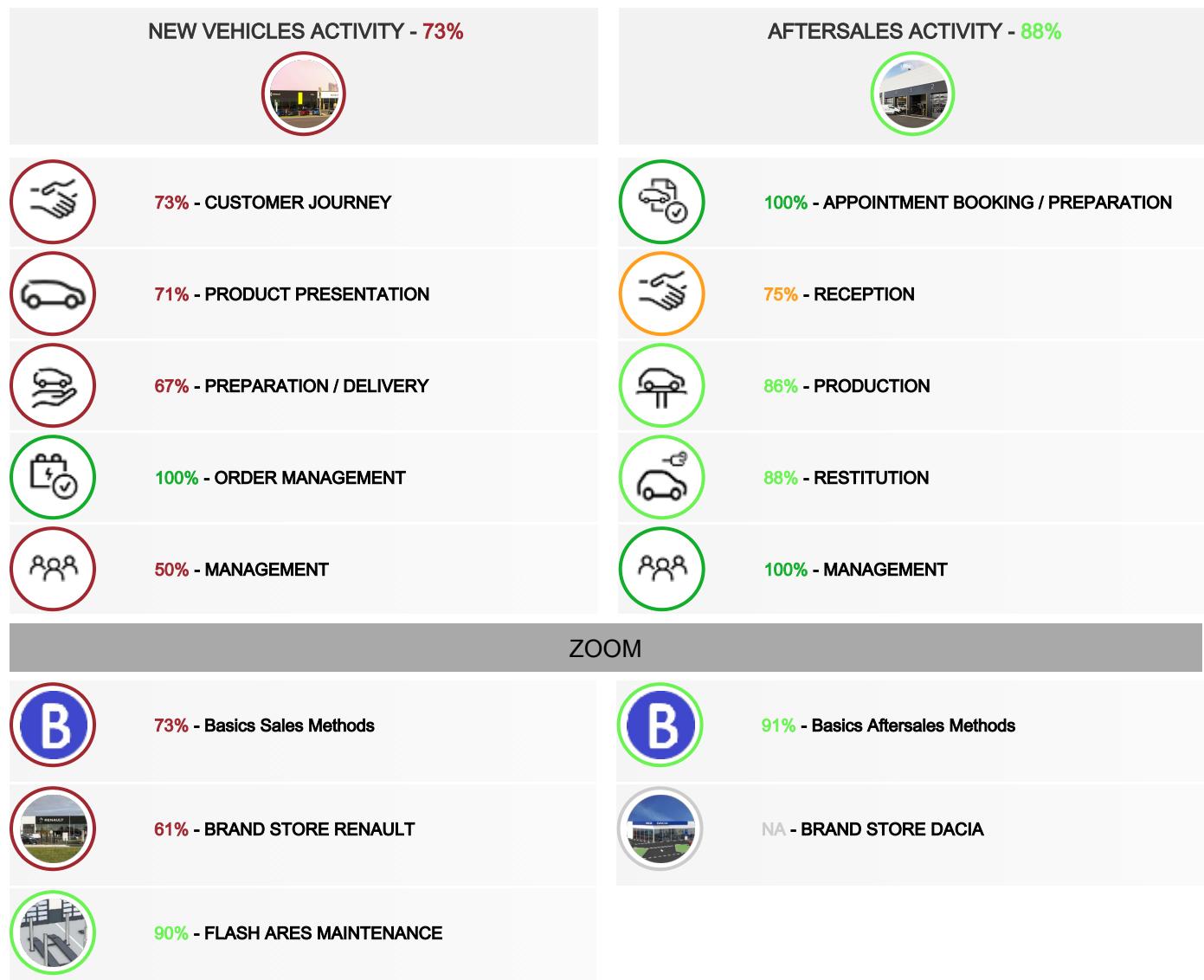


Dealer Quality Assessment - Detailed Report

| Dealer name | Location |
|---------------------------|---|
| GARAGE VALCKENIER KOBEGEM | BRUSSELSESTEENWEG 337 1730 ASSE-KOBEGEM Belgium |
| Dealer code | RRG |
| 05600132 | NO |
| NV Renault Sales / year | NV Dacia Sales / Year |
| 400 | 200 |
| Workshop Customers / Day | Principal Audited Brand |
| 27 | RENAULT |
| Auditor | Audit Date |
| JULIE WUYTS | 21/06/2024 |

Global Score
81%



| Strengths (Sales & After Sales only) | Weaknesses (Sales & After Sales only) |
|--|--|
| <ul style="list-style-type: none"> - Netheid van de testvoertuigen - Klanten dossiers bij sales zijn compleet - Goede opvolging na de testrit | <ul style="list-style-type: none"> - netheid van de auto's in showroom kan beter - offertes dienen doorgestuurd te worden naar de klant bij meerwerken - infrastructuur is op meerdere gebieden niet in orde - elke maandelijkse vergadering dient een actieplan te hebben |

DIGITAL

DIGITAL RENAULT - 35%



DIGITAL DACIA - NA



45% - JOURNEY
EXPERIENCE



22% - Website conformity

NA - JOURNEY EXPERIENCE



NA - Website conformity

Digital Score

35%

dealership's digital website main items to improve

- Geen meerdere merken op 1 pagina zetten
- Elke garage heeft zijn eigen website nodig
- Gebruik de juiste logo's aan de juiste kant
- Volg de richtlijnen van Renault

[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.

73 %

NEW VEHICLES ACTIVITY

73 %

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



Vloer voldoet niet aan de normen



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

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



Geen vloertegels



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



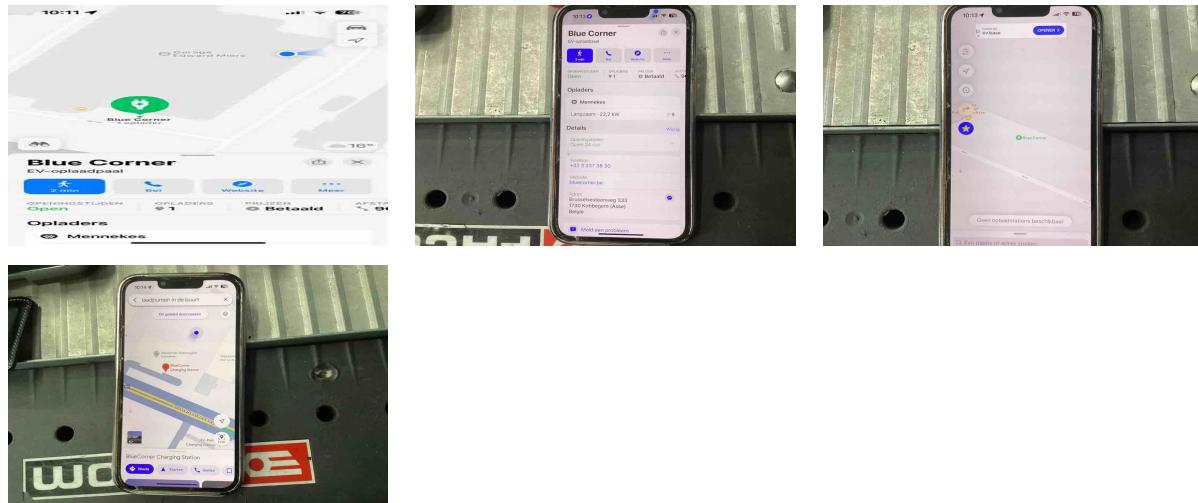
OK - The furniture in the customer area is clean and compliant as a waiting area

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



OK - The dealership has a 24/7 charging station meeting the manufacturer's specifications

71 %

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



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

23 - The Renault price-product display stands are compliant

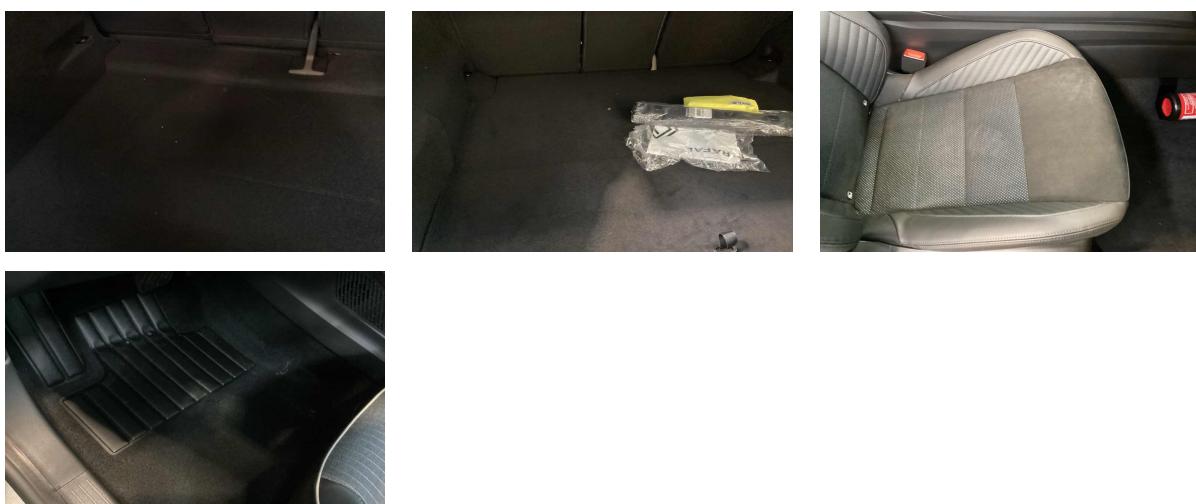


OK - Renault price displays are compliant and contain all the mandatory up-to-date information

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



Sommige auto's bevatten een vuile koffer, vieze ondergrond aan de passagiers ruimte en hier en daar wat vegen exterieur



KO - The vehicles on display are not in perfect condition

26 - The vehicles on display all have a charged battery

B X

1 voertuig voldoet niet aan de normen: 12v accu is niet opgeladen, ze zijn bezig met de auto technisch inorde te brengen echter plaatst men de auto ondertussen in de showroom waar klanten deze meldingen kunnen zien.



KO - Not all vehicles on display are charged correctly

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

B ✓

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

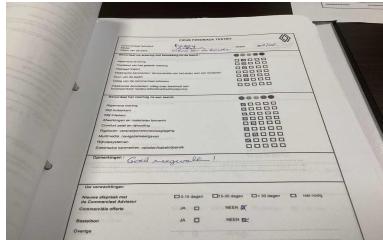
29a - The Demonstrator vehicles are clean, inside and out

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

67 %

PREPARATION / DELIVERY

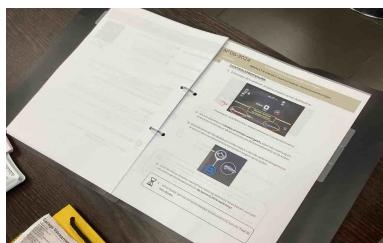
9 - Dacia vehicles to be delivered are presented to customers according to the recommendations (with compliant delivery covers)

-

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

✓

Ook beschikbaar in DDA



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

48 - The dealership has recommended chargers in sufficient number

✓

1 lader ter beschikking



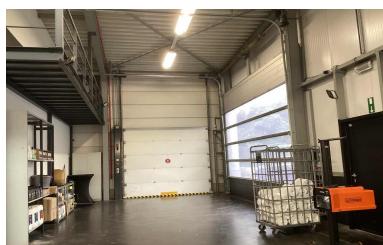
OK - The dealership has the regulatory battery charger and it is fully functional

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

Er is geen laadstation voorzien in de garage, de voorbereidingszone en ook niet in de leveringszone.

KO - There is no charging station for new electric vehicles or it doesn't work

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 X

Ruimte voldoet niet aan de Renault voorwaarden , mag niet in de showroom zelf staan.



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

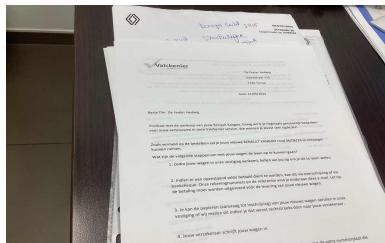


OK - Customers are informed of delays to their order in good time

36 - Customers receive an order confirmation within three days



Per post of per mail loopt die via sale care



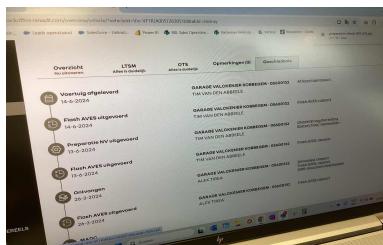
OK - The validated order is confirmed to customers

37 - Product update operations are closely monitored



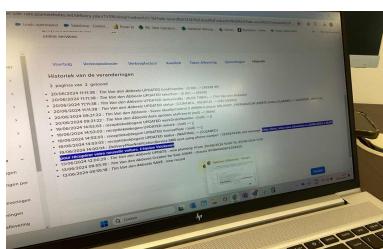
OK - The presence of OTS is systematically checked in ICM and there is a trace of the consultation

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

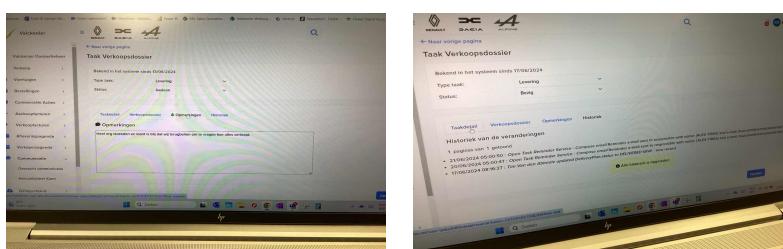
41b - The delivery date is planned taking into account the preparation process of the vehicle (assembly of accessories)

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

50 %

MANAGEMENT

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

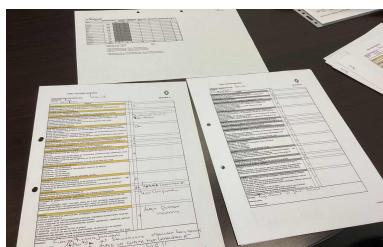
Klachten worden tijdig opgevolgd



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 ✗

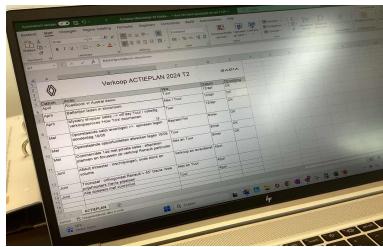
Geen geplande vergadering in de agenda



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 ✗

Er zijn nergens actieplannen te bespeuren voor de maand April en ook het eerste kwartaal van 2024 zijn er geen actieplannen. T1 opgevraagd die was er niet.



KO - A quality meeting is not carried out monthly or it is not formalized, or/and no measurable actions are followed

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

88 %

AFTERSALES ACTIVITY

100 %

APPOINTMENT BOOKING / PREPARATION

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

Ok

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 ✓

Alle dossiers zijn in orde en worden digitaal opgeladen via Mobo

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

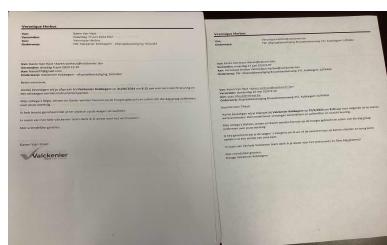


OK - Spare parts are always prepared in advance and are made available to the workshop in labelled boxes or lockers

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

B

Klanten ontvangen via mail een bevestiging



OK - The customer systematically receives an appointment confirmation

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

B

Klanten worden de dag voordien gecontacteerd via e-mail



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

75 %

RECEPTION

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



Geen richtingsborden



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



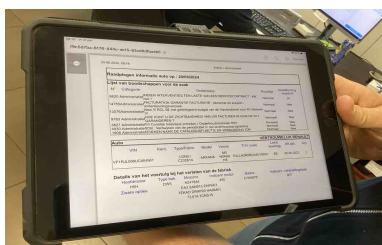
OK - The reception area complies with the standards and is perfectly maintained

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



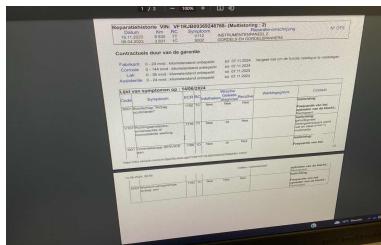
OK - All front-office staff wear standard badges and uniforms

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 ✗

Controle zone bevindt zich in de garage en bevat niet de juiste merknaam - welkom -



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

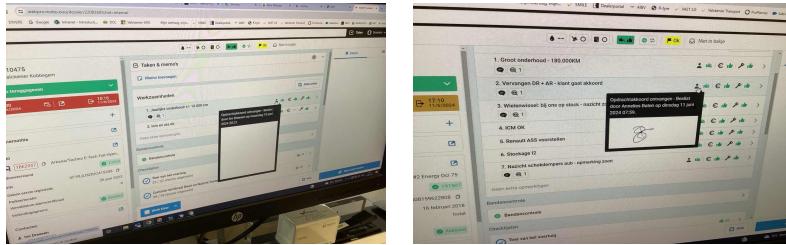
122 - The Service Advisor checks all points outside the vehicle ✓

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 X

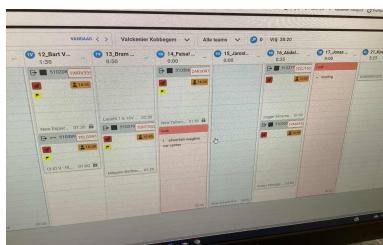
Klanten ondertekenen ter plaatsen via de iPad, 1 dossier omvatte enkel een klein puntje (.), geen echte handtekening van de klant beschikbaar, de klant deed dit vanuit thuis waar hij zelf zijn handtekening kan zetten.



KO - The overall price and/or the detailed pricing is not always noted in the checked files or customer signatures are not always present on the Repair Orders

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

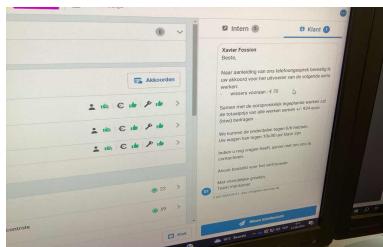
86 %

PRODUCTION

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

B ✓

Wordt in Mobo direct gecommuniceerd via mail of sms



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

✗

Er worden systematisch geen offertes doorgestuurd vermeld de consulent, enkel indien bij 'grote bedrijven' zonder leasing of wanneer de klant ernaar vraagt. De offertes zijn ook niet beschikbaar in andere dossiers.

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

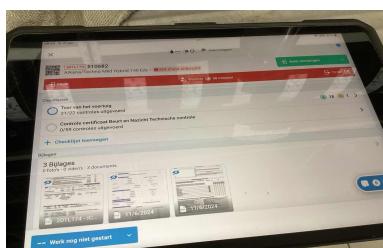
✓



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

✓

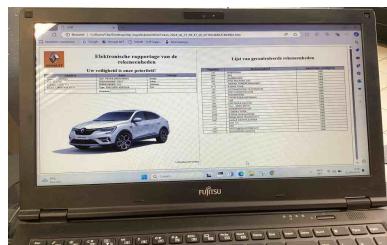


OK - The technician has the documents necessary to carry out the service and refers to them

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 ✓

Wordt besproken met de technieker en chef atelier.

OK - Stored faults are correctly processed by the technician

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

Afdichting werd niet dichtgesmeerd voor het plaatsen van de afdichtingsring -olie

KO – The oil filter is not 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



RN17 5W30



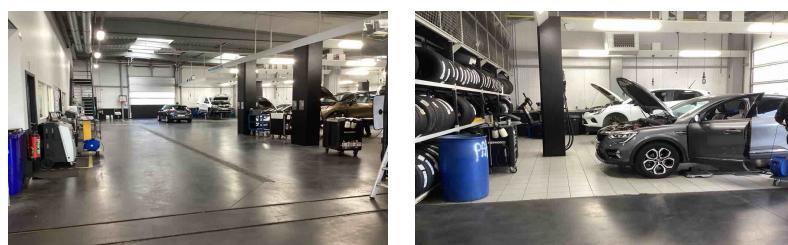
OK - The standard of oil used is in accordance with the ICM sheet

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



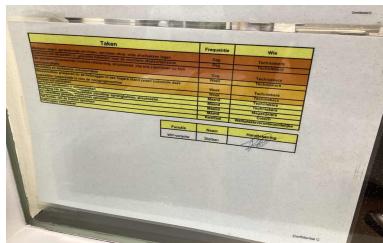
OK - The oil level on the dipstick is correct

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

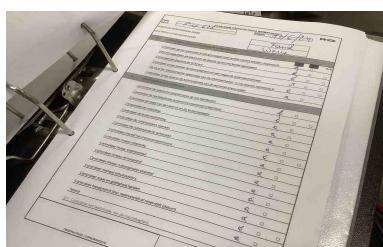


OK - The workstation and the main safety elements are present

145 - The quality of the work carried out is checked



Dagelijks worden er controles uitgevoerd



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



De documenten worden per mail doorgestuurd meteen na de teruggave

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

147 - Customer files are complete before archiving

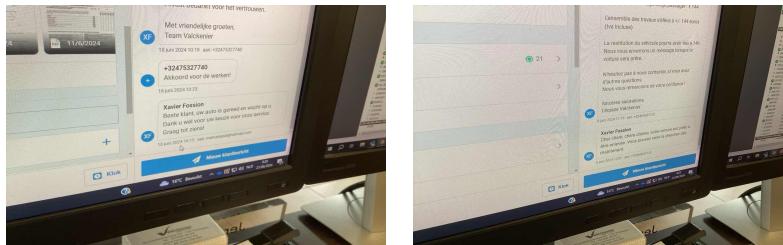


OK - All checked files are complete before archiving

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



Er worden geen tijdstippen vermeld in de communicatie naar de klant



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



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



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



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

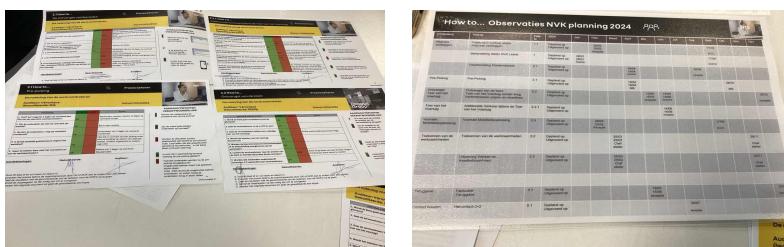
B ✓



OK - A daily briefing is carried out

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

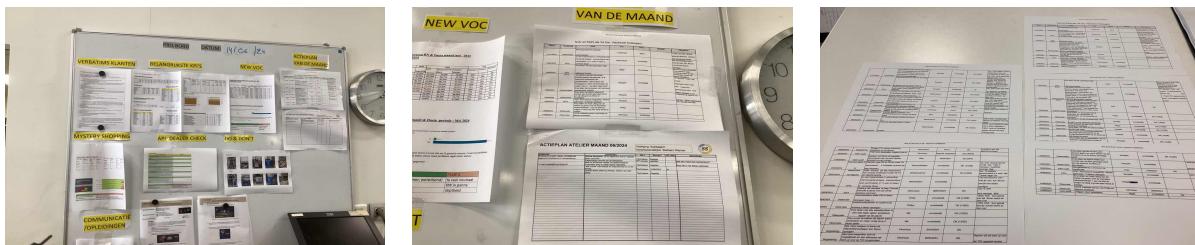
✓



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 ✓

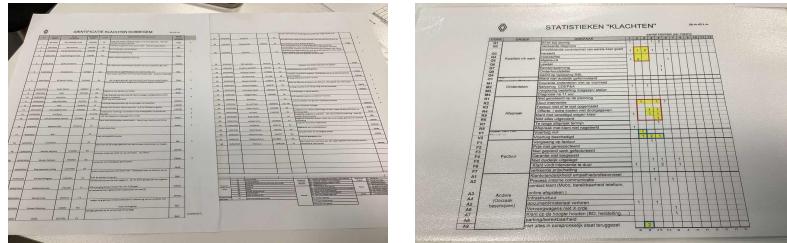


OK - Quality meetings are organised every month with measurable actions

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

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



Vloer voldoet niet aan de normen



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

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



Geen vloertegels



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



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



Sommige auto's bevatten een vuile koffer, vieze ondergrond aan de passagiers ruimte en hier en daar wat vegen exterieur



KO - The vehicles on display are not in perfect condition

53 - The handover area meets the manufacturer's standards



Ruimte voldoet niet aan de Renault voorwaarden , mag niet in de showroom zelf staan.



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



Geen richtingsborden



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



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



Controle zone bevindt zich in de garage en bevat niet de juiste merknaam - welkom -



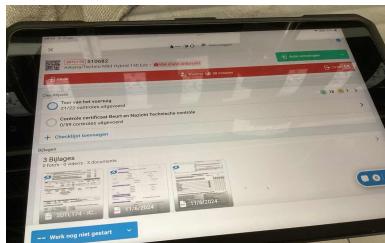
KO - The vehicle inspection area is not clean and / or does not comply with the recommendations

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 ✓

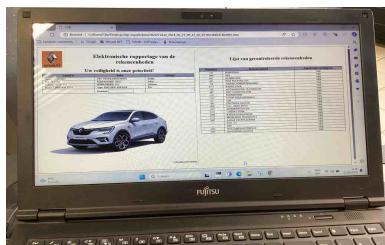


OK - The technician has the documents necessary to carry out the service and refers to them

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



Wordt besproken met de technieker en chef atelier.

OK - Stored faults are correctly processed by the technician

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



Afdichting werd niet dichtgesmeerd voor het plaatsen van de afdichtingsring -olie

KO – The oil filter is not 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

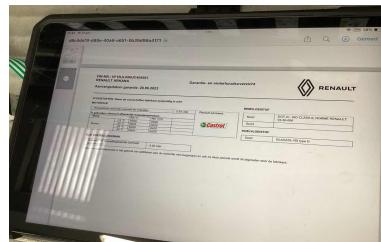
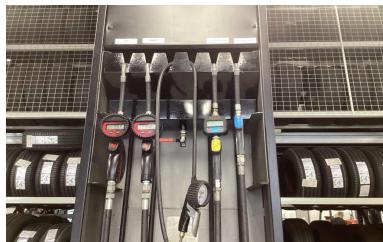


OK - The brakes check complies with that of the repair methods

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



RN17 5W30



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

35 %

DIGITAL

35 %

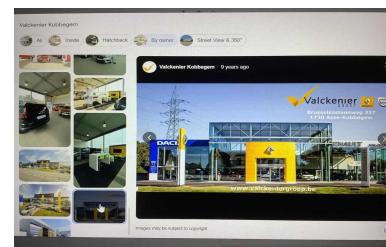
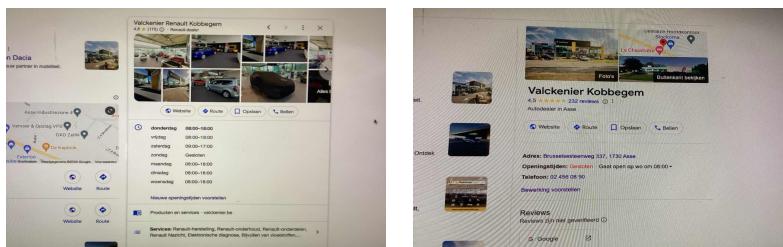
DIGITAL RENAULT

45 %

JOURNEY EXPERIENCE

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

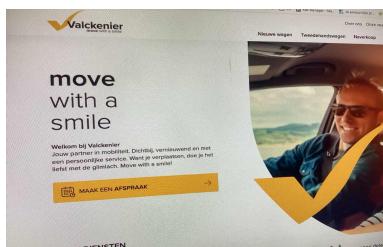
Oude foto's



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

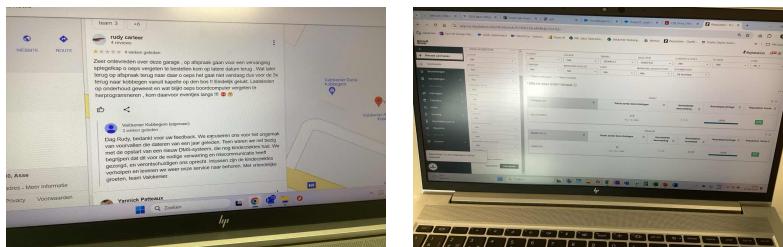
202 - The link in the GMB section redirects to the correct dealer website (ONLY Renault + group + city) X

Je komt meteen op de algemene website van Valckenier



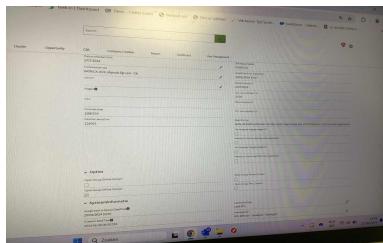
KO - The GMB link does not redirect (directly) to the good dealer Renault website

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



OK - All reviews have a qualitative response on time

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

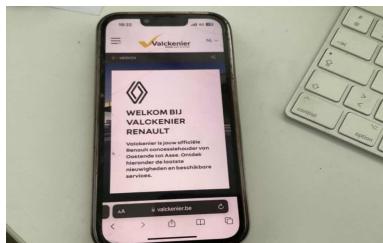


OK - Internet requests are processed on time and personalized

22 %

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

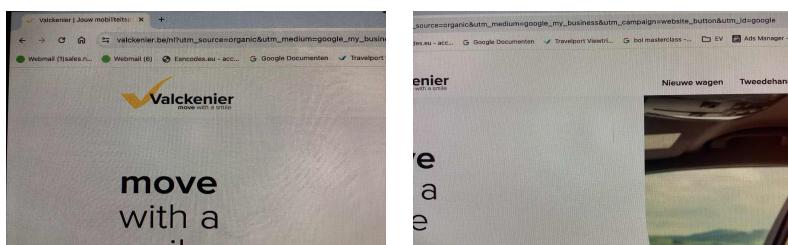


OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen

204 - The URL specify RENAULT with the correct RENAULT favicon



Onjuiste favicon Renault is niet zichtbaar in de URL

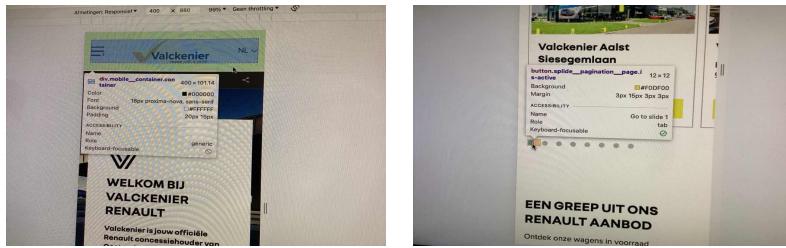


KO - favicon & 'Renault' in the URL don't appear

205 - The website uses the official Renault colors and logotypes



De kleuren dienen bij alles de kleuren van Renault te zijn



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)



Er worden meerdere lettertypes gebruikt dan die van Renault zoals proxima-nova

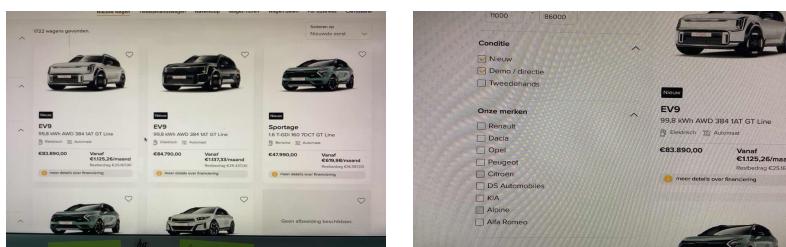


KO - Either the font or/and GUIs are not the right ones

207 - New car visuals respects the standards



Automerken staan door elkaar en kunnen op basis van een filter geselecteerd worden, meerdere merken op 1 pagina

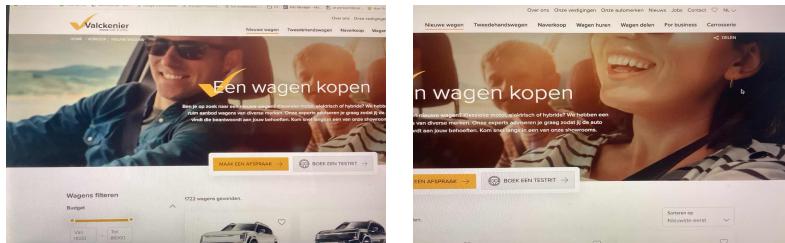


KO - new vehicles visuals don't respect the standards

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



Positie van logo's kloppen niet

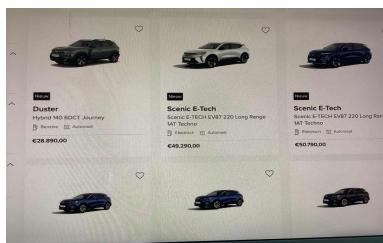


KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met

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

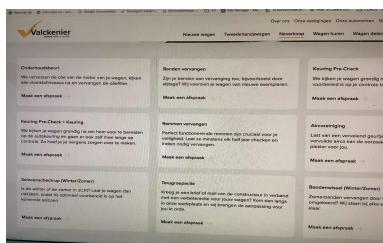


Merken staan door elkaar op dezelfde pagina



KO - brand exclusivity and/or price display policy are/are not respected

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



OK - Offers & services are clearly presented (name of services with description and opening hours)

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

