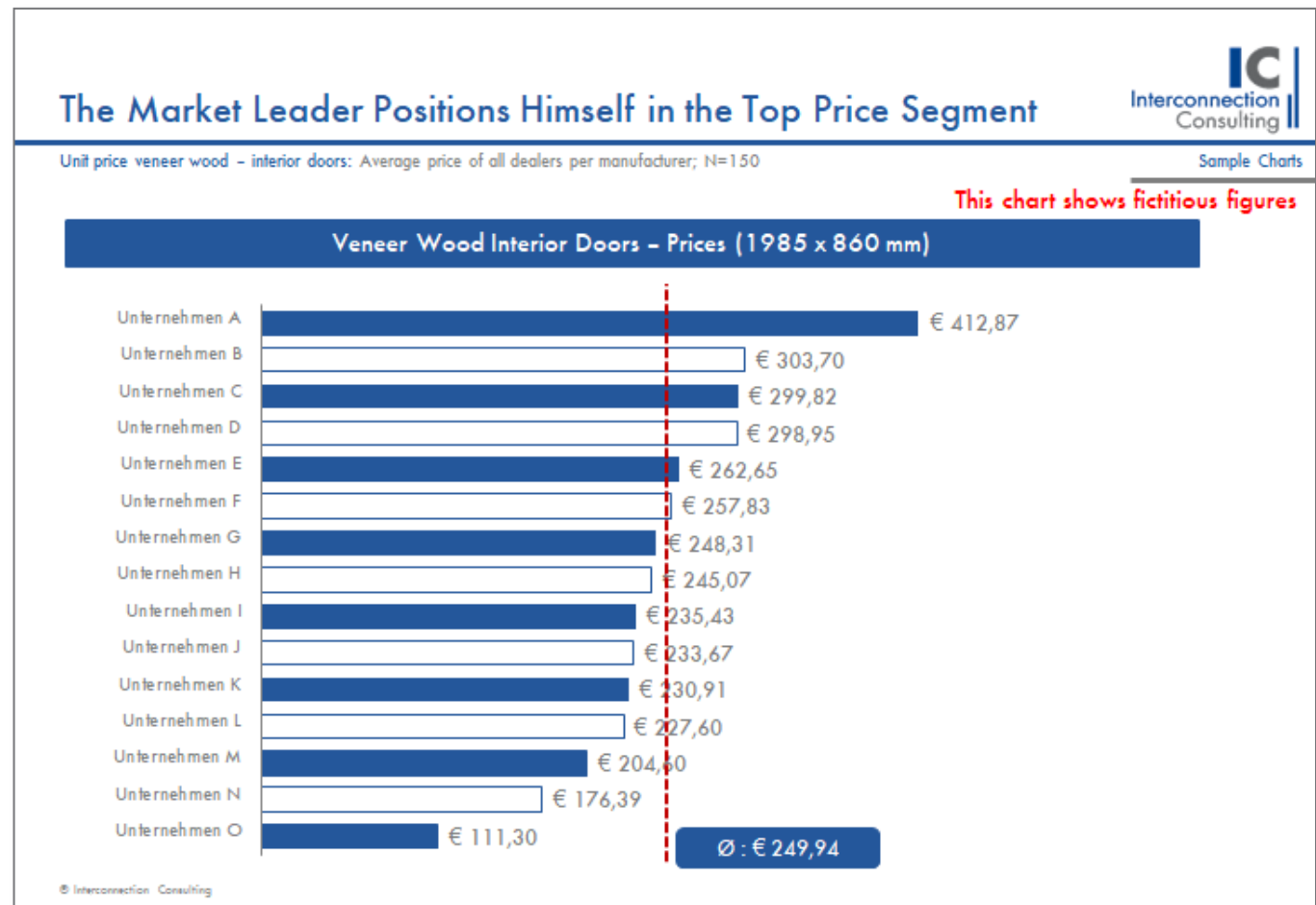
Whose Dealers Make a Special Effort to Close the Deal?

- The dealers' sales orientation during the sales process is evaluated.
- This chart shows fictitious numbers.



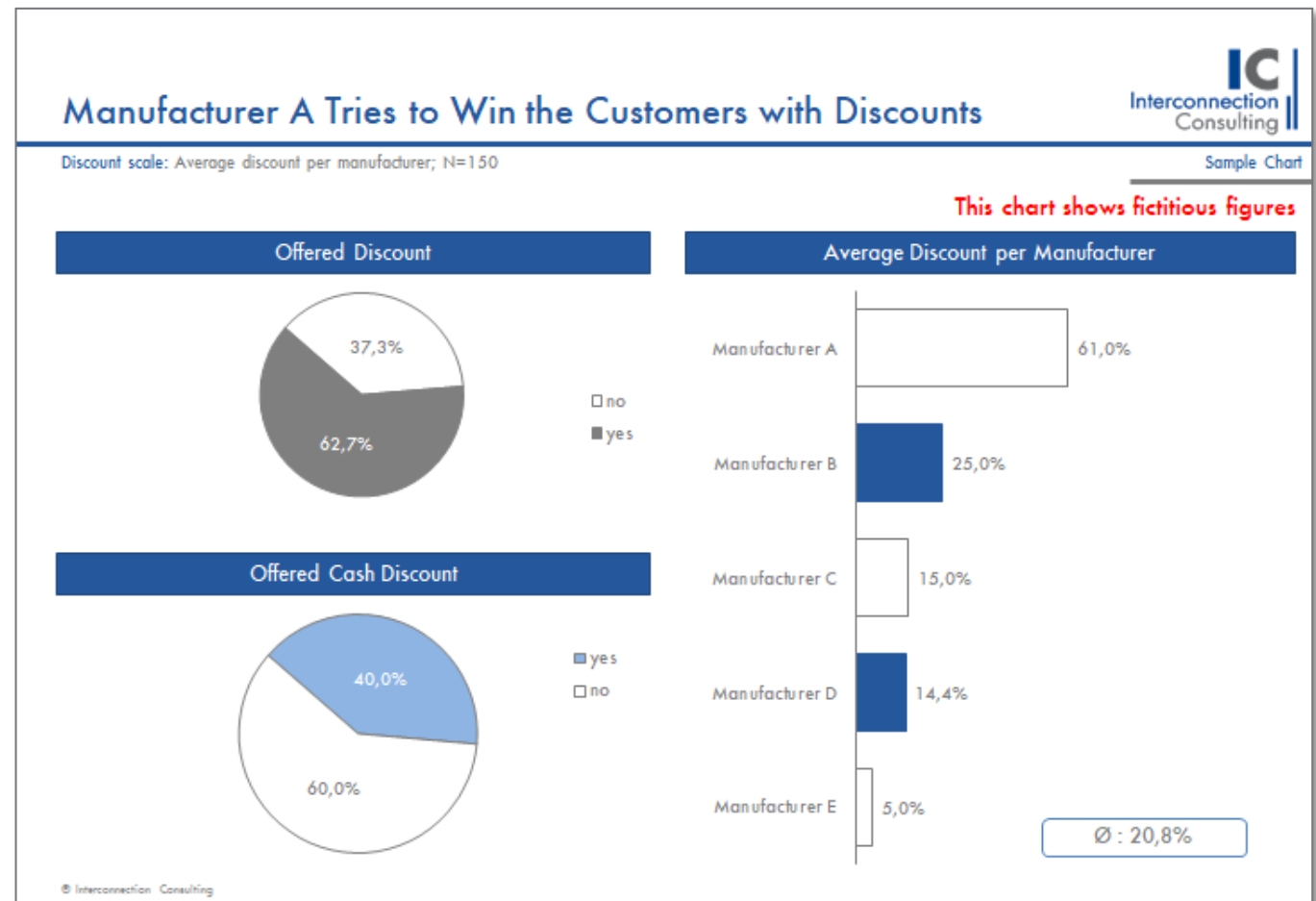
Evaluation of the Offered Prices for the Different Types of Interior Doors

- For each company you can see the average unit price of e.g. veneer wood and pre-painted interior doors.
- This chart shows fictitious numbers.



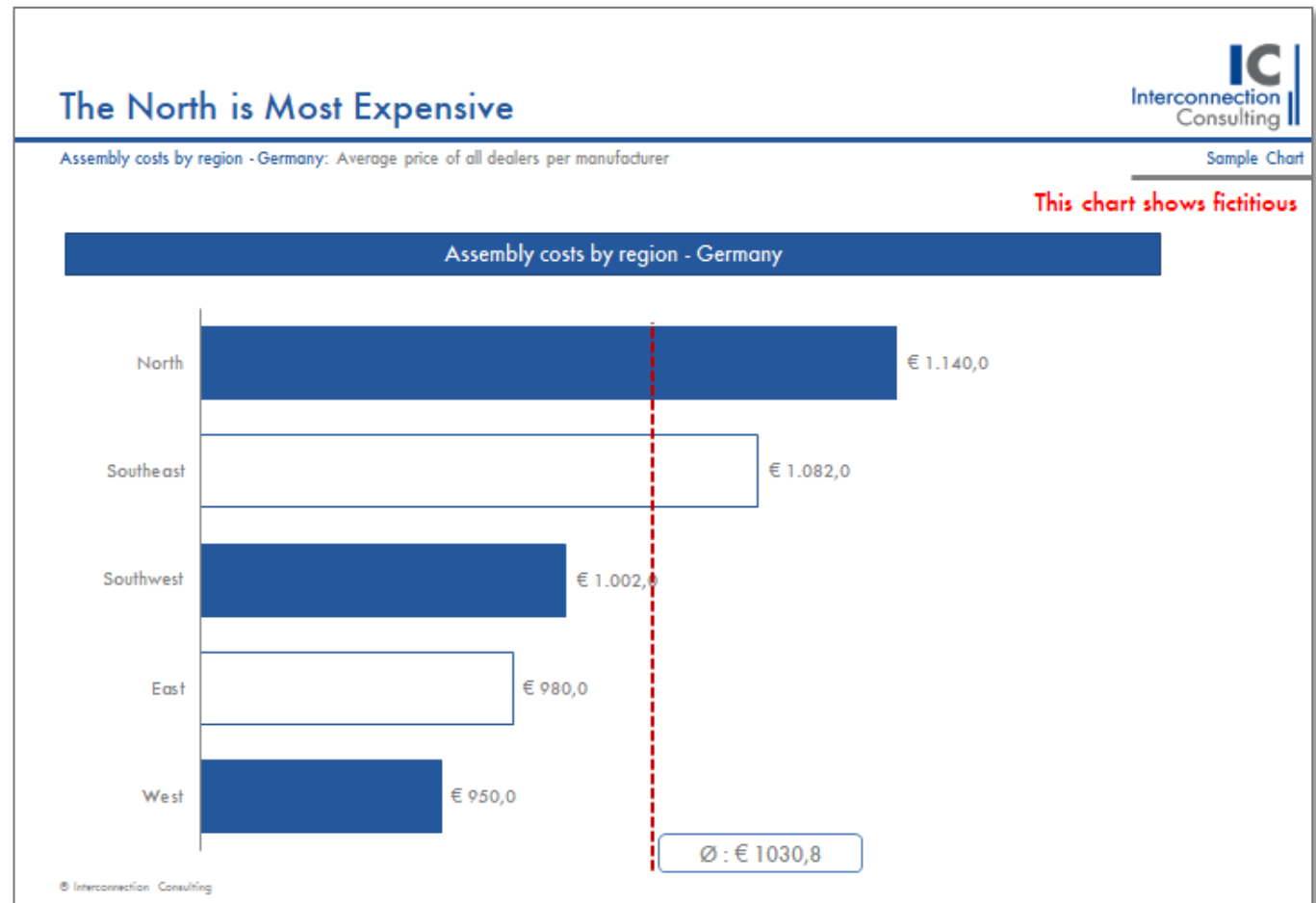
How Do Dealers Handle Discount Requests?

- Evaluation of the discounts and cash discounts offered per manufacturer.
- This chart shows fictitious numbers.



In Which Region is the Assembly for Interior Doors the Cheapest?

- The assembly costs for interior doors are being analyzed by states (Austria) and regions (Germany).
- This chart shows fictitious numbers.



IC Online Mystery Shopping – Interior Doors

Dealer Evaluation in Germany/Austria 2021

	IC Subscription*	IC Single Issue
IC Mystery Shopping® 2021 Germany	€ 3.500,-	<div>+25% for Single Issue</div>
IC Mystery Shopping® 2021 Austria	€ 3.500,-	
Package	IC Mystery Shopping® 2021 Germany and Austria	
	€ 5.950,-	

*IC Subscription: 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st of December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before the 31st of December.

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

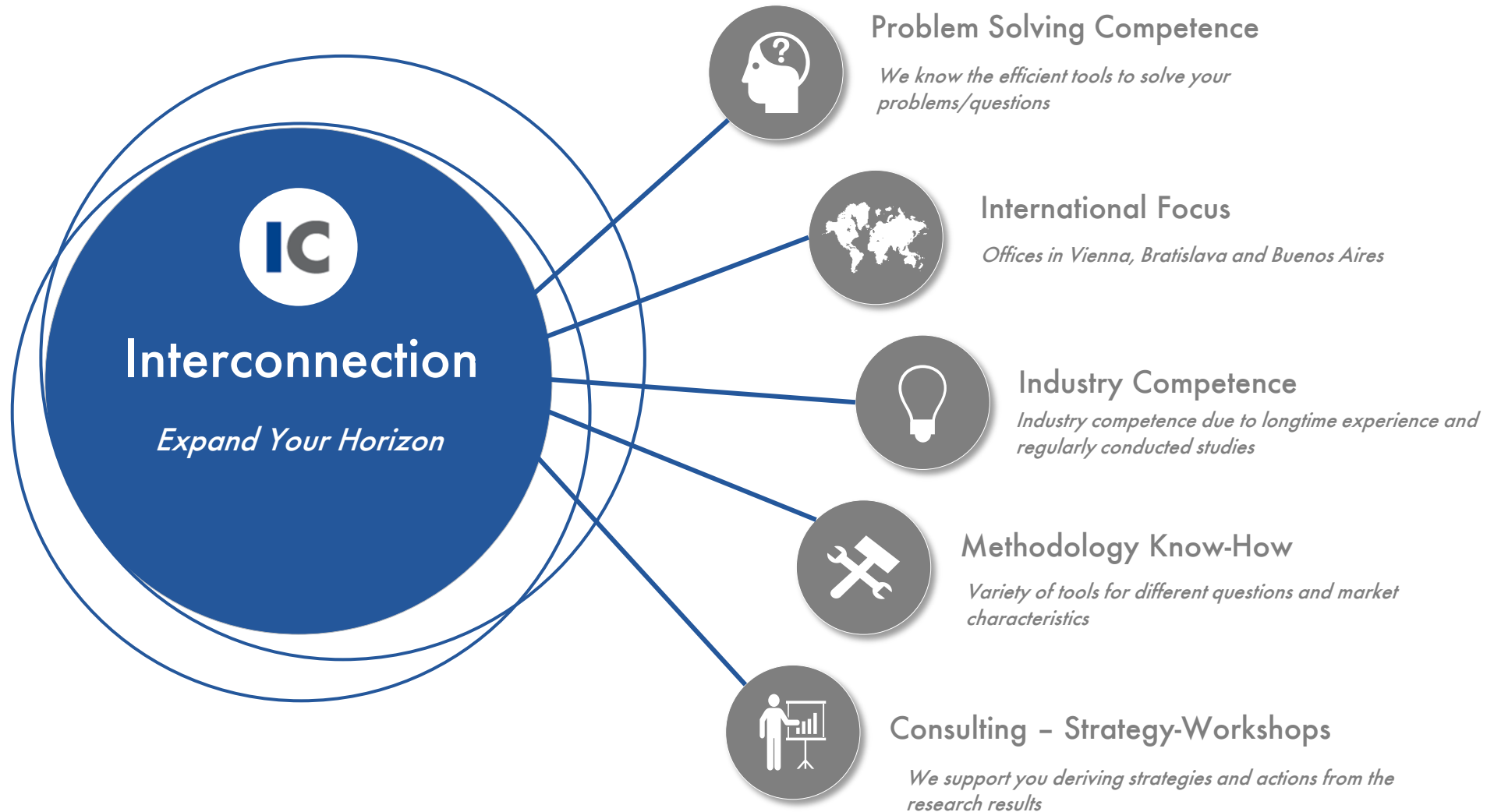
Your Advantages as a Subscription Customer

Subscription Benefits

As a subscription customer of the Mystery Shopping ,Interior Doors', you will receive the chosen report automatically at a reduced price upon publication of a new issue, with the following benefits:

- **25% price advantage** for IC Standard Subscription compared to single issue
- **Updated reports** every year on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline:** answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages:** Alternating countries, product change, etc., if possible. Conditions on request.
- **Easy termination:** After 2 issues each subscription can be terminated easily

Interconnection Provides Data for Corporate Decisions



Our Market-Intelligence Tools



Customers of our Online-Mystery-Shopping Studies

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



If there are any questions please
do not hesitate to contact us!

Interconnection Consulting
Getreidemarkt 1, A-1060 Wien

Mag. Panorea Kaskani – Markt Analystin
Tel: +43 1 5854623 -57
Fax: +43 1 5854623 -30
kaskani@interconnectionconsulting.com

Interconnection Consulting
Vienna • Bratislava • Lviv • Buenos Aires • Oberstdorf

www.interconnectionconsulting.com



Request

FAX: +43 1 585 46 23 30

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According to the offer we order the IC Online Mystery Shopping® Interior Doors 2021

(Please, print out the order form and mark your desired products)

Mystery Shopping® Interior Doors 2021

Please select from the available countries

☐ Germany - Subscription – Price per year: EUR 3.500,-

☐ Austria - Subscription – Price per year: EUR 3.500,-

Combi Offer

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Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

In case of interest for a single issue of the report, please contact the responsible analyst.
Mag. Panorea Kaskani – kaskani@interconnectionconsulting.com – Tel.: +43 1 585 46 23 - 57

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