

# Dealer Quality Assessment - Detailed Report

Dealer name	Location
CAR LOVERS ROMA	VIA TIBURTINA, 1155 00156 ROMA, RM Italy
Dealer code	RRG
38013034	NO
NV Renault Sales / year	NV Dacia Sales / Year
800	900
Workshop Customers / Day	Principal Audited Brand
60	RENAULT
Auditor	Audit Date
NICOLO TESI	23/07/2024

Global Score  
**98%**

## NEW VEHICLES ACTIVITY - 98%



## AFTERSALES ACTIVITY - 99%



92% - CUSTOMER JOURNEY



100% - PRODUCT PRESENTATION



100% - PREPARATION / DELIVERY



100% - ORDER MANAGEMENT



100% - MANAGEMENT



100% - APPOINTMENT BOOKING / PREPARATION



100% - RECEPTION



100% - PRODUCTION



88% - RESTITUTION



100% - MANAGEMENT

## ZOOM



100% - Basics Sales Methods



97% - Basics Aftersales Methods



93% - BRAND STORE RENAULT



100% - BRAND STORE DACIA



100% - FLASH ARES MAINTENANCE

<b>Strengths (Sales &amp; After Sales only)</b>	<b>Weaknesses (Sales &amp; After Sales only)</b>
NV:  Gestione ordini coerente con quanto richiesto Presentazione prodotto come da standard	NV:  Segnali sul pavimento all'interno dello showroom
AFS:  Manutenzione avvenuta secondo le disposizioni Gestione personale ordinata e completa	AFS:  Orario di riconsegna del veicolo tramite messaggio non preciso

# DIGITAL

DIGITAL RENAULT - 48%



DIGITAL DACIA - 33%



45% - JOURNEY  
EXPERIENCE



50% - Website conformity

18% - JOURNEY  
EXPERIENCE



50% - Website conformity

Digital Score

40%

## dealership's digital website main items to improve

Immagini con identità vecchia presenti su GBM

Il link rimanda al sito sbagliato

Favicon assente

Colori e icone non conformi

Auto mostrate a 3/4 per il nuovo

Orari servizi assistenza assenti

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**98 %**

## NEW VEHICLES ACTIVITY

**92 %**

## CUSTOMER JOURNEY

- 
- 1 - The Dacia facade and dedicated entrance comply with the brand's visual identity charter



***OK - The Dacia facade meets the brand's standards***

- 
- 1b - The Dacia facade is in perfect condition



***OK - The Dacia facade is in perfect condition***

- 
- 2 - The Dacia Showroom complies with the brand's visual identity charter



***OK - The Dacia showroom complies with the brand's visual identity charter***

2b - The Dacia showroom is in impeccable condition



*OK - The Dacia showroom is in perfect condition*

3 - Dacia sales desks are correctly positioned (away from the windows) and in perfect condition



*OK - The Dacia sales desks are correctly positioned and in perfect condition*

4 - Dacia sales staff wear appropriate and identifiable business attire



*OK - Dacia sales staff are identifiable*

10 - The dealership exterior is in impeccable condition, is clean and is well maintained



*OK - The exterior appearance of the dealership is in impeccable condition*

10b - The exterior area respects the visual charter of the Renault brand



*OK - The exterior area respects the visual charter of the Renault brand*

11 - The Renault Showroom Interior is in perfect condition



*OK - The interior appearance of the dealership is in perfect condition*

11b - The Showroom respects the visual charter of the Renault brand



*Segnali gialli sul pavimento*



*KO - The showroom does not respect the visual charter of the Renault brand*

12 - The Renault showroom furniture is clean and well maintained



**OK - The showroom furniture is in good condition and properly maintained**

13 - The Renault sales desks are correctly positioned (away from the windows) and in perfect condition ✓



**OK - The sales desk are correctly positioned and in perfect condition**

14 - Washrooms / Toilets are available for customer use. They are identified, clean, well lit and usable ✓



**OK - The customer toilets are accessible and in a compliant state**

15 - The customer waiting area is suitable for waiting & up to standard ✓

**Tablet connesso al Wi-Fi**



**OK - The furniture in the customer area is clean and compliant as a waiting area**

17 - Sales staff wear appropriate and identifiable business attire



**OK - Sales staff are identifiable**

49b - There is a 24/7 accessible charging station for electric vehicles



**KO - The dealership does not have a 24/7 charging station and its installation is not planned**

**100 %**

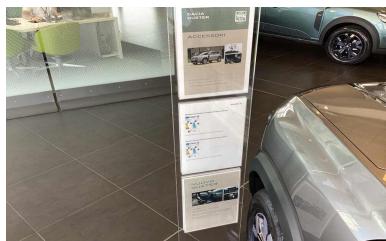
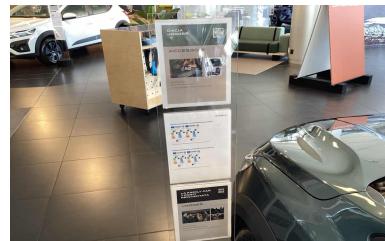
**PRODUCT PRESENTATION**

5 - New Dacia vehicles are presented according to the brand's standards



**OK - Dacia new vehicles are displayed according to the brand's standards**

6 - The Dacia product-price display stands are compliant and contains the required information



**OK - The Dacia price display stands are compliant and contain the latest mandatory information**

8 - The new Dacia vehicles displayed in the Showroom are in perfect condition



**OK - The Dacia vehicles on display are in perfect condition**

22 - New vehicles are presented according to the Renault brand's standards



**OK - New vehicles are displayed according to the brand's standards**

23 - The Renault price-product display stands are compliant



**OK - Renault price displays are compliant and contain all the mandatory up-to-date information**

25 - The new vehicles exhibited in the Renault Showroom are in perfect condition



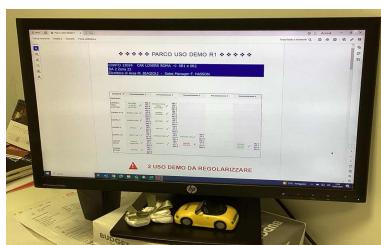
*OK - The vehicles on display are in perfect condition*

26 - The vehicles on display all have a charged battery



*OK - The vehicles on display are all charged*

28 - The demonstrator fleet adheres to the model / engine recommendations



*OK - There is a demonstrator vehicle fleet compliant with the recommendations of the subsidiary*

29 - Demonstrator vehicles are present in the Test Drive area and ready to be driven

B ✓



**OK - The vehicles of the demonstrator fleet are present in the dedicated area, ready to be driven according to the manufacturer's standards**

29a - The Demonstrator vehicles are clean, inside and out

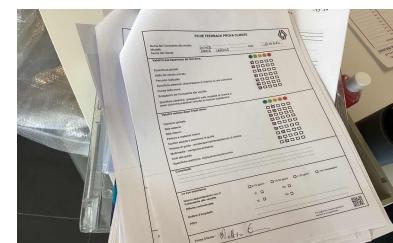
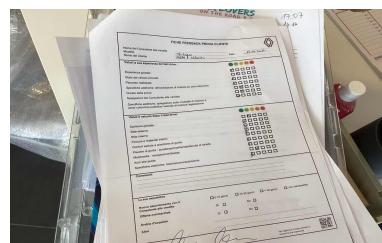
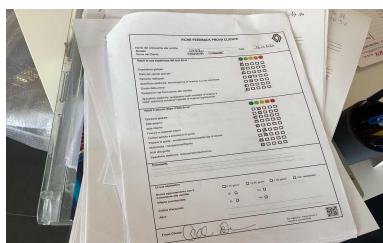
B ✓



**OK - Demonstrator fleet vehicles are clean and ready for use**

29b - Qualitative demonstration/Test drive reports are completed following vehicle demonstration drives

B ✓



**OK - The qualitative reports following the vehicle tests are all carried out and are in conformity**

**100 %**

**PREPARATION / DELIVERY**

9 - Dacia vehicles to be delivered are presented to customers according to the recommendations (with compliant delivery covers)



**OK - Dacia covers are available in sufficient number and sizes**

46 - The personnel in charge of preparing the vehicle are aware of the latest technical information



**OK - The person in charge of technical preparation knows the latest information**

48 - The dealership has recommended chargers in sufficient number

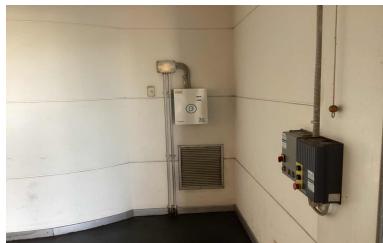


**3 carica batterie per 1700 veicoli**



**OK - The dealership has the regulatory battery charger and it is fully functional**

49 - There is an electric vehicle charging station for new vehicle preparation



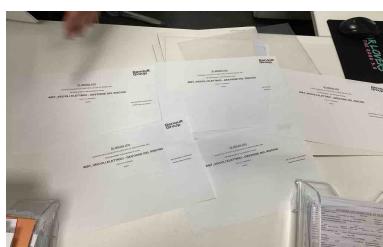
***OK - There is a charging station for new electric vehicles and it is in good condition***

51 - The preparation area meets the manufacturer's standards



***OK - The preparation area complies with the recommendations and is clean and tidy***

52 - The preparation staff have been warned of the electrical risks



***OK - The entire preparation team has completed the electrical risk awareness training***

53 - The handover area meets the manufacturer's standards



***OK - The handover area complies with manufacturer standards***

54 - The Renault vehicles to be delivered are presented to the customer according to the recommendations, with the appropriate delivery covers



#### QUESTION NOT AUDITABLE

55 - The staff that perform handovers are aware of the latest product innovations and respect manufacturer's recommendations

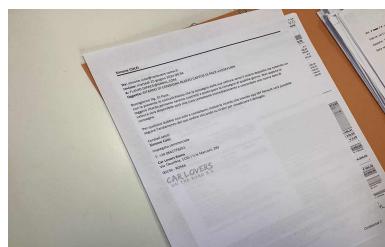


**OK - The person in charge of the handover knows and uses the 5-step method, & knows the latest product innovations**

**100 %**

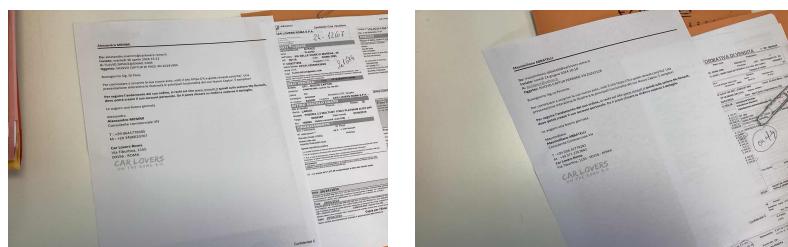
#### ORDER MANAGEMENT

35 - The customer is informed of the late delivery of their vehicle



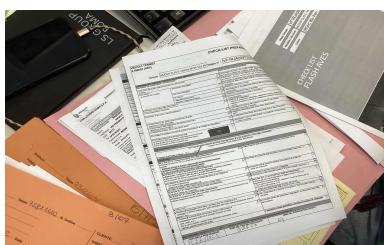
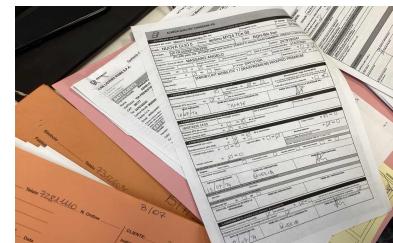
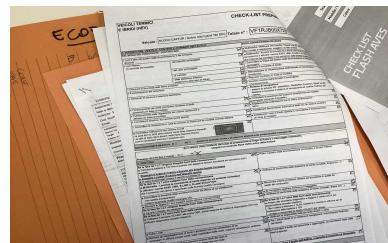
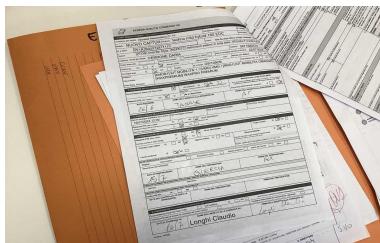
**OK - Customers are informed of delays to their order in good time**

36 - Customers receive an order confirmation within three days



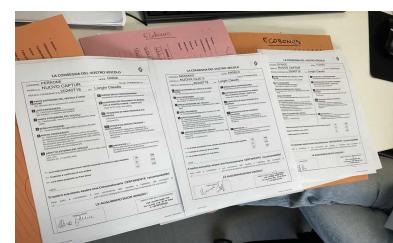
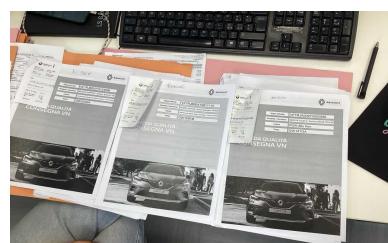
**OK - The validated order is confirmed to customers**

37 - Product update operations are closely monitored



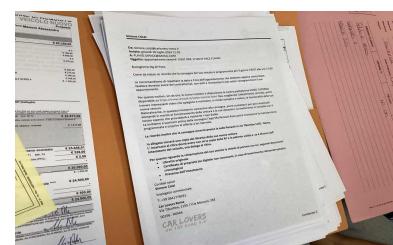
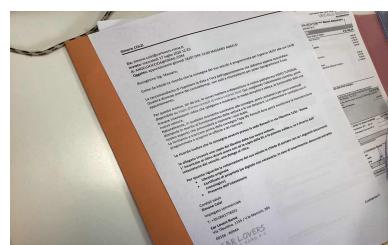
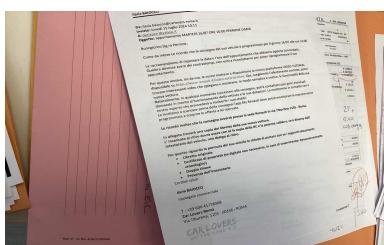
**OK - The presence of OTS is systematically checked in ICM and there is a trace of the consultation**

40 - Customer files are complete



**OK - The customer files checked were complete and contained all the standard documents expected**

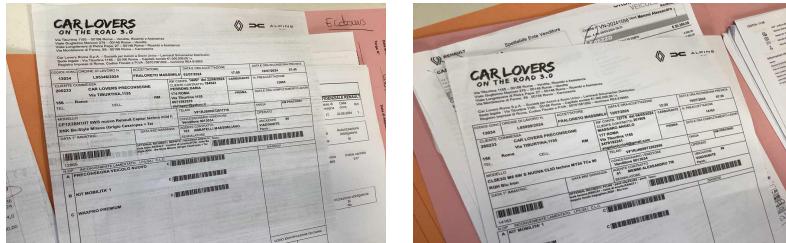
41 - The customer is contacted the day before delivery



**OK - Customers are systematically contacted 24 hours before delivery as a reminder**

41b - The delivery date is planned taking into account the preparation process of the vehicle (assembly of accessories)

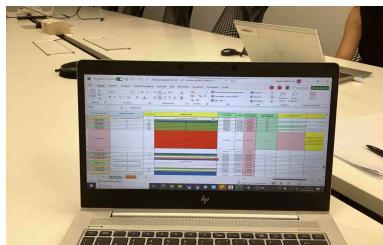
B ✓



*OK - The delivery date was planned taking into account the process of fitting the accessories*

43 - The customer is systematically contacted within five working days following the handover

B ✓



*OK - Customers systematically receive a post-delivery call and this is followed up by the Sales Manager*

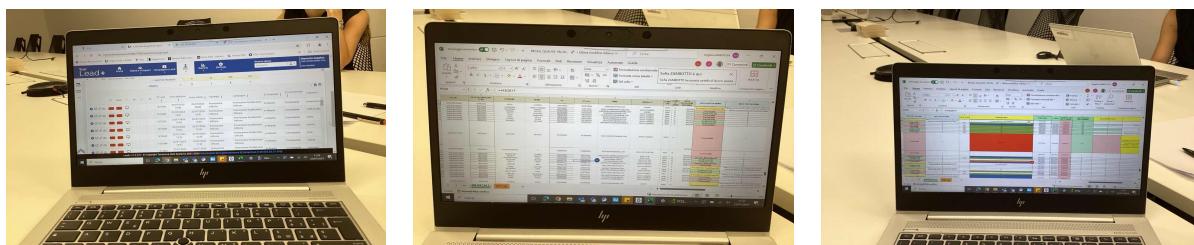
100 %

MANAGEMENT

57 - There is an internal or company procedure for dealing with customer issues or complaints

✓

*Trattato tramite Tcar+ inizialmente e poi tramite file Excel*



*OK - There is an up-to-date customer complaints log*

58 - The Sales Manager organizes individual reviews regularly & specific coaching sessions to improve the skills of the team



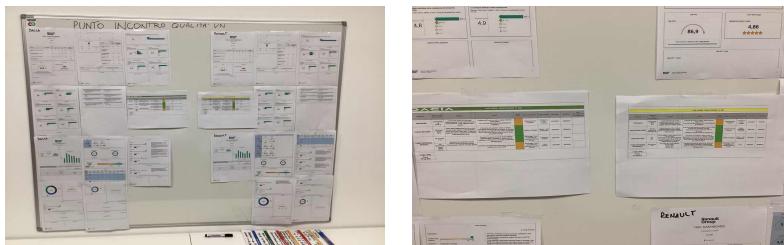
#### **Griglie di osservazione presenti**



**OK - There is a planned and formalized coaching approach for sales staff**

60 - There is a monthly meeting to review the latest quality data on NV activity & gives rise to the necessary measures to improve the situation

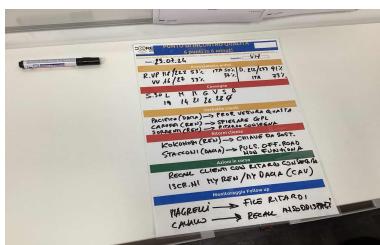
B



**OK - A formalized quality meeting is carried out every month & give rise to measurable action plans**

63 - There are brief daily meetings to drive sales and quality

B



**OK - The Sales Manager leads a short daily meeting in front of a tracking board or digital support**

**99 %**

## AFTERSALES ACTIVITY

**100 %**

## APPOINTMENT BOOKING / PREPARATION

101 - Provisions have been made in order to receive telephone appointments

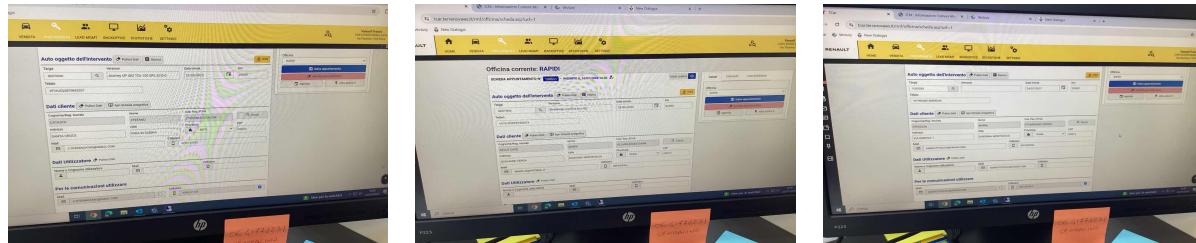


*Appuntamenti presi in loco*

*OK - Appointments are made by dedicated staff*

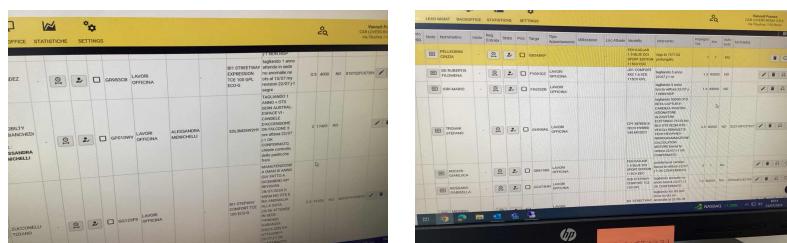
102 - When making an appointment, all customer details & all vehicle information are documented and alternative mobility solutions are proposed

**B**



*OK - When making the appointment, all customer data/vehicle information is documented and alternative mobility solutions are offered*

104 - As soon as an appointment is made, recall operations are checked

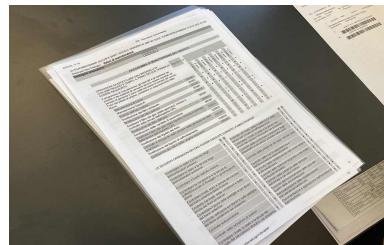
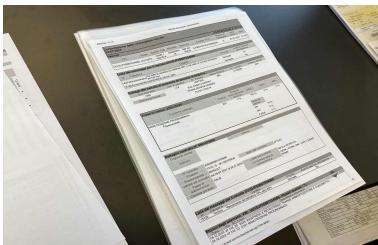


*OK - For each appointment ICM is consulted*

107 - All files are complete & are prepared the day before

B ✓

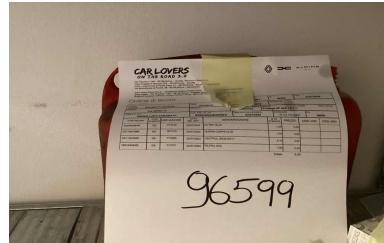
**17 su 17 controllati**



**OK - all prepared files are ready the day before, and all files are complete**

109 - Spare parts are prepared in advance & are made available to the workshop in a compliant manner

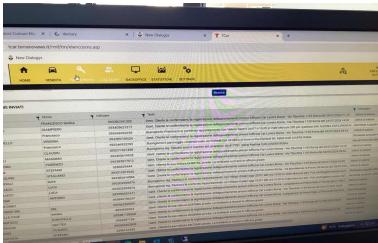
B ✓



**OK - Spare parts are always prepared in advance and are made available to the workshop in labelled boxes or lockers**

111 - The customer receives confirmation of their appointment by SMS or email

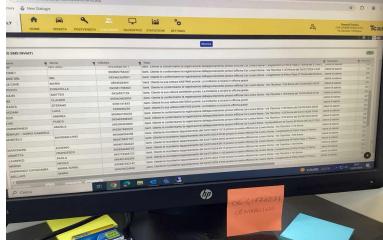
B ✓



**OK - The customer systematically receives an appointment confirmation**

112 - The customer is contacted the day before as a reminder of their appointment

B 



**OK - The customer is systematically contacted the day before the appointment and there is a trace of the confirmation**

**100 %**

**RECEPTION**

113 - Access to the after-sales services is identifiable upon arrival at the dealership





**OK - Access to the after-sales services is identifiable upon arrival at the dealership**

114 - The reception area complies with the brand's recommendations and is in impeccable condition





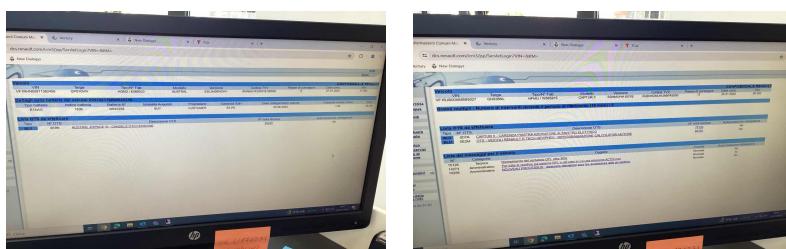
**OK - The reception area complies with the standards and is perfectly maintained**

115 - Front-office staff wear appropriate business attire to allow customers to identify them



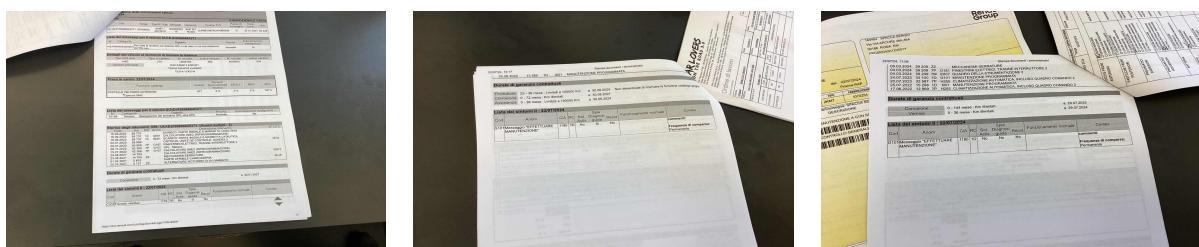
**OK - All front-office staff wear standard badges and uniforms**

116 - The presence of recall operations is checked at reception



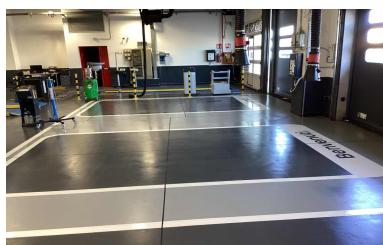
**OK - The Service Advisor consults the OTS screen in ICM**

117 - At the reception, incident resolution requests are properly documented (MCS codes)



**OK - MCS codes are systematically present on all checked files**

118 - The vehicle inspection area is present and complies with the recommendations



**OK - The vehicle inspection area is in perfect condition and complies with the recommendations**

119 - During the reception, a vehicle inspection done according to the standard is systematically carried out

B ✓

*OK - The vehicle inspection is systematically carried out respecting the manufacturer standards*

120 - Customer vehicles are properly protected and disinfected

B ✓



*OK - All the driving seat position protections are fitted correctly*

122 - The Service Advisor checks all points outside the vehicle

✓

*OK - All of the vehicle's exterior points are checked as per the standards*

124 - For each intervention there is a price commitment to the customer

B ✓



*OK - Overall price and detailed prices are correctly noted in checked files and Repair Orders are signed by customers*

125 - In the files, estimated collection times are noted and personalized

B ✓



*OK - In the files, the estimated collection times are noted and personalized to the customer*

100 %

PRODUCTION

127 - The customer is contacted to notify him/her of additional work

B ✓

*Contatto telefonico*



*OK -The customer is systematically contacted to inform them of additional work*

128 - In case of additional work, a quote is systematically done and transmitted to the customer

✓

*Firmato dal cliente*



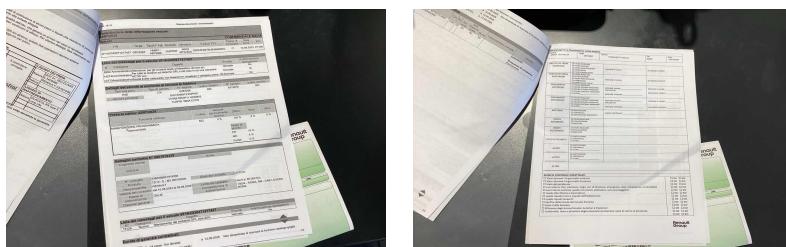
*OK - An additional estimate is systematically sent to the customer*

129 - The technician has the equipment and tools at their disposal to carry out vehicle maintenance ✓



***OK - All the equipment and tooling is available to the technician***

130 - The technician has all the documents at their disposal to carry out vehicle maintenance ✓



***OK - The technician has the documents necessary to carry out the service and refers to them***

131 - The electrical functions of the vehicle are checked ✓

***OK - All the vehicle's electrical functions have been checked***

133 - An electronic assessment of the vehicle is carried out (only for RENAULT cars) -

***Veicolo dacia***

134 - In the event of a stored fault, the technician performs a diagnostic -

***Veicolo dacia***

136 - Fluid replacement and top up is carried out according to the manufacturer's recommendations ✓

**OK - The oil filter is changed in accordance with the manufacturer's recommendations**

138 - The wheels of the vehicle are checked



**OK - The 5 checkpoints have been carried out on all the wheels**

139 - The front brakes of the vehicle are checked

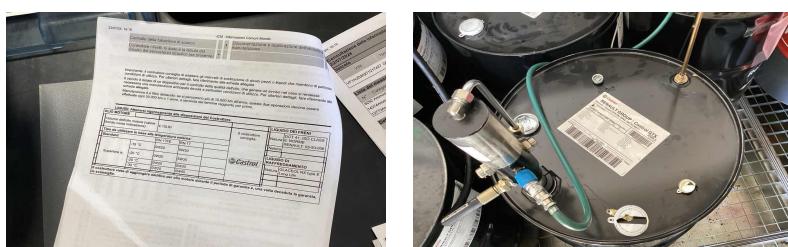


**OK - The brakes check complies with that of the repair methods**

140 - The oil used conforms to the manufacturer's recommendations



**Olio conforme**



**OK - The standard of oil used is in accordance with the ICM sheet**

141 - Checking the oil level complies with the manufacturer's recommendations



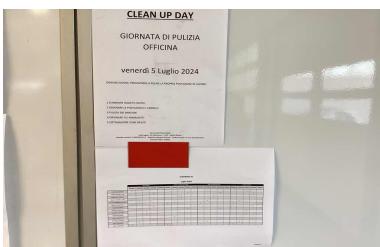
**OK - The oil level on the dipstick is correct**

142 - The workshop is clean and tidy



*OK - The workshop is clean and tidy*

143 - Measures exist to ensure workshop cleanliness



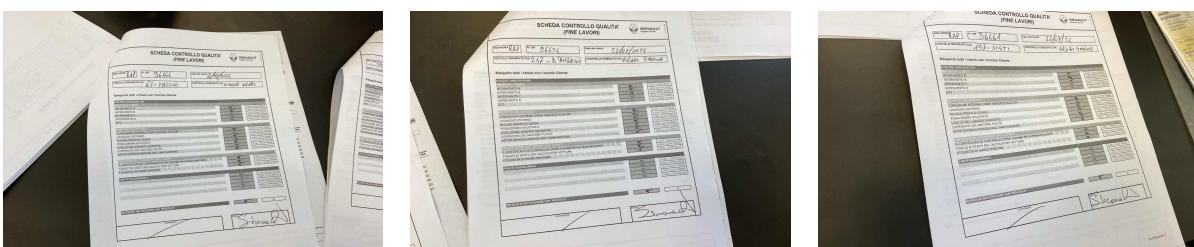
*OK - There are procedures in place to ensure long-term workshop cleanliness*

144 - There is a dedicated High Voltage Zone workstation for the maintenance of electric vehicles



*OK - The workstation and the main safety elements are present*

145 - The quality of the work carried out is checked

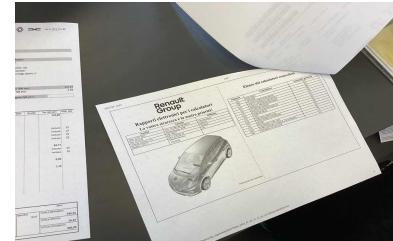


*OK - A quality control of the work carried out is performed regularly using the standard document*

**88 %**

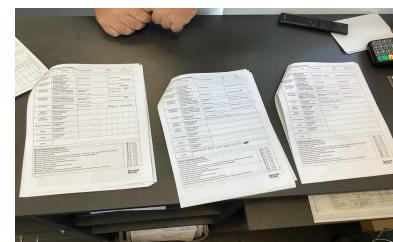
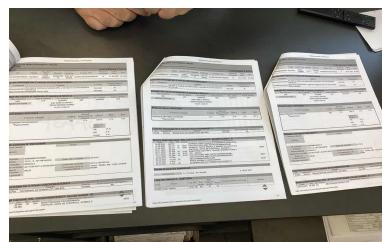
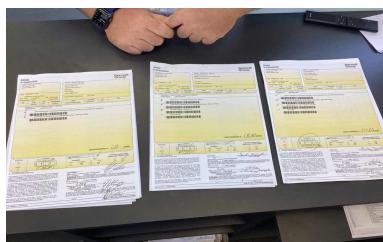
## RESTITUTION

146 - The file is finalized before the vehicle restitution to the customer



**OK – The files are checked and finalized before the customer arrives to collect their vehicle**

147 - Customer files are complete before archiving

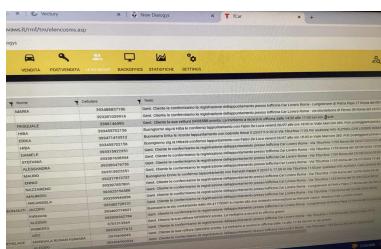


**OK - All checked files are complete before archiving**

148 - A message is sent to inform the customer of the availability of their vehicle



**Orario di consegna non preciso**



**KO - There is no systematic trace in the files of customer contact informing that vehicles are ready for collection**

148b - The Restitution starts with the explanation of the Price and the invoice

B

**OK - Service Advisor started the Restitution by explaining the price and the invoice**

148c - On collection, the CLIP Electronic Computer Check Report is explained and given to the customer

B

**OK - Service Advisor explained the CLIP Electronic Computer Check Report and gave it to the customer**

148d - On collection, the Control Certificate was explained and given to the customer

B

**OK - The Service Advisor explained the Control Certificate and gave it to the customer**

148e - On collection, the vehicle's protections were removed in front of the customer

B

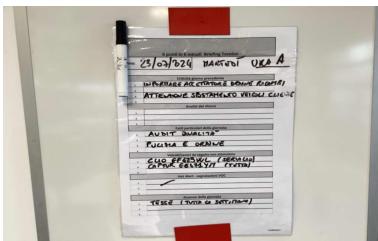
**OK - The protections of the vehicle were removed in front of the customer**

**100 %**

**MANAGEMENT**

149 - A daily after-sales briefing takes place

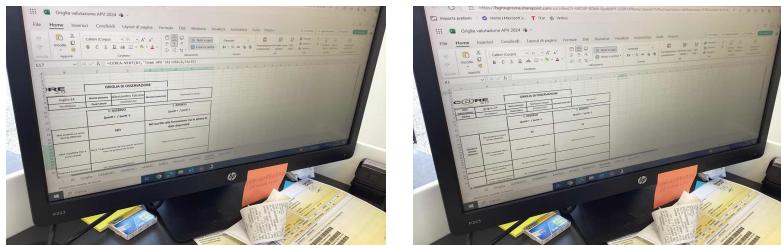
B



**OK - A daily briefing is carried out**

150 - The Aftersales Manager organizes observations in order to improve the skills of the team ✓

**Griglie presenti su Excel**



**OK - Coaching sessions are organised regularly**

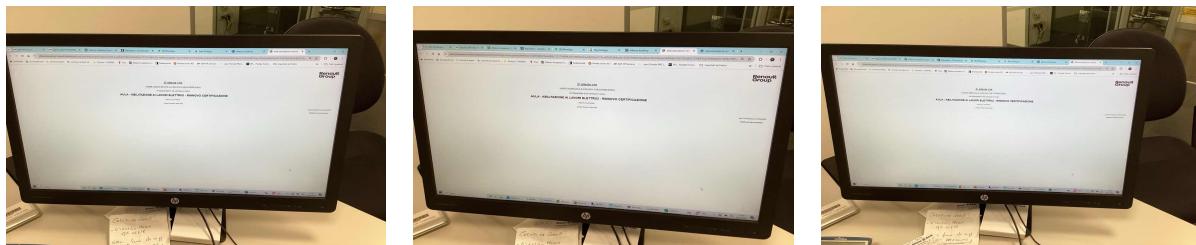
151 - A formalized AFS quality meeting is carried out every month & actions to improve quality have been put in place B ✓



**OK - Quality meetings are organised every month with measurable actions**

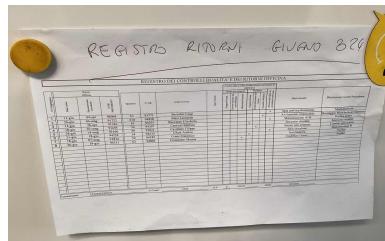
155 - All technical staff have been warned of the electrical risks ✓

**100% personale formato**



**OK - All staff have been warned about electrical risks**

156 - There is a follow-up of returns and alterations for non-compliance of work



***OK - The returns log/booklet is compliant and up to date***

ZOOM

93 %

## BRAND STORE RENAULT

10 - The dealership exterior is in impeccable condition, is clean and is well maintained



*OK - The exterior appearance of the dealership is in impeccable condition*

10b - The exterior area respects the visual charter of the Renault brand



*OK - The exterior area respects the visual charter of the Renault brand*

11 - The Renault Showroom Interior is in perfect condition



*OK - The interior appearance of the dealership is in perfect condition*

11b - The Showroom respects the visual charter of the Renault brand



**Segnali gialli sul pavimento**



**KO - The showroom does not respect the visual charter of the Renault brand**

12 - The Renault showroom furniture is clean and well maintained



**OK - The showroom furniture is in good condition and properly maintained**

13 - The Renault sales desks are correctly positioned (away from the windows) and in perfect condition



**OK - The sales desk are correctly positioned and in perfect condition**

15 - The customer waiting area is suitable for waiting & up to standard



**Tablet connesso al Wi-Fi**



**OK - The furniture in the customer area is clean and compliant as a waiting area**

17 - Sales staff wear appropriate and identifiable business attire



**OK - Sales staff are identifiable**

22 - New vehicles are presented according to the Renault brand's standards



**OK - New vehicles are displayed according to the brand's standards**

23 - The Renault price-product display stands are compliant



*OK - Renault price displays are compliant and contain all the mandatory up-to-date information*

25 - The new vehicles exhibited in the Renault Showroom are in perfect condition



*OK - The vehicles on display are in perfect condition*

53 - The handover area meets the manufacturer's standards



**OK - The handover area complies with manufacturer standards**

54 - The Renault vehicles to be delivered are presented to the customer according to the recommendations, with the appropriate delivery covers



**QUESTION NOT AUDITABLE**

113 - Access to the after-sales services is identifiable upon arrival at the dealership



**OK - Access to the after-sales services is identifiable upon arrival at the dealership**

114 - The reception area complies with the brand's recommendations and is in impeccable condition



**OK - The reception area complies with the standards and is perfectly maintained**

115 - Front-office staff wear appropriate business attire to allow customers to identify them



**OK - All front-office staff wear standard badges and uniforms**

118 - The vehicle inspection area is present and complies with the recommendations



*OK - The vehicle inspection area is in perfect condition and complies with the recommendations*

**100 %**

**BRAND STORE DACIA**

- 
- 1 - The Dacia facade and dedicated entrance comply with the brand's visual identity charter



***OK - The Dacia facade meets the brand's standards***

- 
- 1b - The Dacia facade is in perfect condition



***OK - The Dacia facade is in perfect condition***

- 
- 2 - The Dacia Showroom complies with the brand's visual identity charter



***OK - The Dacia showroom complies with the brand's visual identity charter***

2b - The Dacia showroom is in impeccable condition



*OK - The Dacia showroom is in perfect condition*

3 - Dacia sales desks are correctly positioned (away from the windows) and in perfect condition



*OK - The Dacia sales desks are correctly positioned and in perfect condition*

4 - Dacia sales staff wear appropriate and identifiable business attire



*OK - Dacia sales staff are identifiable*

5 - New Dacia vehicles are presented according to the brand's standards



***OK - Dacia new vehicles are displayed according to the brand's standards***

6 - The Dacia product-price display stands are compliant and contains the required information



***OK - The Dacia price display stands are compliant and contain the latest mandatory information***

8 - The new Dacia vehicles displayed in the Showroom are in perfect condition



**OK - The Dacia vehicles on display are in perfect condition**

9 - Dacia vehicles to be delivered are presented to customers according to the recommendations (with compliant delivery covers)



**OK - Dacia covers are available in sufficient number and sizes**

100 %

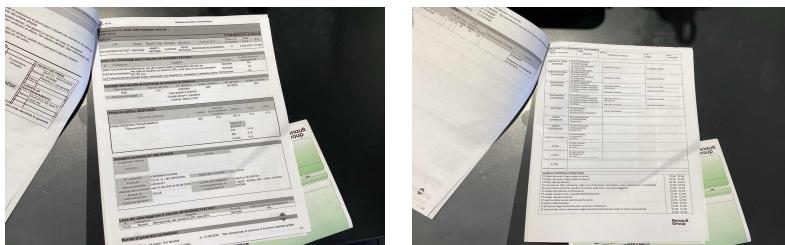
## FLASH ARES MAINTENANCE

129 - The technician has the equipment and tools at their disposal to carry out vehicle maintenance ✓



*OK - All the equipment and tooling is available to the technician*

130 - The technician has all the documents at their disposal to carry out vehicle maintenance ✓



*OK - The technician has the documents necessary to carry out the service and refers to them*

131 - The electrical functions of the vehicle are checked ✓

*OK - All the vehicle's electrical functions have been checked*

133 - An electronic assessment of the vehicle is carried out (only for RENAULT cars) —

**Veicolo dacia**

134 - In the event of a stored fault, the technician performs a diagnostic —

**Veicolo dacia**

136 - Fluid replacement and top up is carried out according to the manufacturer's recommendations ✓

**OK - The oil filter is changed in accordance with the manufacturer's recommendations**

138 - The wheels of the vehicle are checked



**OK - The 5 checkpoints have been carried out on all the wheels**

139 - The front brakes of the vehicle are checked

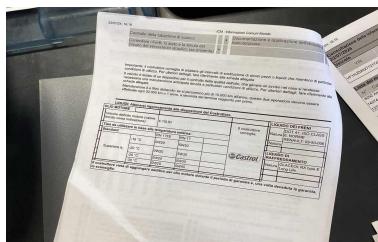


**OK - The brakes check complies with that of the repair methods**

140 - The oil used conforms to the manufacturer's recommendations



**Olio conforme**



**OK - The standard of oil used is in accordance with the ICM sheet**

141 - Checking the oil level complies with the manufacturer's recommendations



**OK - The oil level on the dipstick is correct**

**40 %**

**DIGITAL**

**48 %**

**DIGITAL RENAULT**

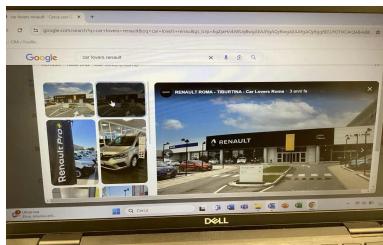
**45 %**

**JOURNEY EXPERIENCE**

---

201 - The dealer is correctly represented by Google via his GMB profile X

*Immagini con identità vecchia*

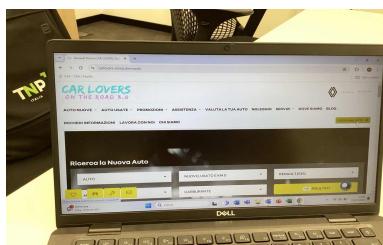


**KO - GMB (Google My Business) is not correctly used**

---

202 - The link in the GMB section redirects to the correct dealer website (ONLY Renault + group + city) X

*Da GMB si viene reindirizzati alla del gruppo e non pagina del concessionario*

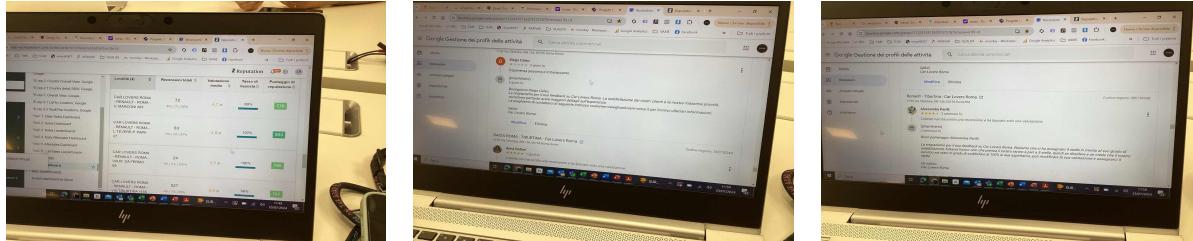


**KO - The GMB link does not redirect (directly) to the good dealer Renault website**

211 - The Sales and After Sales Manager ensures all customer-submitted Google RENAULT Reviews are responded on time and answers are qualitative

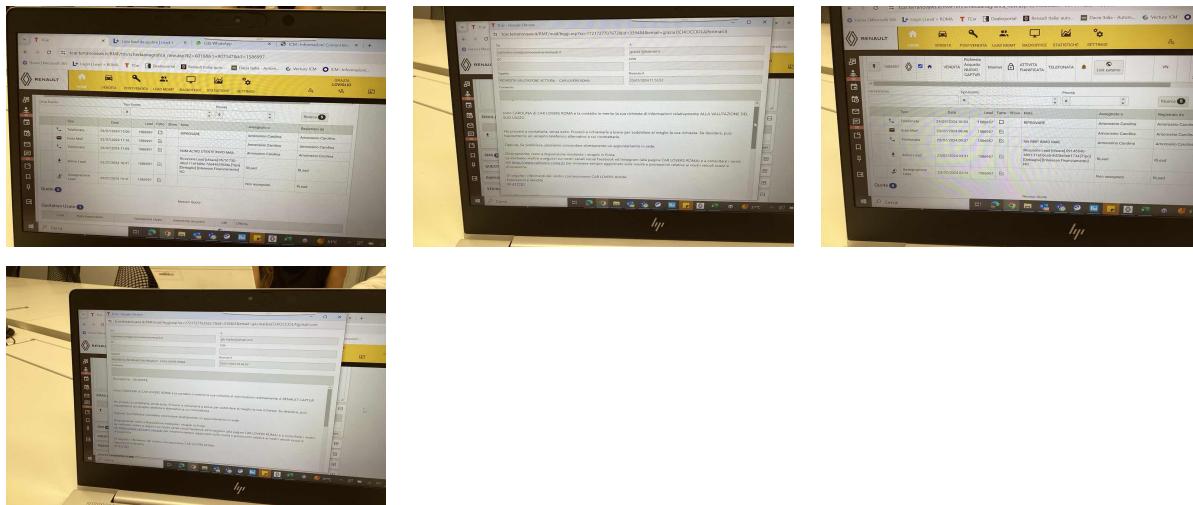


### Percentuale di recensioni mancante in trattamento



### OK - All reviews have a qualitative response on time

212 - Renault Internet customer requests are processed according to the standard

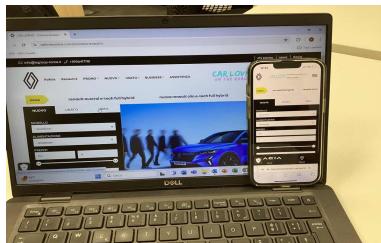


### OK - Internet requests are processed on time and personalized

50 %

Website conformity

203 - The dealer's website is properly viewable on a tablet or mobile device and images/elements are adjusting and adapting to the specific sizes

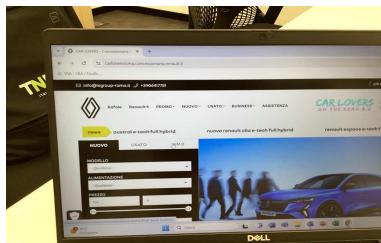


**OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen**

204 - The URL specify RENAULT with the correct RENAULT favicon



**Favicon errata**

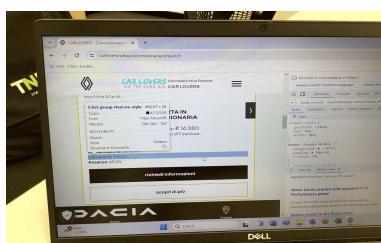


**PA - either the favicon is missing or 'Renault' doesn't appear/miss in the URL**

205 - The website uses the official Renault colors and logotypes



**Colore non conforme**

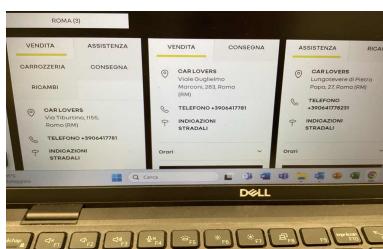


**KO - as soon as either a color or/and logotype used is/are not the correct one(s)**

206 - The website has only the official Renault fonts and graphical user interface (GUIs)



### Icône non conformi



KO - Either the font or/and GUIs are not the right ones

207 - New car visuals respects the standards



### Macchine non a 3/4

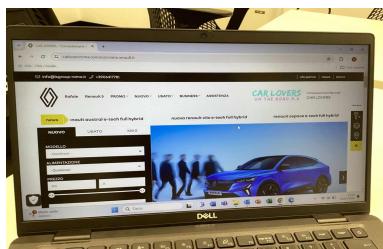


PA - new vehicles visuals respects partially the standards

208 - The elements (navigation, hero, etc) on the homepage are in the recommended position



### Manci cityname accanto al logo



KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met

209 - On the range presentation page only the Renault brand is present, and all prices are displayed without any discount labels or strike lines

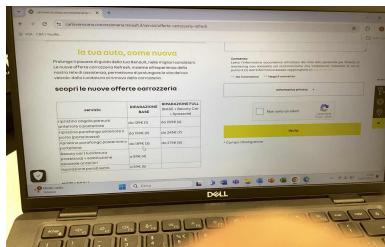


**OK - brand exclusivity and price display policy are respected**

210 - The website has an organized dedicated offers & services page/area



**Mancano gli orari dei servizi**



**PA - all offers & services are presented, but there is some missing information**

**33 %**

**DIGITAL DACIA**

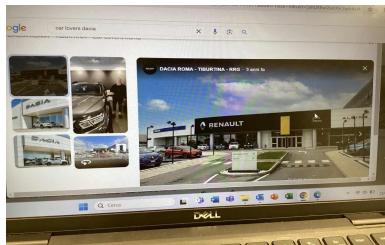
**18 %**

**JOURNEY EXPERIENCE**

213 - The dealer is correctly represented by Google via his GMB profile



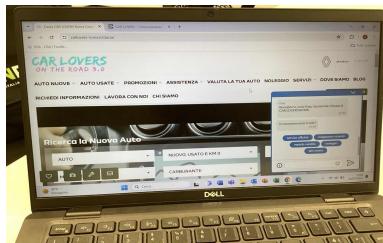
**Immagine identità vecchia presente**



**KO - GMB (Google My Business) is not correctly used**

214 - The link in the GMB section redirects to the correct dealer website (ONLY Dacia + group + city) X

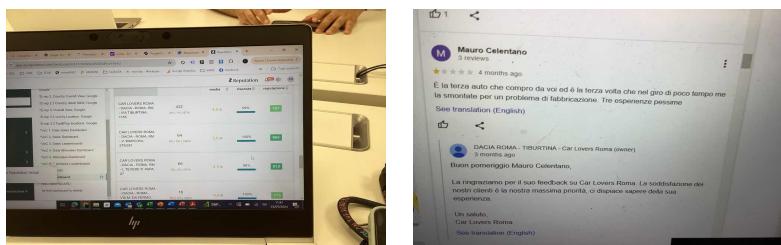
**Da GMB si viene reindirizzati alla del gruppo e non pagina del concessionario**



**KO - The GMB link does not redirect (directly) to the good dealer Renault website**

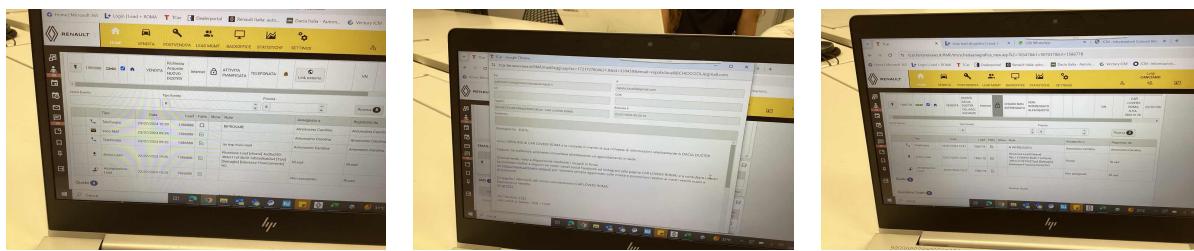
223 - The Sales and After Sales Manager ensures all customer-submitted Google Dacia Reviews are responded on time and answers are qualitative X

**Percentuale di recensioni mancanti in trattativa. Le risposte non sono allineate al feedback del cliente**



**KO - review(s) do(es)n't have a response on time or the answer(s) is/are not qualitative**

224 - Dacia Internet customer requests are processed according to the standard ✓



**OK - Internet requests are processed on time and personalized**

**50 %**

**Website conformity**

215 - The dealer's website is properly viewable on a tablet or mobile device and images/elements are adjusting and adapting to the specific sizes

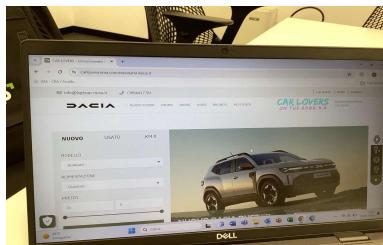


**OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen**

216 - The URL specify DACIA with the correct DACIA favicon



#### **Favicon errata**

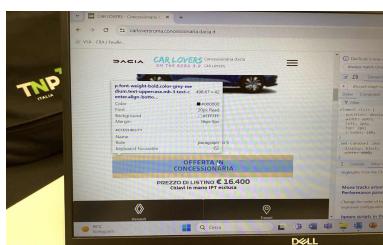


**PA - either the favicon is missing or 'Dacia' doesn't appear/miss in the URL**

217 - The website uses the official Dacia colors and logotypes



#### **Colore non conforme**

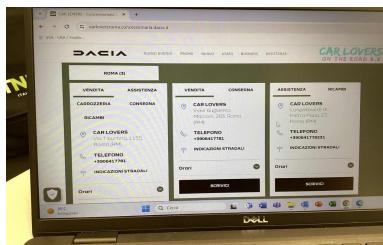


**KO - as soon as either a color or/and logotype used is/are not the correct one(s)**

218 - The website has only the official Dacia fonts and graphical user interface (GUIs)



### Icône errate

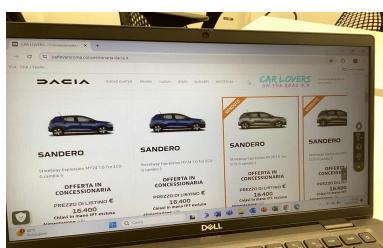


KO - Either the font or/and GUIs are not the right ones

219 - New car visuals respects the standards



### Auto non a 3/4

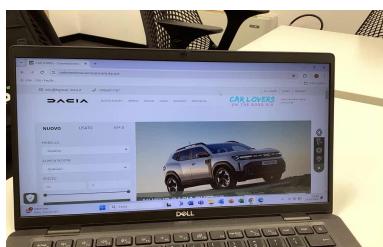


PA - new vehicles visuals respects partially the standards

220 - The elements (navigation, hero, etc) on the homepage are in the recommended position



### Manca cityname accanto al logo



KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met

221 - On the range presentation page only the Dacia brand is present, and all prices are displayed without any discount labels or strike lines

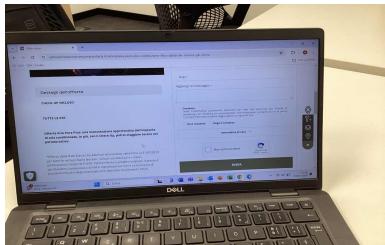


**OK - brand exclusivity and price display policy are respected**



222 - The website has an organized dedicated offers & services page/area

**Mancano orari dei servizi**



**PA - all offers & services are presented, but there is some missing information**