

Dealer Quality Assessment - Detailed Report

Dealer name	Location
HARWOODS	WOOTTON BRIDGE LUSHINGTON HILL GARAGE LTD WOOTTON PO334RD RYDE United Kingdom
Dealer code	RRG
82612200	NO
NV Renault Sales / year	NV Dacia Sales / Year
99	111
Workshop Customers / Day	Principal Audited Brand
20	RENAULT
Auditor	Audit Date
JOHN ROSTRON	03/07/2024

Global Score
89%

NEW VEHICLES ACTIVITY - 91%



AFTERSALES ACTIVITY - 87%



87% - CUSTOMER JOURNEY



93% - APPOINTMENT BOOKING / PREPARATION



100% - PRODUCT PRESENTATION



65% - RECEPTION



83% - PREPARATION / DELIVERY



91% - PRODUCTION



100% - ORDER MANAGEMENT



100% - RESTITUTION



80% - MANAGEMENT



100% - MANAGEMENT

ZOOM



100% - Basics Sales Methods



100% - Basics Aftersales Methods



68% - BRAND STORE RENAULT



NA - BRAND STORE DACIA



100% - FLASH ARES MAINTENANCE

Strengths (Sales & After Sales only)	Weaknesses (Sales & After Sales only)
Sales - Demonstration vehicles and showroom display vehicles are prepared to a good standard. Deal file administration processes robust with good records maintained.	Sales - Coaching and observation requires schedule for both completed and planned sessions. Showroom ground markings to be removed.
Aftersales - Technician service process robust with good attention to detail. Workshop Quality Control process well organised and sufficient quantity.	Aftersales - Quality meeting content and notes with SMART action plans. Additional work required should have evidence the quotation has been sent to the customer.

DIGITAL

DIGITAL RENAULT - 63%



DIGITAL DACIA - NA



73% - JOURNEY
EXPERIENCE



50% - Website conformity

NA - JOURNEY EXPERIENCE



NA - Website conformity

Digital Score

63%

dealership's digital website main items to improve

The website does not use the defined Renault colours. The font used is not correct. The graphical user interfaces (GUis) are not the correct format. The logo positions on the navigation bar are incorrect.

[CONFIDENTIALITY & PERSONAL DATA PROCESSING] Given the nature of this document and the included personal data, the use of this document is strictly restricted to professional use for which it is intended and to authorized individuals only : Renault group employees, Renault group partners, and Renault group service providers. As the recipient of this document, it is your responsibility to maintain its confidentiality and to restrict redistribution only to authorized individuals.

91 %

NEW VEHICLES ACTIVITY

87 %

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

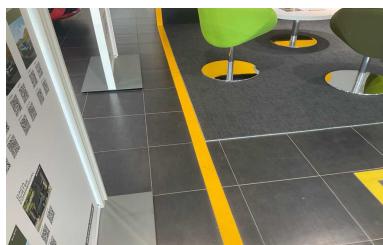


OK - The interior appearance of the dealership is in perfect condition

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

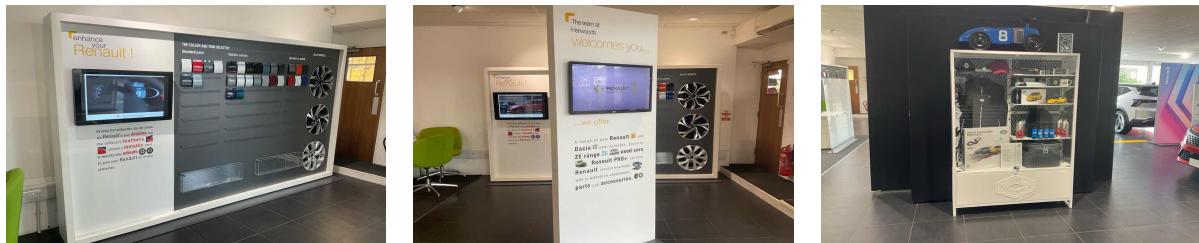


There are ground markings present.



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



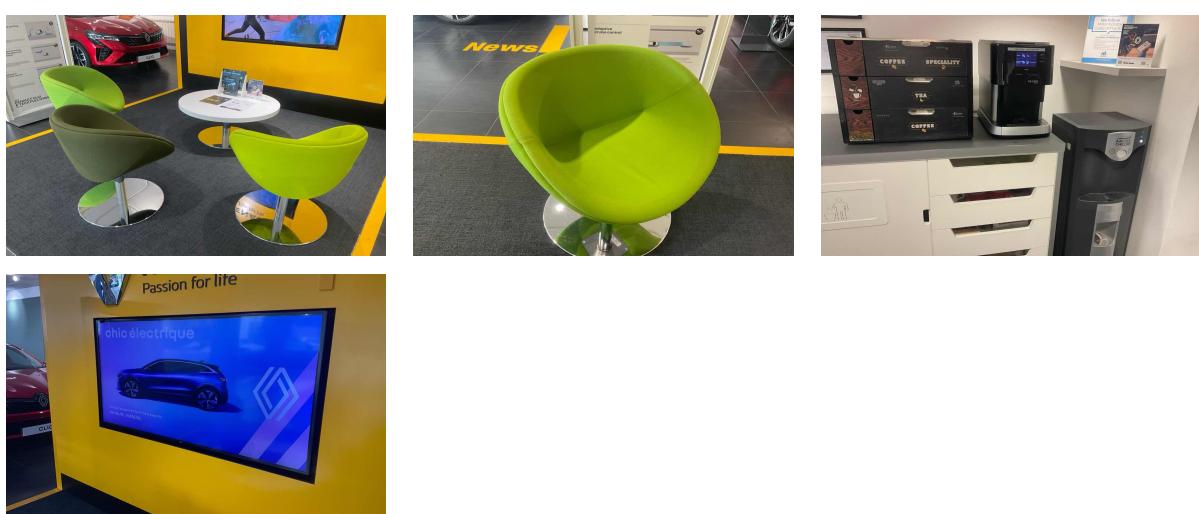
OK - The sales desk are correctly positioned and in perfect condition

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



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



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



One vehicle (Scenic) is not orthogonal due to space limitations.



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

9 of the 11 vehicles available = 81%

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

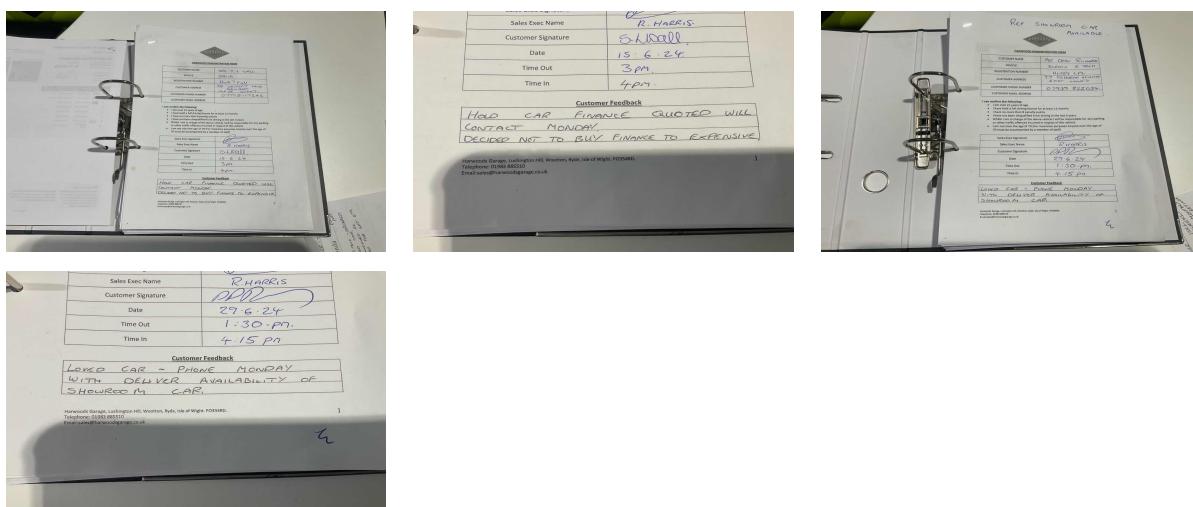
29a - The Demonstrator vehicles are clean, inside and out

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

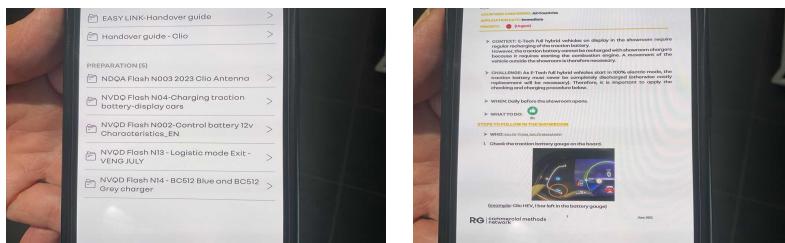
83 %

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



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

48 - The dealership has recommended chargers in sufficient number



NV sales is 210 requiring one charger. Present and tested OK



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



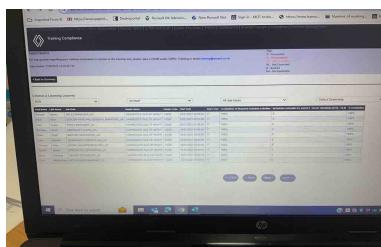
OK - There is a charging station for new electric vehicles and it is in good condition

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



New vehicles are handed over outside



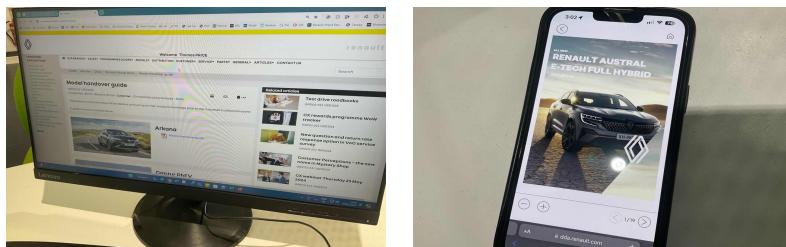
KO - The handover area does not comply with manufacturer's standards or there is no handover area present

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



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)



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



The image shows two handwritten delivery log sheets. The left sheet is dated 18.5.24 and lists the following entries:

Date	Comment	Response
18.5.24	CAR ORDERED	
18.5.24	CAR DELAYED WILL SNAKE WITH INBOX	
25.5.24	CAR STILL DELAYED ADDITIONAL TIME	
4.6.24	CAR ARRIVED BOOMED COLLECTION	
11.6.24	DRIVER BEFORE COLLECTION	
12.6.24	COLLECTED CAR	
13.6.24	COURTESY CALL	

The right sheet is dated 12.5.24 and lists the following entries:

Date	Comment	Response
12.5.24	CARS ORDERED	
18.5.24	COURTESY CALL	
20.5.24	COURTESY CALL	
15.5.24	CAR ARRIVED	
16.5.24	EARLY ARRIVED	
17.5.24	25HR BEFORE COLLECTION CALL	
18.5.24	COLLECTED CAR	
22.5.24	COURTESY CALL	

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

80 %

MANAGEMENT

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



The process is defined and includes detailed analysis of the issue plus feedback from customer on completion

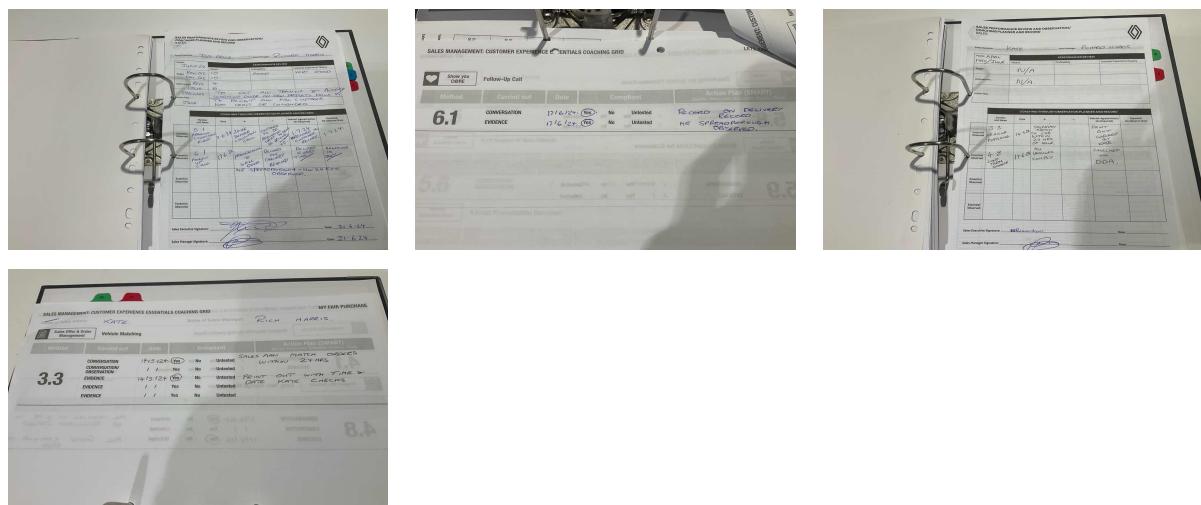


OK - There is an up-to-date customer complaints log

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



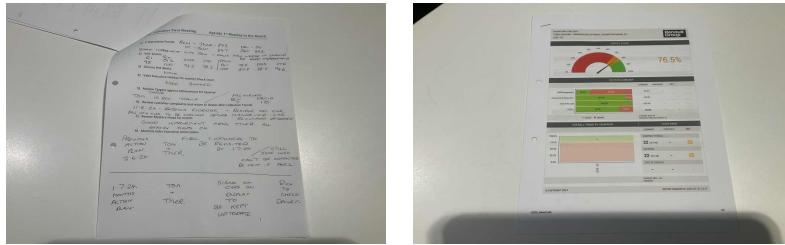
Reviews are held 1-2-1 every month. Coaching grids are completed with feedback but not to the minimum of every 6 months. There is no schedule showing all completed and planned coaching.



KO - There is no planned and / or formalized coaching process 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

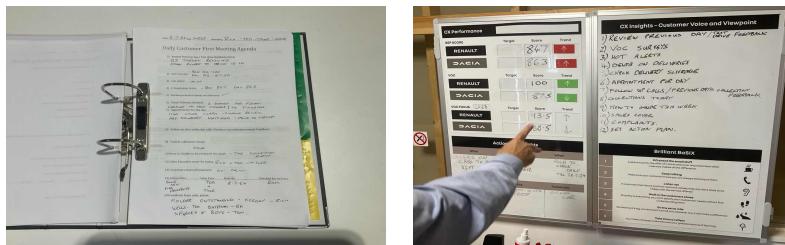
B ✓



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

87 %

AFTERSALES ACTIVITY

93 %

APPOINTMENT BOOKING / PREPARATION

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

Service bookings made directly with the Service Advisor team.

KO - Appointments are not 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

13 files created for 13 jobs scheduled

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

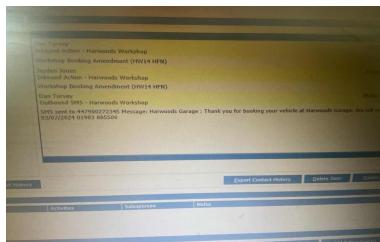
B



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

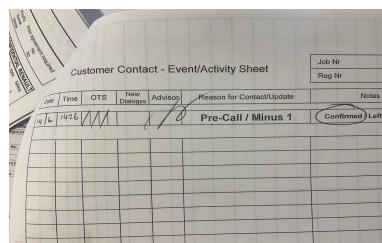
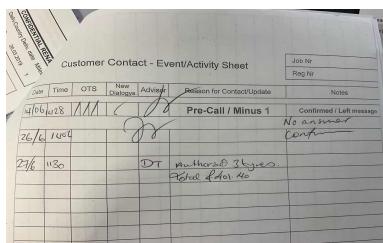
B



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

65 %

RECEPTION

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



There is no Renault signage visible from the road to orient customers to the Aftersales department. Once inside the business, there are signs in the showroom directing to the service desk.



KO - Access to the after-sales services is not identifiable upon arrival at the dealership

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



The reception is well maintained but does not meet the required brand standards



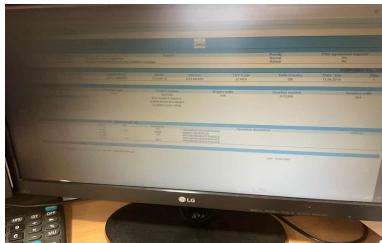
KO - The reception area does not comply with the standards and/or not maintained

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) ✗

In the three job cards reviewed with customer concerns, none had MCS codes attached. See 12315, 12346 & 12335

KO - MCS codes are rarely or never present on the checked files

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

The vehicle inspection area does not meet the requirements and is located outside the service area.



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 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 ✓

Owner	27/6	Date Required	11/08/2028	Time Required	27/6	Time Required
JOB REQUIREMENTS						
Do's & Don'ts	Vehicle U Maint	MOT	Collect and Verify			
Job Description						
JOB INSTRUCTIONS <small>Instruction</small>						
Description: Check and replace if necessary. GOLF, MK4, MK5 and MK6 TDi 4WD. After obtaining customer authorization.						
Op. No.	1	Estimated Time	0.50	Actual Time	0.50	Account Number
Requirement <small>Instruction</small>						
Description: Check and replace if necessary. GOLF, MK4, MK5 and MK6 TDi 4WD. After obtaining customer authorization.						
Op. No.	2	Estimated Time	0.50	Actual Time	0.50	Cash
Requirement <small>Instruction</small>						
Description: Carry out 2 point visual safety check (check for oil, charge).						
Op. No.	3	Estimated Time	0.00	Actual Time	0.00	Account Number
Requirement <small>Instruction</small>						
Description: Total of prior agreed work = £80.00						

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

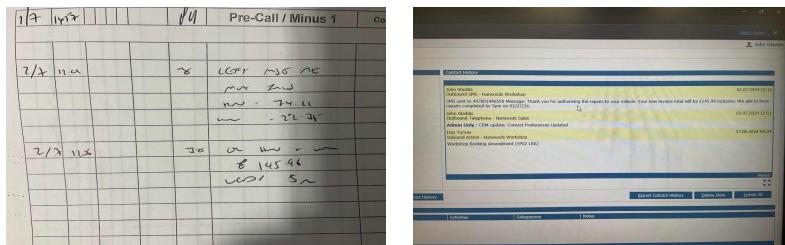
91 %

PRODUCTION

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

B ✓

Customer is contacted by telephone, the job card updated with the notes and a text sent to the customer confirming the agreement.



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

Quotations are not sent to the customers. The process is managed via a phone call.

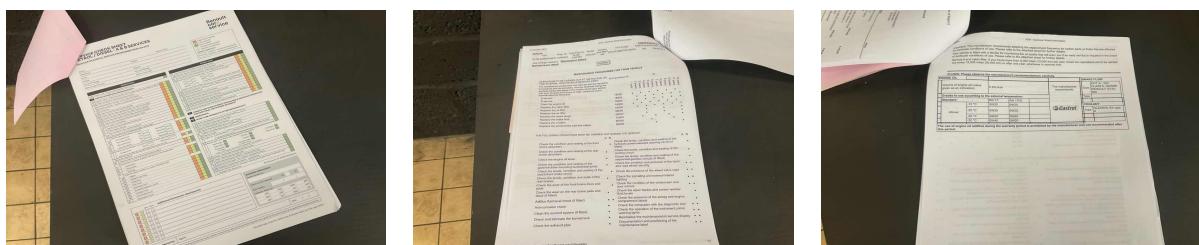
KO - An additional estimate is not systematically sent to the customer

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



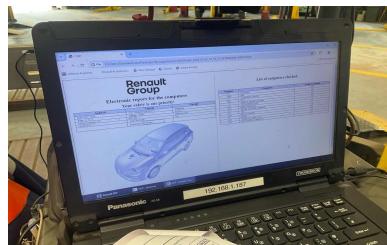
OK - The technician has the documents necessary to carry out the service and refers to them

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)



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

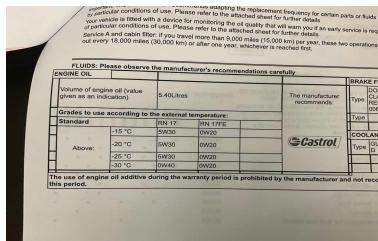


OK - The brakes check complies with that of the repair methods

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

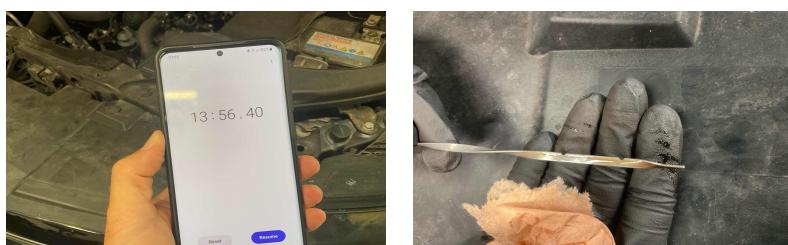


ICM states RN17, RN17 from bulk drum used.



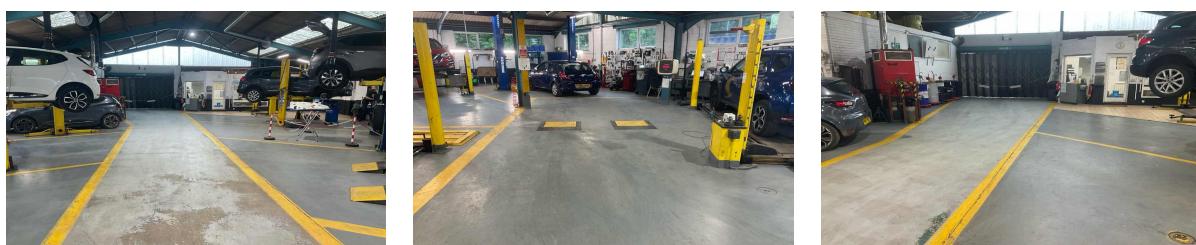
OK - The standard of oil used is in accordance with the ICM sheet

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

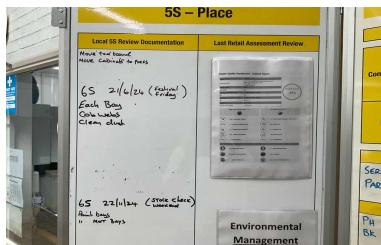


OK - The workshop is clean and tidy

143 - Measures exist to ensure workshop cleanliness



Process carried out in December and June.



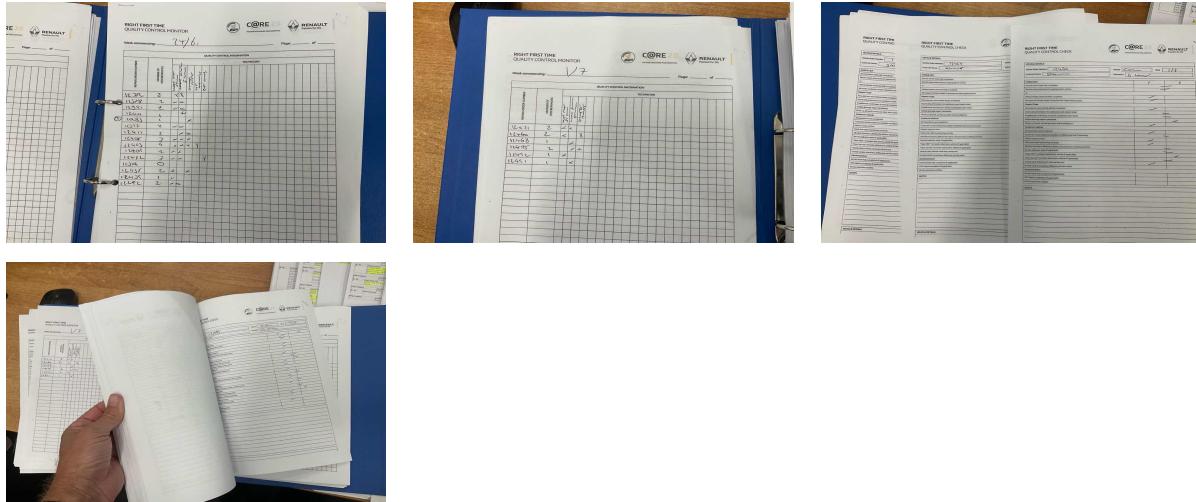
OK - There are procedures in place to ensure long-term workshop cleanliness

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

100 %

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

B ✓

Customers are contacted by telephone and this is recorded on the job pack and the DMS

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

100 %

MANAGEMENT

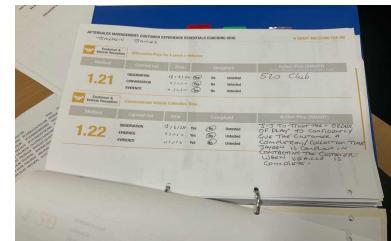
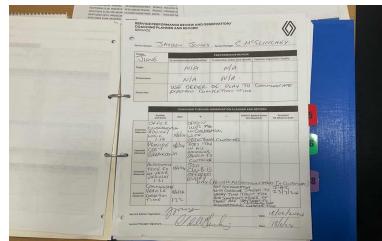
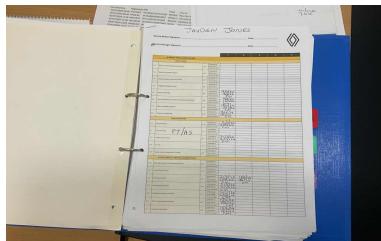
149 - A daily after-sales briefing takes place

B



OK - A daily briefing is carried out

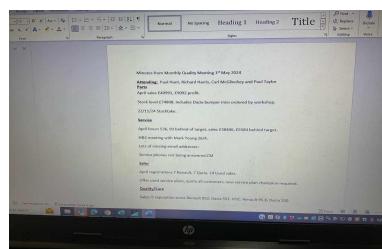
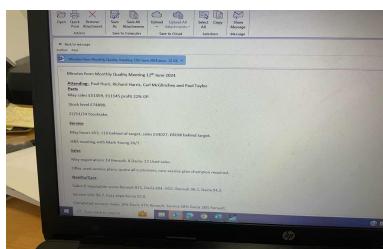
150 - The Aftersales Manager organizes observations in order to improve the skills of the team



OK - Coaching sessions are organised regularly

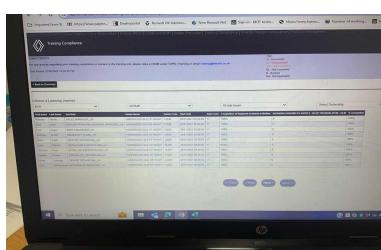
151 - A formalized AFS quality meeting is carried out every month & actions to improve quality have been put in place

B ✓



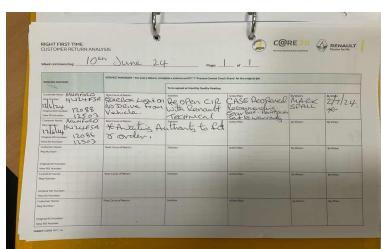
OK - Quality meetings are organised every month with measurable actions

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

68 %

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

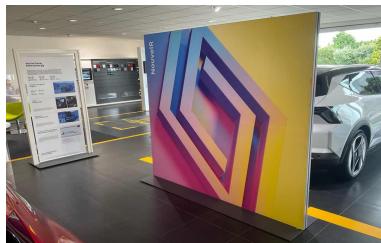


OK - The interior appearance of the dealership is in perfect condition

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



There are ground markings present.



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



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



One vehicle (Scenic) is not orthogonal due to space limitations.



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



New vehicles are handed over outside



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



There is no Renault signage visible from the road to orient customers to the Aftersales department. Once inside the business, there are signs in the showroom directing to the service desk.



KO - Access to the after-sales services is not identifiable upon arrival at the dealership

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



The reception is well maintained but does not meet the required brand standards



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

The vehicle inspection area does not meet the requirements and is located outside the service area.



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

100 %

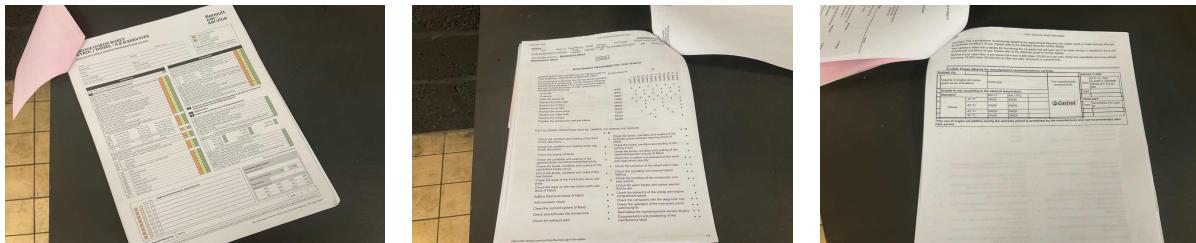
FLASH ARES MAINTENANCE

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



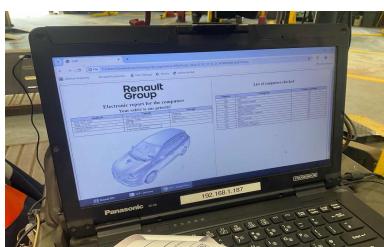
OK - The technician has the documents necessary to carry out the service and refers to them

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

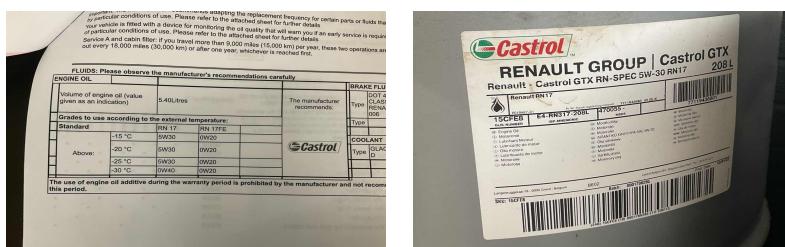


OK - The brakes check complies with that of the repair methods

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



ICM states RN17, RN17 from bulk drum 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

63 %

DIGITAL

63 %

DIGITAL RENAULT

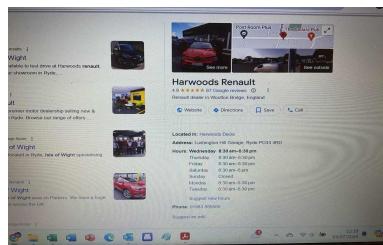
73 %

JOURNEY EXPERIENCE

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



1 No “own this business” (OK). 2 name spelled correctly. 3 location and address correct. 4 contact information available. 5 correct opening hours displayed. 6 picture up to date

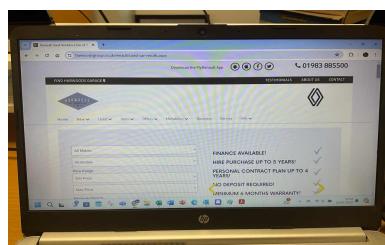


OK - GMB (Google My Business) is correctly used

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



Dealers page for used cars, but not Renault brand page

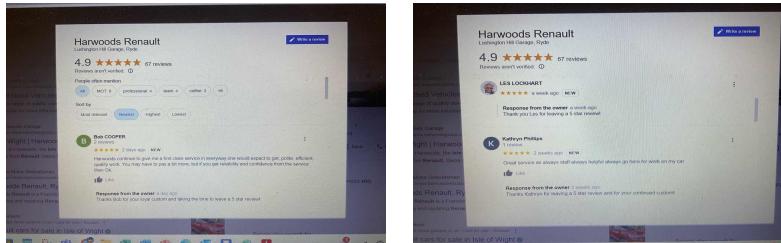


KO - The GMB link does not redirect (directly) to the good dealer Renault website

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

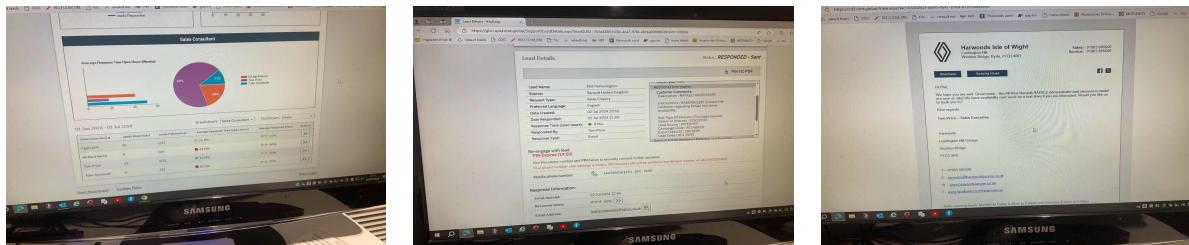


All reviews responded to in timely manner and personalised to the customer comments.



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

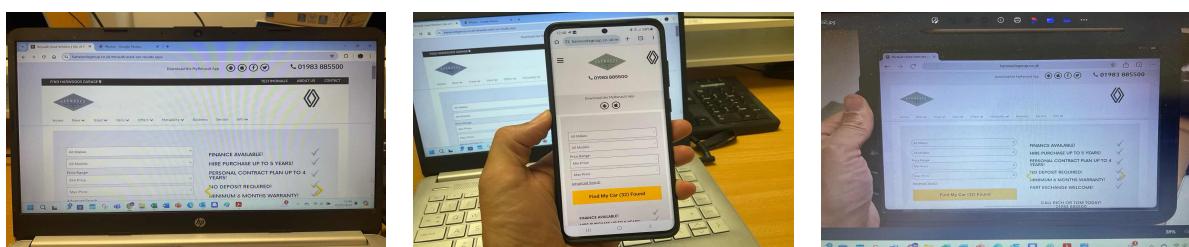
50 %

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



Tested on all devices

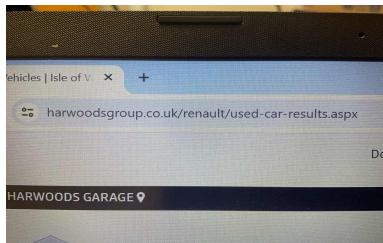


OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen

204 - The URL specify RENAULT with the correct RENAULT favicon



The Renault favicon is not used. Renault does appear in the URL

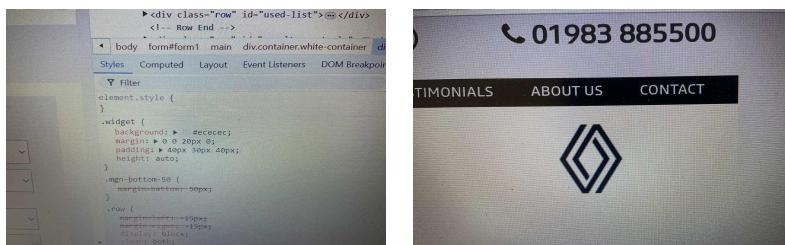


PA - either the favicon is missing or 'Renault' doesn't appear/miss in the URL

205 - The website uses the official Renault colors and logotypes



The correct Renault colours are not used. The correct logotype is used.

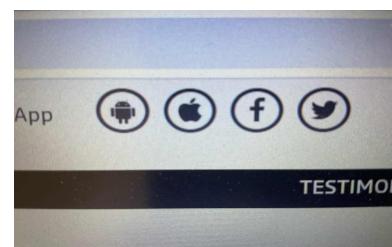
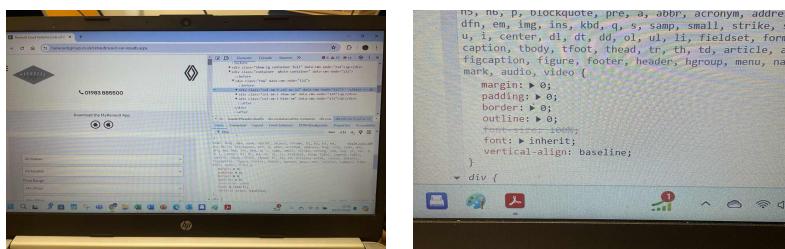


KO - as soon as either a color or/and logotype used is/are not the correct one(s)

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



Font is not Nouvel R. The graphical user interfaces are not the correct type.

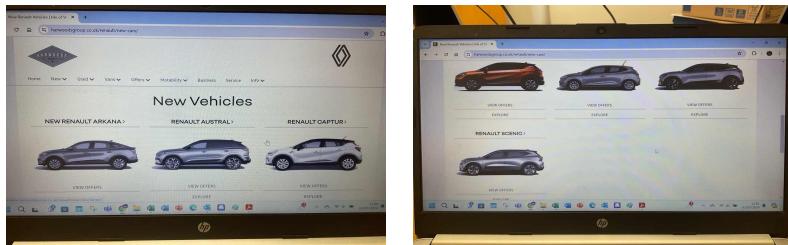


KO - Either the font or/and GUIs are not the right ones

207 - New car visuals respects the standards



Car visuals are not at 3/4 angle. There is one brand per page. The order of the vehicles is not respected. Range of vehicles (3 to 4 per row) correct.

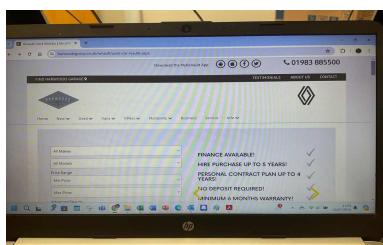


PA - new vehicles visuals respects partially the standards

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



1 the logo positions are wrong. 2 colour of navigation background correct. 3 naming format incorrect. 4 homepage contains navigation, hero section, range, services. 5 only Renault cars in section as required.

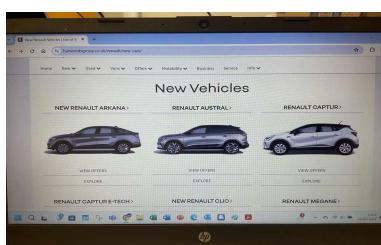


KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met

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



Only Renault brand shown and no discount or strike line present

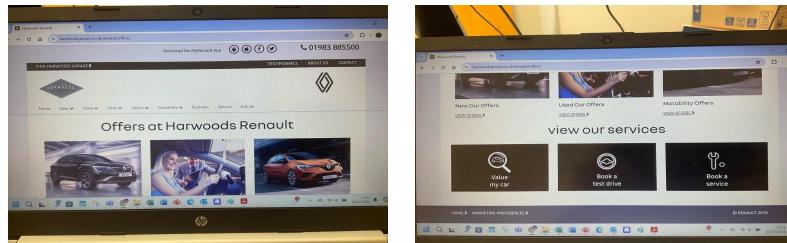


OK - brand exclusivity and price display policy are respected

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



***Not all services available are listed. Service goes into online booking only with no description etc.
Parts is not represented.***



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

-