

# 2022 3RD ANNUAL MYSTERY SHOP REPORT

50

Builders



5

Subgroup



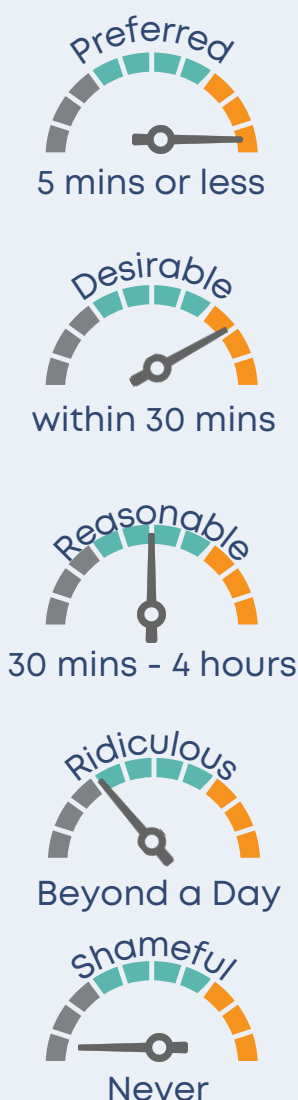
30

Days of  
Followup



## WHAT DID WE LEARN?

### SPEED



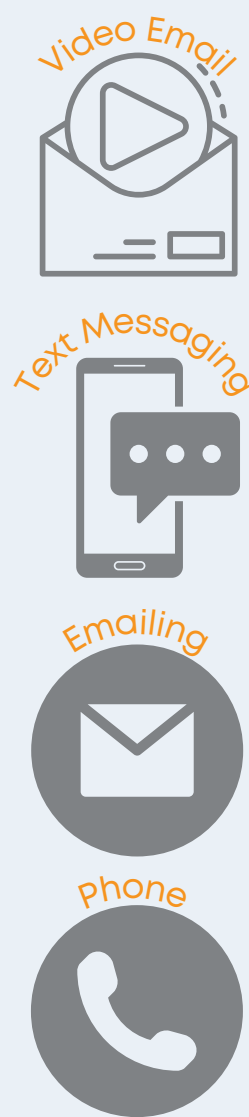
### FREQUENCY

**ONE & DONE**

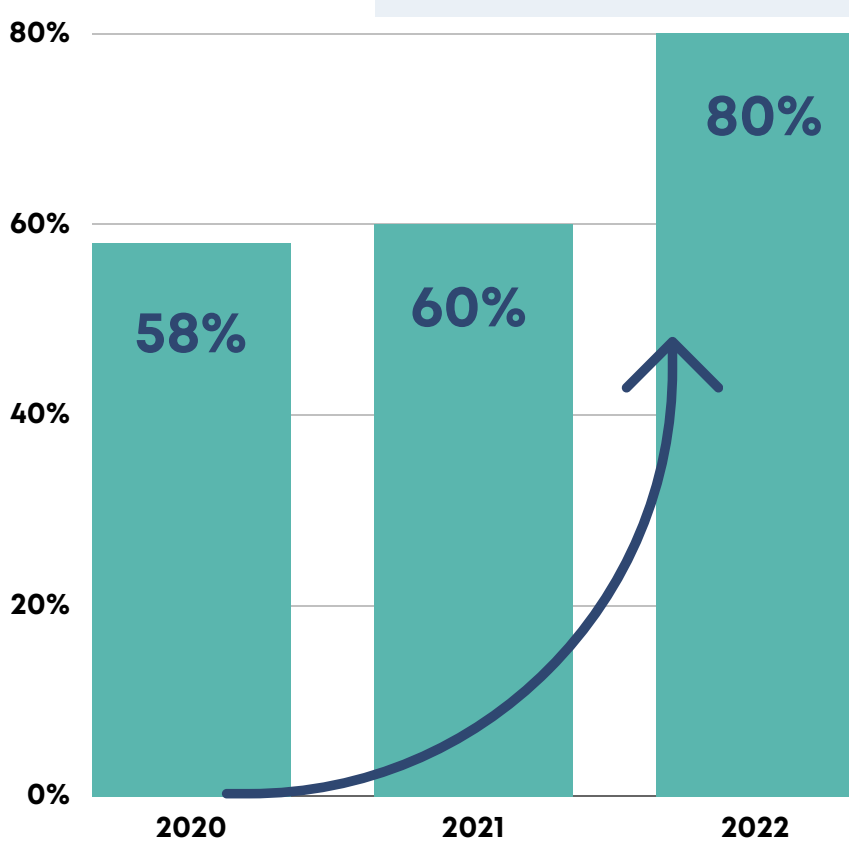
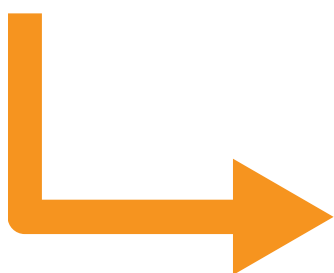
**CONSISTENT,  
PERSISTENT  
FOLLOW-UP**



### DIVERSITY



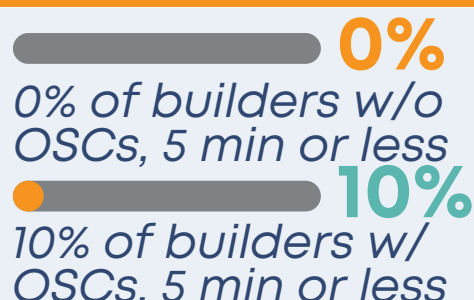
What  
percentage of  
builders have  
dedicated  
OSCs?



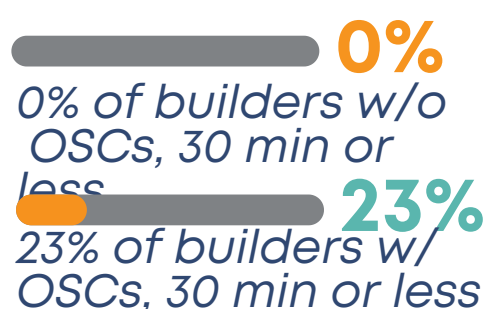
# SPEED OF RESPONSE



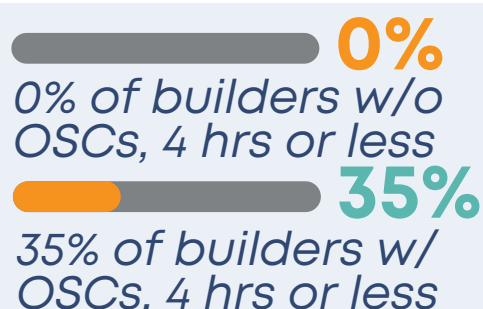
**8% of all builders sent a personalized email in 5 minutes or less**  
100% Were OSCs



**18% of all builders sent a personalized email within 30 minutes or less**  
100% Were OSCs



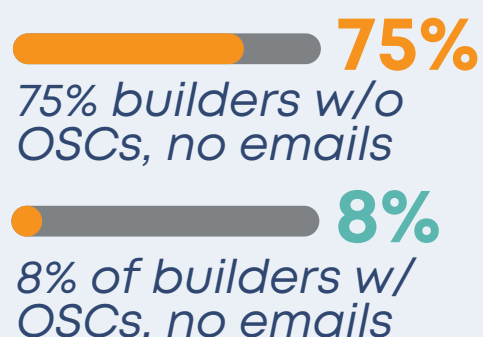
**28% of all builders sent a personalized email within 4 hours or less**  
100% Were OSCs



**8% of all builders replied in 12-24 hours**  
100% Were OSCs



**22% of all builders never followed up by email**



## PHONE FOLLOW-UP



**64% of ALL BUILDERS didn't pick up the phone to call the lead**



**58% of OSCs didn't pick up the phone to call the lead**



**90% of non-OSCs never picked up the phone to call the lead**

**OSCs that followed up within 5 minutes**



**OSCs that followed up within 30 minutes to 4 hours**



**OSCs that followed up more than 1 day after**



# FREQUENCY OF MESSAGING



**22%**

of all builders in 2022  
never followed up by email



**28%** of all builders who responded  
never sent more than 1 email  
**30% were builders with OSCs**  
20% were builders without OSCs



**42%** of all builders who responded  
only sent 3 personal emails  
**53% were builders with OSCs**  
0% were builders without OSCs



**28%** of all builders who responded  
sent 5 personal emails  
**100% were builders with OSCs**



**64%**

of all builders in 2022  
never followed up by phone

**26%** of all builders who made  
calls never attempted another



**6%** of all builders who made  
calls only made 2 calls  
**100% of calls were made by  
builders with OSCs.**



**4%** of all builders who made  
calls made 3 or more calls  
**100% of calls were made by  
builders with OSCs.**



# DIVERSITY OF TOUCHPOINTS



16%

of all builders  
in 2022  
used video  
email

Exactly the same as 2021

12%

of all builders  
in 2022  
used text  
messaging



Up 2% from 2021



78%

of all builders  
in 2022  
followed-up  
with an email

Up 8% from 2021

36%

of all builders  
in 2022  
followed-up  
with a phone  
call



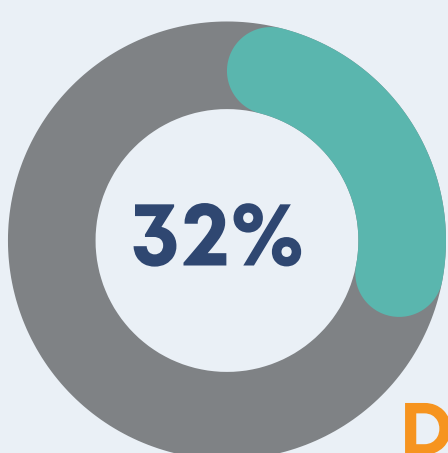
Up 4% from 2021

# AUTORESPONDERS & MARKETING EMAILS

## Autoresponder Usage

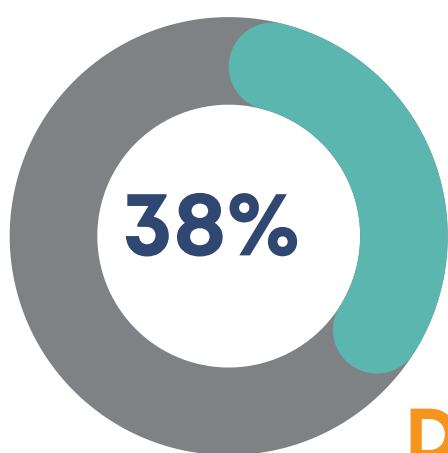
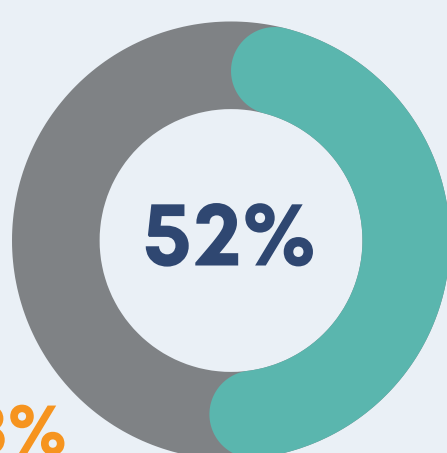
2022

2021



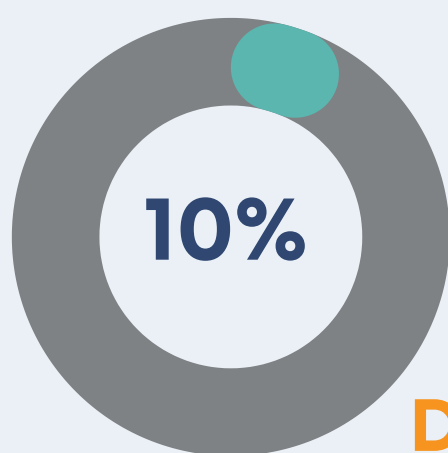
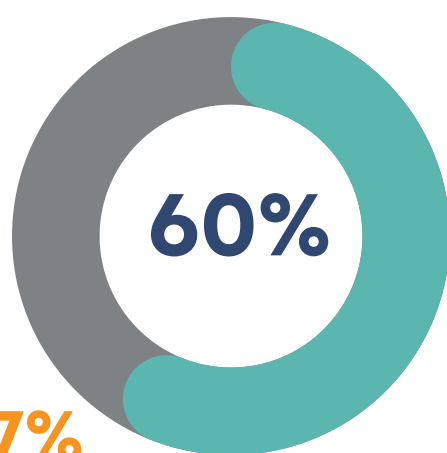
**ALL BUILDERS**

Down by 38%



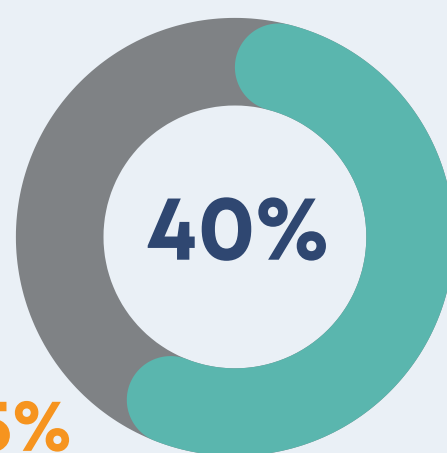
**BUILDERS WITH OSCS**

Down by 37%



**BUILDERS WITHOUT OSCS**

Down by 75%



## Marketing Emails IN A 30 DAY PERIOD

18% of all builders sent between 1 and 3 marketing emails



Down by 18%

24% of all builders sent 4 to 6 marketing emails



Up by 12%

16% of all builders sent more than 10 marketing emails



Up by 16%



# REPORT WRAP-UP

**2022 DATA SHOWS US THAT BUILDERS ARE LESS PERSISTENT IN THEIR FOLLOW-UP**

**WE NEED TO MAINTAIN AND IMPROVE OUR CUSTOMERS EXPERIENCE.**



**MEET BUYERS WHERE THEY ARE - WE STILL HAVE ROOM TO DIVERSIFY OUR MESSAGING**

**NUMBERS DON'T LIE. OSCs ARE NOT AS PROACTIVE AS THEY'VE BEEN IN THE PAST, AND BUILDERS WITH OSCs BARELY HAVE ANY FOLLOW-UP**



**IS THIS CAUSED FROM BURNOUT? LACK OF TRAINING & EXPECTATIONS?**

## 3RD ANNUAL MYSTERY SHOP REPORT

PRESENTED BY:

BLUEGYPSY INC



melinda brody  
& COMPANY

denim  
MARKETING