

Dealer Quality Assessment - Detailed Report

Dealer name	Location
RENAULT ENFIELD	9 CROWN ROAD EN1 1TX ENFIELD United Kingdom
Dealer code	RRG
82612500	YES
NV Renault Sales / year	NV Dacia Sales / Year
387	143
Workshop Customers / Day	Principal Audited Brand
25	RENAULT
Auditor	Audit Date
LYONS STEPHEN	09/07/2024

Global Score
88%

NEW VEHICLES ACTIVITY - 84%



AFTERSALES ACTIVITY - 92%



67% - CUSTOMER JOURNEY



88% - PRODUCT PRESENTATION



75% - PREPARATION / DELIVERY



92% - ORDER MANAGEMENT



100% - MANAGEMENT



100% - APPOINTMENT BOOKING / PREPARATION



80% - RECEPTION



100% - PRODUCTION



75% - RESTITUTION



100% - MANAGEMENT

ZOOM



91% - Basics Sales Methods



100% - Basics Aftersales Methods



61% - BRAND STORE RENAULT



NA - BRAND STORE DACIA



100% - FLASH ARES MAINTENANCE

Strengths (Sales & After Sales only)	Weaknesses (Sales & After Sales only)
<p>Sales - Display and Demonstration vehicles to adequate standard (Basics). 5 step handover process.</p> <p>Staff observation and coaching. Management criteria /documentation.</p> <p>Aftersales - Job pack preparation (Basics). D-1 contact made and documented (Basics). Friendly customer interaction at customer arrival and collection.</p> <p>Good standard of service. Vehicles inspection (Basics). Workshop cleanliness. Quality check and Returns processes.</p>	<p>Sales - Showroom interior walls and skirting boards, with broken floor tile around electrical box. Sales desks in windows. Waiting area screen not working.</p> <p>No 24/7 customer charging available. Demonstrators did not meet the 80% threshold. Handover area does not meet the current standard. Customer contract at 24 hours prior to handover.</p> <p>Aftersales - Vehicle inspection area does not meet the current standard. Reception desk baseboard damaged and dirty. Archived files missing ICM check D-1, along with service checklists and invoices.</p>

DIGITAL

DIGITAL RENAULT - 68%



DIGITAL DACIA - NA



73% - JOURNEY
EXPERIENCE



61% - Website conformity

NA - JOURNEY EXPERIENCE



NA - Website conformity

Digital Score

68%

dealership's digital website main items to improve

Sales - GMB shows out of date photos under "By Owner". GUI's not correct. Models not displayed at 3/4 angle. Order of model range not respected. Renault+City name missing. Service offerings missing depending on drop down menu selected.

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84 %

NEW VEHICLES ACTIVITY

67 %

CUSTOMER JOURNEY

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

1b - The Dacia facade is in perfect condition -

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

2b - The Dacia showroom is in impeccable condition -

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

4 - Dacia sales staff wear appropriate and identifiable business attire -

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



Dirty walls and skirting boards. Tiling broken around electrical floor box.



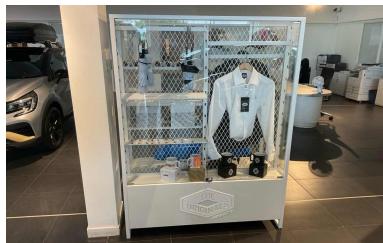
KO - The interior appearance of the dealership is not perfect condition

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



OK - The showroom respects 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



4 out 8 desks in windows. Some chairs dirty.



KO - The sales desk are not positioned correctly or in a non-compliant state

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

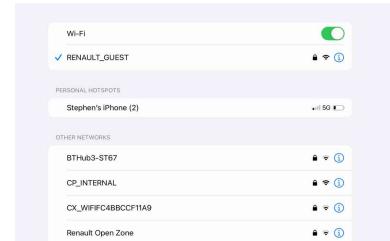


OK - The customer toilets are accessible and in a compliant state

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



Waiting area screen not working. Advised that it had been checked a part has blown for the screen.



KO - The furniture in the customer area is not properly maintained and / or non-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



No 24/7 customer charging available.

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

88 %

PRODUCT PRESENTATION

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



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



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



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

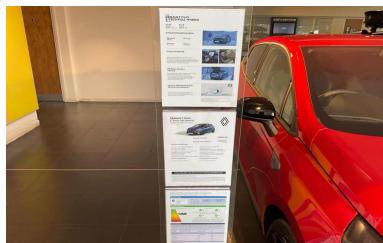


Orthogonal rule followed.



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

B 

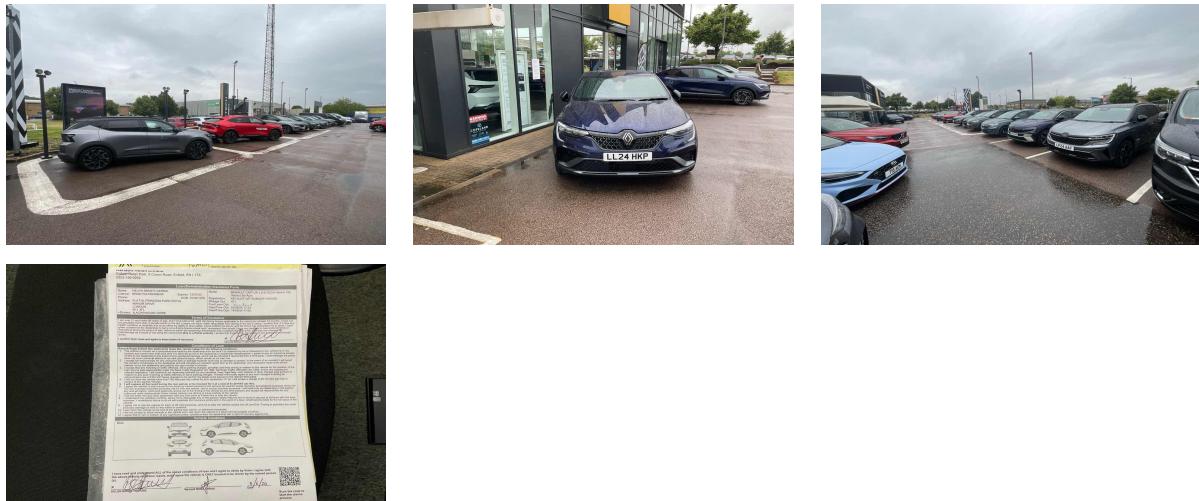


OK - The vehicles on display are all charged

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

B 

No Master (Pro+). No Sandero, Duster and Captur, all on loan. 9 out 13 demonstrators available (69%).



KO - There is no demonstrator vehicle fleet or it does not meet the standards 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

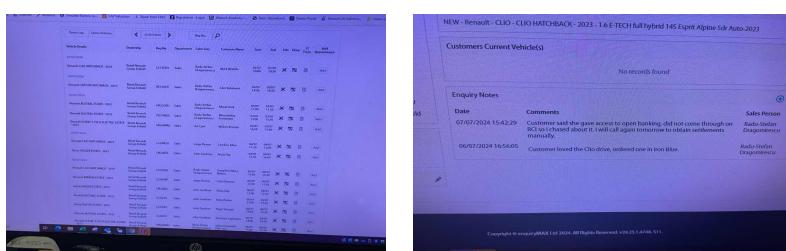
B ✓

OK - Demonstrator fleet vehicles are clean and ready for use

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

B ✓

Keyloop used.



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

75 %

PREPARATION / DELIVERY

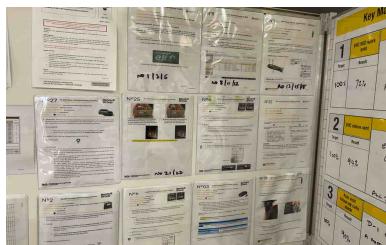
—

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

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



DDA used, with paper back-up.

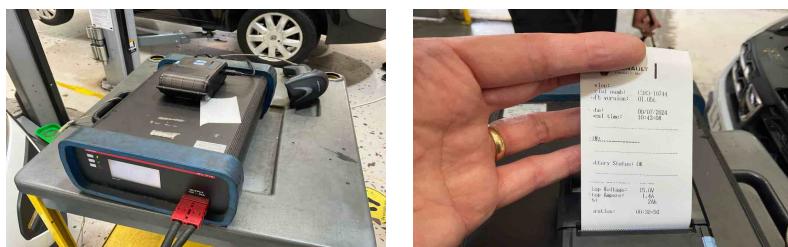


OK - The person in charge of technical preparation knows the latest information

48 - The dealership has recommended chargers in sufficient number



1 charger required <600 new vehicles.



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

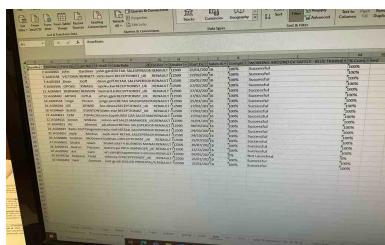


OK - The preparation area complies with the recommendations and is clean and tidy

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



One person not trained.



PA - At least one member of the preparation team has completed the electrical risk awareness training

53 - The handover area meets the manufacturer's standards



Inspection completed outside and does not meet the current standard.



KO - The handover area does not comply with manufacturer's standards or there is no handover area present

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



5 step Handover process followed.

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

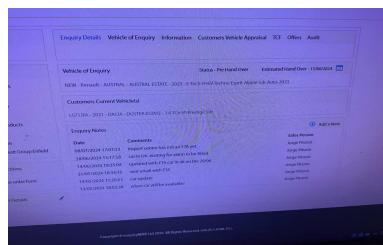
92 %

ORDER MANAGEMENT

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



Enquirymax used.

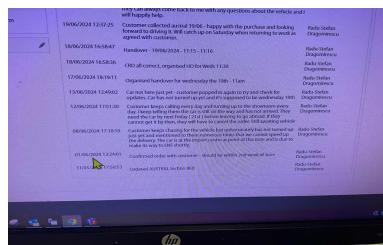


OK - Customers are informed of delays to their order in good time

36 - Customers receive an order confirmation within three days



Enquirymax used.

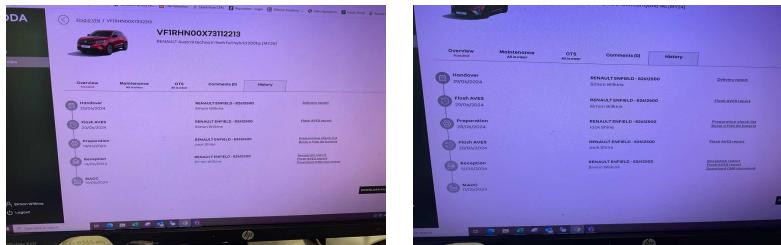


OK - The validated order is confirmed to customers

37 - Product update operations are closely monitored



DDA used.

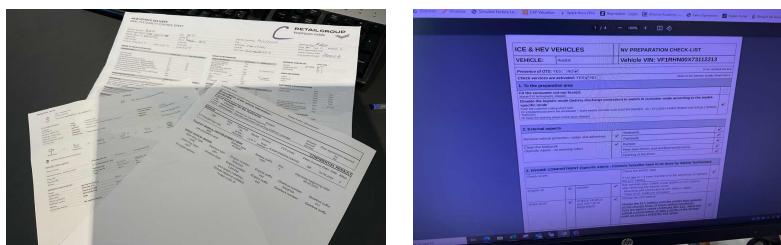


OK - The presence of OTS is systematically checked in ICM and there is a trace of the consultation

40 - Customer files are complete



DDA used.

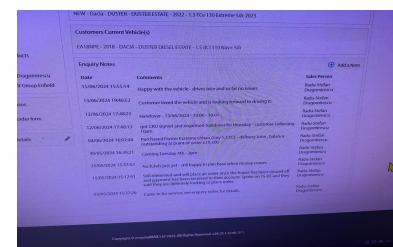
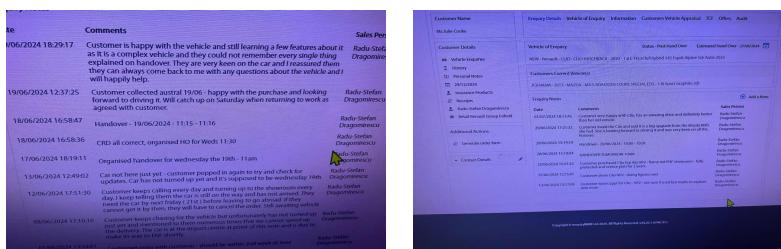


OK - The customer files checked were complete and contained all the standard documents expected

41 - The customer is contacted the day before delivery



Organised more than 24 hours in advance.



KO - Customers are not systematically contacted 24 hours before delivery or this is not traceable

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

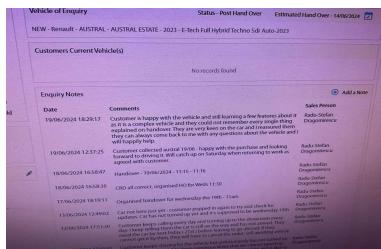


OK - The delivery date was planned taking into account the process of fitting the accessories

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

B ✓

Enquirymax used.



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

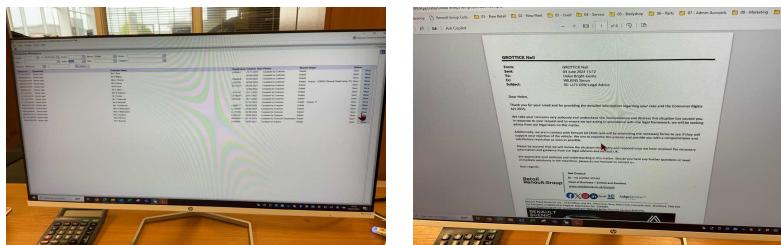
100 %

MANAGEMENT

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

✓

Group process in place, using the DMS CRM.

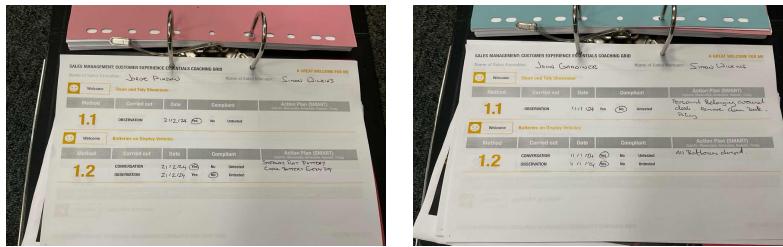


OK - There is an up-to-date customer complaints log

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



Coaching grids process had started.

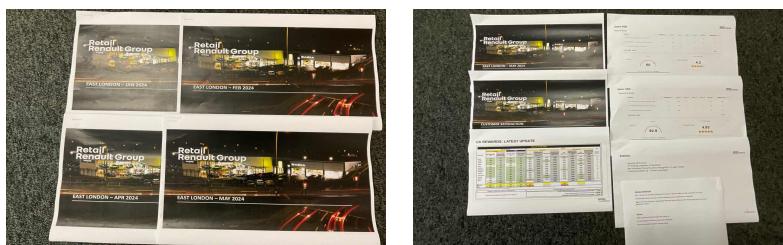


OK - There is a planned and formalized coaching approach for sales staff

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



Monthly meeting takes place.

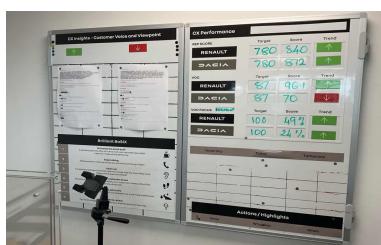


OK - A formalized quality meeting is carried out every month & give rise to measurable action plans

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



Morning meeting takes place.



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

92 %

AFTERSALES ACTIVITY

100 %

APPOINTMENT BOOKING / PREPARATION

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

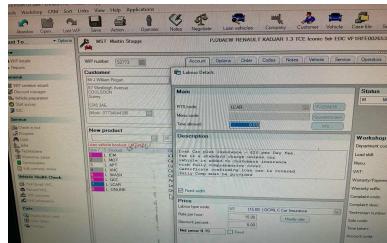


Call Centre used (Bamboo).

OK - Appointments are made by dedicated staff

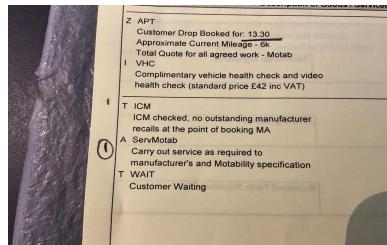
102 - When making an appointment, all customer details & all vehicle information are documented and alternative mobility solutions are proposed

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

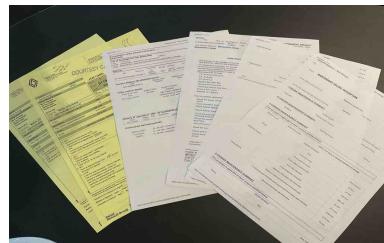


OK - For each appointment ICM is consulted

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

B ✓

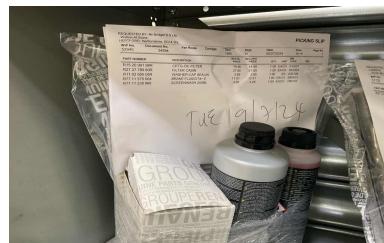
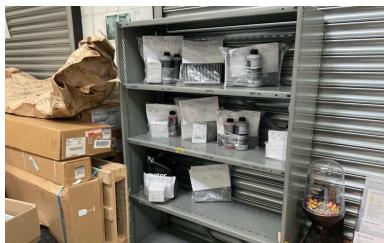
16 bookings with 16 job packs prepared. Service check list completed digitally.



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 ✓

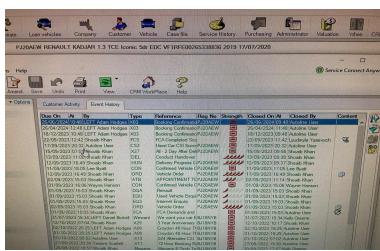


OK - Spare parts are always prepared in advance and are made available to the workshop in labelled boxes or lockers

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

B ✓

Confirmation sent from DMS.

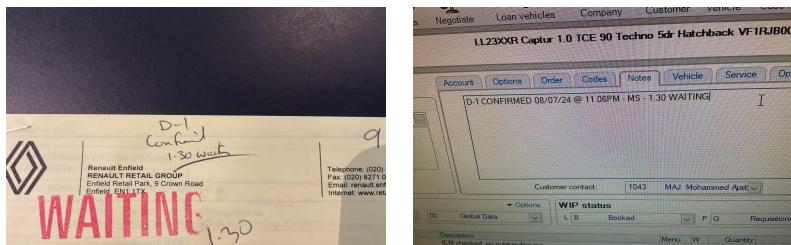


OK - The customer systematically receives an appointment confirmation

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

B ✓

Call made and recorded on job card, with DMS notes updated.



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

80 %

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



Desk base board damaged and dirty.



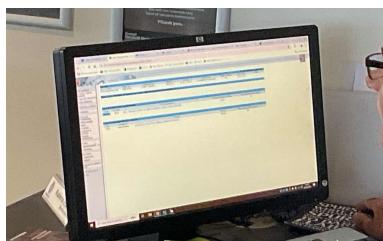
KO - The reception area does not comply with the standards and/or not maintained

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



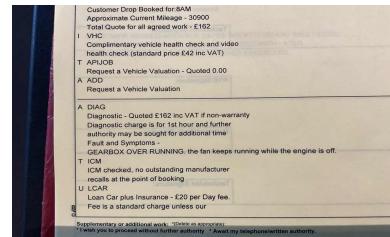
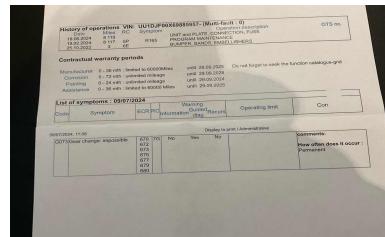
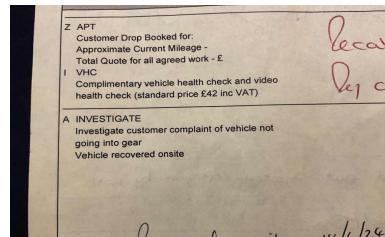
OK - All front-office staff wear standard badges and uniforms

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)



Man Day Type	OTW	OTWHS	401	KNOXVILLE	912
Principle options	EAS 500111 BAN513 TDHNP BRAHMA HARMAT TUSHP CIC49 SISAM				
Contractual warranty periods					
Commission	9-144 mth unlimited mileage			until 03.09.2012	
List of symptoms : 08/07/2024					
Code	Symptom	LOC LOC	Warning Information	Recover	Operating limit
Globebrake overheating	Braking	475 507	100	No	Comments: How often does it occur Presented
Light R					

OK - MCS codes are systematically present on all checked files

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

Inspection completed outside and does not meet the current standard.



KO - The vehicle inspection area is not clean and / or does not comply with the recommendations

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

BHAJ		JOB CARD		W/M/C/N
		Page No.	1	Invoice Name Service Ref
		WIP No.	51188	S/B - S/C C/N
		Job No.	99489	
		Fuel Reading	E 1/4 2/4 F	
		Mileage In	49174	Contact No.
7255		Dept.	Selling Dealer	Email
all.co.uk		VW	Enfield	
der No.	Reg. Date	Chassis No.		
ynami	30/07/2015	VF15RKJ0A53233304		

Type No.	MISSING			
55				
JOB CARD				
Page No.	1	Transmission No.		
VWP No.	52945	MISSING		
Job No.	99502	Invoice Name & Add.		
Fuel Reading	E 94.00 F	Service Retail Cash S.		
Mileage	28012	Contact No.		
co.uk		Email		
Order No.	Dept.	Selling Dealer		
	W			
Reg. Date	Chassis No.			
Blue	23/05/2023	VF1FL000870917399		
		Engine No.		
			Date In	

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

120 - Customer vehicles are properly protected and disinfected

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

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

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

E-Dynamics VHC system used.

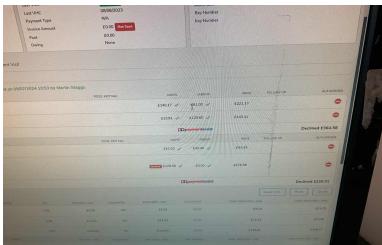


OK -The customer is systematically contacted to inform them of additional work

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



E-Dynamics VHC system used.



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

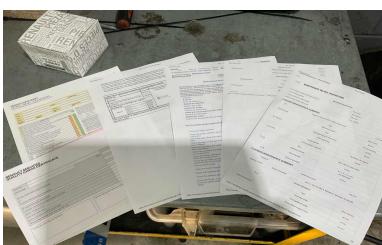


OK - All the equipment and tooling is available to the technician

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



All documents in place. Manual service as internal preparation vehicle used.



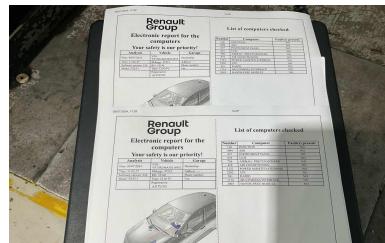
OK - The technician has the documents necessary to carry out the service and refers to them

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)



OK - The assessment of the vehicle's electronic control units (ECU) was carried out during the observed service

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



OK - Stored faults are correctly processed by the technician

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

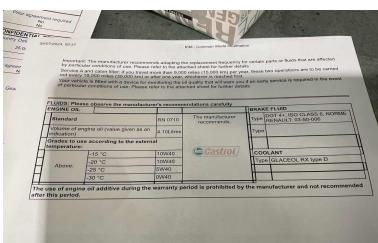


OK - The brakes check complies with that of the repair methods

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

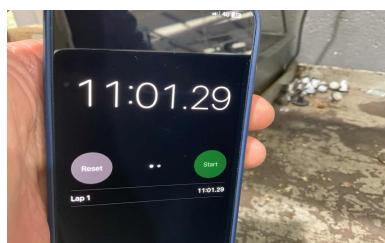


RN0710 5w40 oil required. RN0710 5w40 oil used.



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

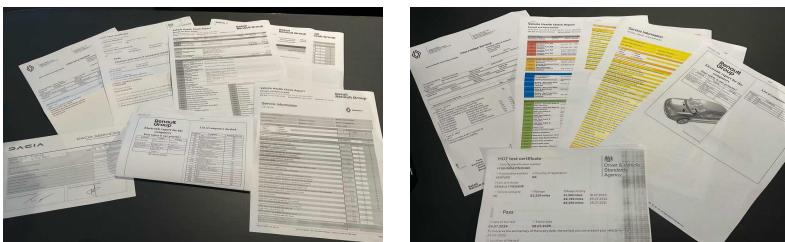


OK - A quality control of the work carried out is performed regularly using the standard document

75 %

RESTITUTION

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

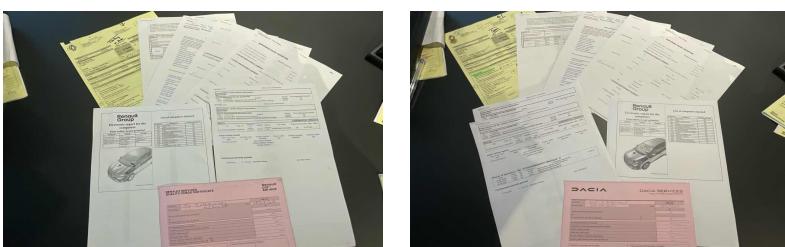


OK – The files are checked and finalized before the customer arrives to collect their vehicle

147 - Customer files are complete before archiving



Wip No; 53014,51811,51440,52443,52342. All missing evidence D-1 ICM checks with no invoice or service checklists included.

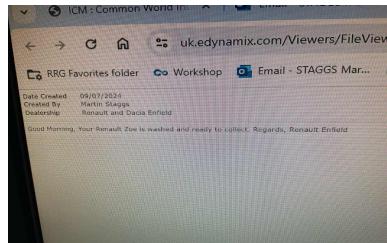


KO - Several files were incomplete

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

B

Call made and SMS sent from E-Dynamics system.



OK - The call or text message to the customer to let them know that their vehicle is ready for collection is evidenced in the file

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

149 - A daily after-sales briefing takes place

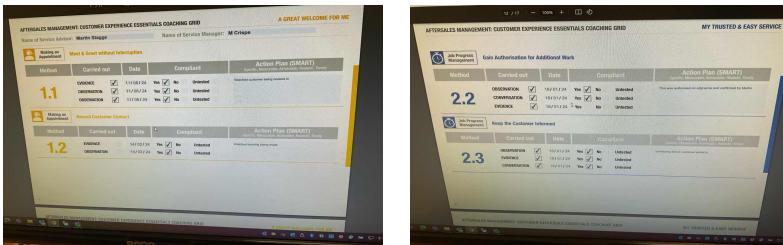
B ✓



OK - A daily briefing is carried out

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

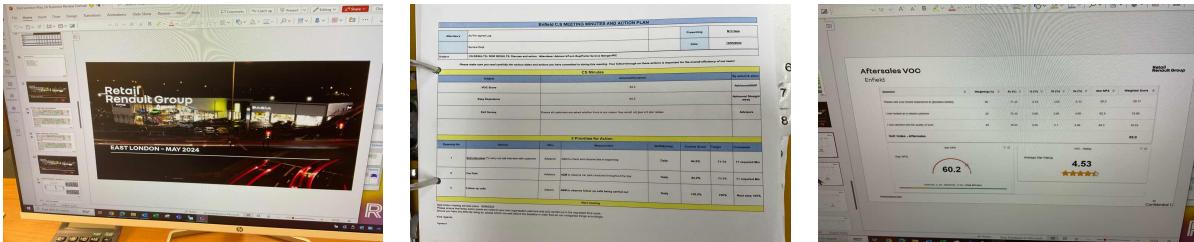
✓



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

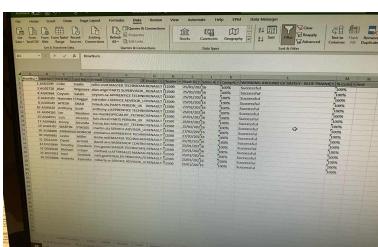
B ✓



OK - Quality meetings are organised every month with measurable actions

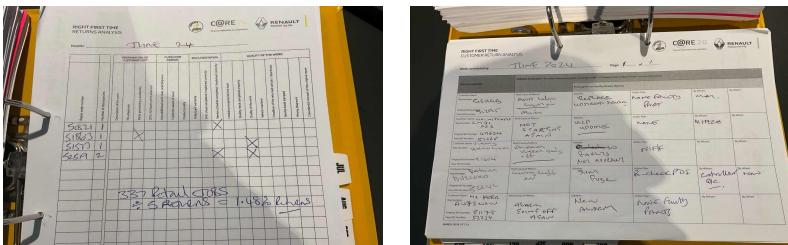
155 - All technical staff have been warned of the electrical risks

✓



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

61 %

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



Dirty walls and skirting boards. Tiling broken around electrical floor box.



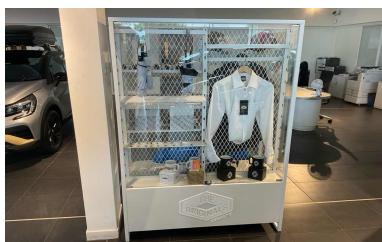
KO - The interior appearance of the dealership is not perfect condition

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



OK - The showroom respects 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



4 out 8 desks in windows. Some chairs dirty.

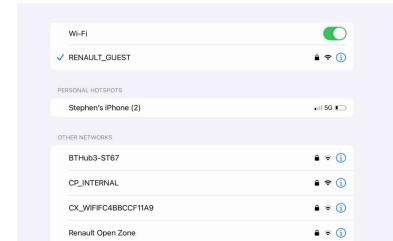


KO - The sales desk are not positioned correctly or in a non-compliant state

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



Waiting area screen not working. Advised that it had been checked a part has blown for the screen.



KO - The furniture in the customer area is not properly maintained and / or non-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

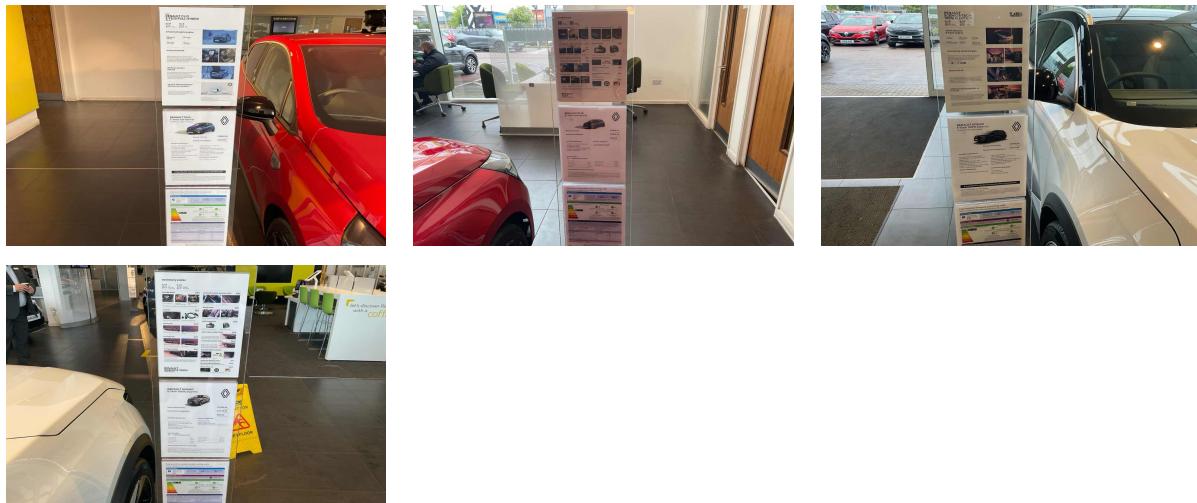


Orthogonal rule followed.



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



Inspection completed outside and does not meet the current standard.



KO - The handover area does not comply with manufacturer's standards or there is no handover area present

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



Desk base board damaged and dirty.



KO - The reception area does not comply with the standards and/or not 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 X

Inspection completed outside and does not meet the current standard.



KO - The vehicle inspection area is not clean and / or does not comply with the recommendations

100 %

FLASH ARES MAINTENANCE

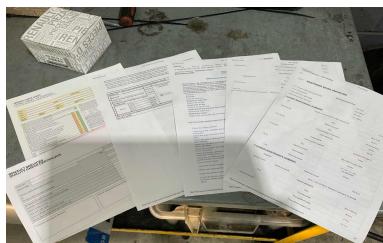
129 - The technician has the equipment and tools at their disposal to carry out vehicle maintenance ✓



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 ✓

All documents in place. Manual service as internal preparation vehicle used.

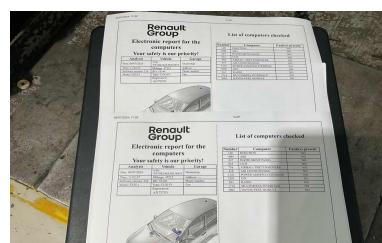


OK - The technician has the documents necessary to carry out the service and refers to them

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) ✓



OK - The assessment of the vehicle's electronic control units (ECU) was carried out during the observed service

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

OK - Stored faults are correctly processed by the technician

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 ✓

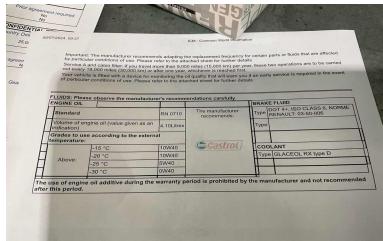


OK - The brakes check complies with that of the repair methods

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



RN0710 5w40 oil required. RN0710 5w40 oil used.



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

68 %

DIGITAL

68 %

DIGITAL RENAULT

73 %

JOURNEY EXPERIENCE

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

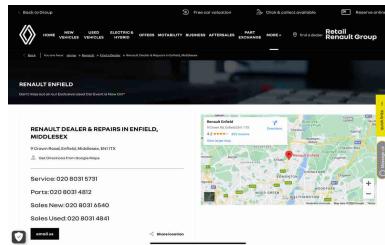
- 1. No “Own this business” evident. 2. Dealer name correct. 3. Address correct. 4. Contact information available. 5. Opening hours correct. 6. Photo under “by owner” out of date.**



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) ✓

GMB link goes straight to home page.



OK - The GMB link redirects to the 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



The screenshots show three reviews from the Renault Enfield Google page. Each review has a 'Write a response' button. The responses are:

- Response from the owner (2 months ago):** "Wish we could have done more to encourage our elderly mother 'encouraged' shall it say, to overpend on a vehicle she did not want. In the end and after much stress and arguments I eventually returned the vehicle... More"
- Response from the owner (2 months ago):** "I hope you will take the time to read and share your feedback with our Enfield dealership. We're sorry to hear this send would love to improve your experience with us. Please reach out directly with your concerns and we'll do our best to address them. And, we can have a member of the team get in touch with you to discuss further. Kind regards, Adam"
- Response from the owner (2 months ago):** "Hi, I am a bit late to respond to this review but I hope you are well. I am sorry if our service let you down. I am sure you will be happy with the service you receive at another dealership. I would like to thank you for your understanding. I would be pleased if you'd like to share or discuss please feel free to let me know. Kind regards, Adam"

OK - All reviews have a qualitative response on time

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



The screenshots show three examples of internet customer requests and their responses:

- Lead Details:** A lead from 'Retail Renault Group Enfield' with a subject 'Leads - APPROVED - Send'. The response is: "Dear Miss Mullings, Thank you for your interest in Renault Enfield. I am happy to help you with any questions you may have. My name is John and I work in the Sales Department. To ensure that you get the highest possible exchange value, we will need to set up an appointment to inspect your current vehicle. Could you let me know which date would be the best time for you to visit our vehicle? Thank you for your enquiry. Kind regards, John"
- Lead Details:** A lead from 'Retail Renault Group Enfield' with a subject 'Leads - APPROVED - Send'. The response is: "Dear Miss Mullings, Thank you for your interest in Renault Enfield. I am happy to help you with any questions you may have. My name is John and I work in the Sales Department. To ensure that you get the highest possible exchange value, we will need to set up an appointment to inspect your current vehicle. Could you let me know which date would be the best time for you to visit our vehicle? Thank you for your enquiry. Kind regards, John"
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OK - Internet requests are processed on time and personalized

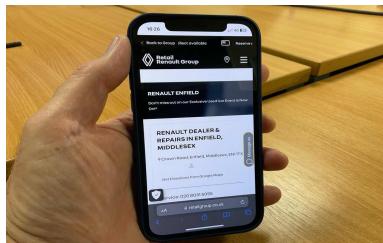
61 %

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



Checked via laptop, tablet and mobile devices.

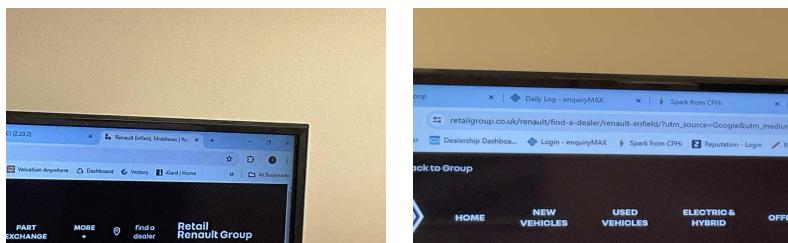


OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen

204 - The URL specify RENAULT with the correct RENAULT favicon



1. No Renault favicon. 2. Renault appears in the URL.

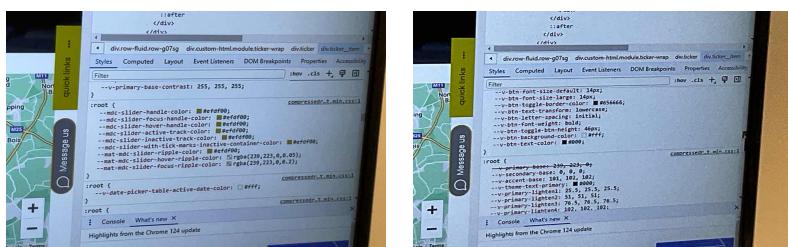


PA - either the favicon is missing or 'Renault' doesn't appear/miss in the URL

205 - The website uses the official Renault colors and logotypes



#EFDF00 and #000 Primary colours evidenced.



OK - Both colors and logotypes used are the correct ones

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



Nouvel R font evident. GUI's not correct.

The screenshot shows two side-by-side views of the Renault website. On the left, the browser's developer tools are open, specifically the 'Elements' tab, showing the CSS code for the logo area. The code includes styling for the 'root' element and the 'Nouvel R' font. On the right, the actual Renault website homepage is displayed, featuring the 'Nouvel R' font in the logo and some text, but the overall layout and design do not follow the recommended Renault GUI guidelines.

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

207 - New car visuals respects the standards



1. No models were showing facing 3/4 angle. 2. Only one brand on page. 3. Order of model range not respected. 4. Maximum four vehicles

The screenshot shows two pages of the Renault website. The top page displays a grid of four cars (Renault E-Tech 100% Electric, Captur E-Tech Full Hybrid, Clio E-Tech Full Hybrid, and Arno e-Tech Full Hybrid) in a 3/4 front-facing angle. The bottom page shows a larger grid of eight cars, including Scenic E-Tech 100% Electric, Captur E-Tech Full Hybrid, Clio E-Tech Full Hybrid, and Arno e-Tech Full Hybrid, all in a 3/4 front-facing angle. This demonstrates that the website respects the visual standards for new car models.

PA - new vehicles visuals respects partially the standards

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



1. Logo position correct. 2. Black background. 3. No Renault+City name. 4. Navigation panel in place. 5. Only Renault brands.

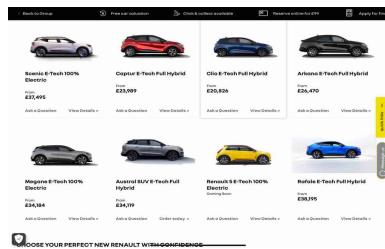
The screenshot shows the Renault website homepage. It features a black header with the Renault logo and navigation links. Below the header is a hero section with a large image of a car and some text. The main content area displays a grid of four cars (Scenic E-Tech 100% Electric, Captur E-Tech Full Hybrid, Clio E-Tech Full Hybrid, and Arno e-Tech Full Hybrid). This indicates that the website follows the recommended structure for navigation and hero elements.

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



No strike lines or discount evidenced.

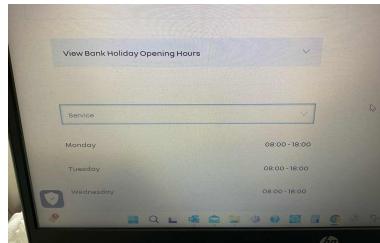
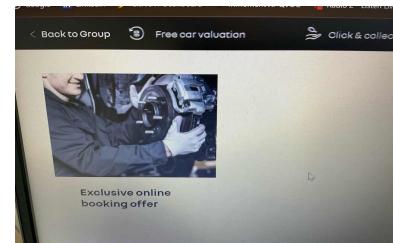
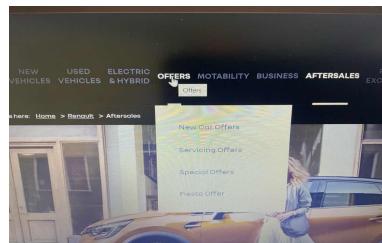


OK - brand exclusivity and price display policy are respected

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



1. Not all the same service offerings appear under “offers” menu when clicking service offers, compared to the service drop down menu. 2. Available description/catchphrase okay, service opening hours available.



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

NA

DIGITAL DACIA

NA

JOURNEY EXPERIENCE

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



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

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

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

NA

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 -

216 - The URL specify DACIA with the correct DACIA favicon -

217 - The website uses the official Dacia colors and logotypes -

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

219 - New car visuals respects the standards -

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

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

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