

Dealer Quality Assessment - Detailed Report

Dealer name	Location
RENAULT PERUWELZ	NEUVE CHAUSSEE 76 A. 7600 PERUWELZ Belgium
Dealer code	RRG
05600137	NO
NV Renault Sales / year	NV Dacia Sales / Year
112	166
Workshop Customers / Day	Principal Audited Brand
12	RENAULT
Auditor	Audit Date
ERIC EVRARD	03/06/2024

Global Score
91%



Strengths (Sales & After Sales only)	Weaknesses (Sales & After Sales only)
Le management de la qualité.	La propreté intérieure d'un véhicule.
La propreté des locaux.	Le véhicule électrique exposé n'a pas une batterie correctement chargée.
Le suivi des dossiers en VN	
La préparation des dossiers en APV	
La qualité de la restitution véhicule.	Le suivi des véhicules en retard.

DIGITAL

DIGITAL RENAULT - 53%



DIGITAL DACIA - NA



55% - JOURNEY
EXPERIENCE



50% - Website conformity

NA - JOURNEY EXPERIENCE



NA - Website conformity

Digital Score

53%

dealership's digital website main items to improve

Le lien redirige vers le site du groupe Omnia cars.

Le nombre de véhicule par rangée est supérieur à 3 et les prix sont manquants.

Les services présentés ne respectent pas la charte Renault.

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87 %

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 X

Le marquage au sol est usé



KO - The exterior appearance of the dealership is not in an 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



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



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

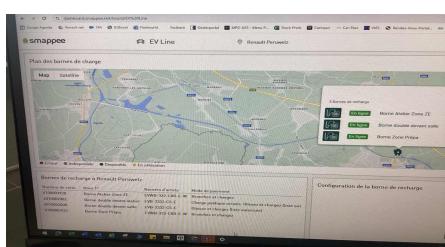


OK - Sales staff are identifiable

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



La borne n'est pas disponible



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

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



Propreté intérieure d'un véhicule



KO - The vehicles on display are not in perfect condition

26 - The vehicles on display all have a charged battery



23% d'énergie pour le Scénic



KO - Not all vehicles on display are charged correctly

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



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

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



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 ✓

Les comptes rendus d'essai sont stockés dans les dossiers clients



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

100 %

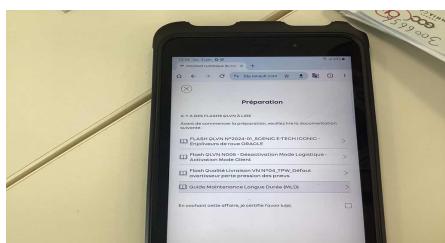
PREPARATION / DELIVERY

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

—

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



1 chargeur pour 300 livraisons



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

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



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

51 - The preparation area meets the manufacturer's standards



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

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



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

53 - The handover area meets the manufacturer's standards



OK - The handover area complies with manufacturer standards

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



QUESTION NOT AUDITABLE

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



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

85 %

ORDER MANAGEMENT

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



Pas de preuve de l'appel pour un véhicule en retard

KO - Customers are not always informed of delays to their order or this is not recorded in the files checked

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



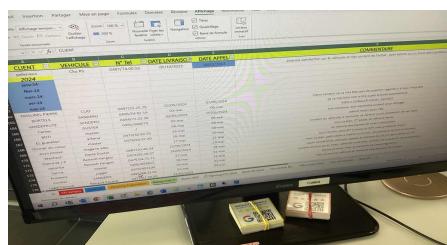
OK - Customers are systematically contacted 24 hours before delivery as a reminder

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

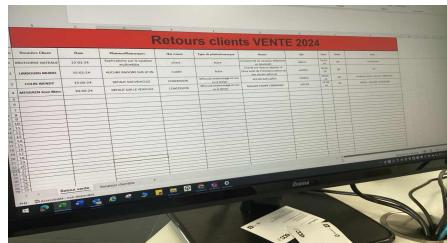


OK - Customers systematically receive a post-delivery call and this is followed up by the Sales Manager

100 %

MANAGEMENT

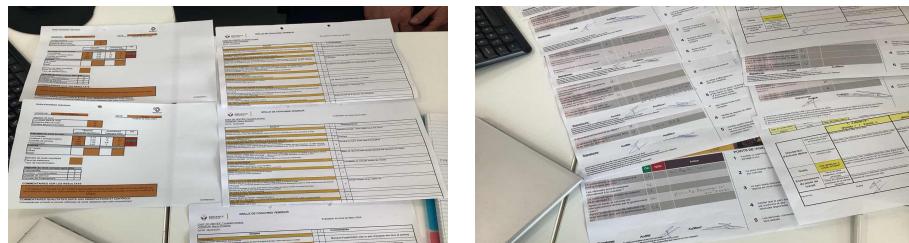
57 - There is an internal or company procedure for dealing with customer issues or complaints



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

Une bilatérale mensuelle et les observations sont réalisées tout au long de l'année



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

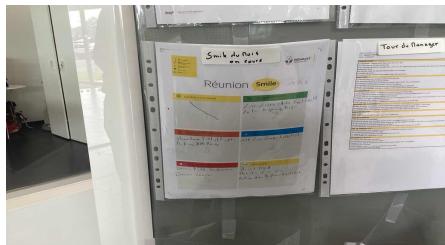
60 - There is a monthly meeting to review the latest quality data on NV activity & gives rise to the necessary measures to improve the situation



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

95 %

AFTERSALES ACTIVITY

100 %

APPOINTMENT BOOKING / PREPARATION

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

Le réceptionnaire prend les rendez-vous et lorsqu'il est occupé c'est le Cotech ou le responsable de site qui prend les rendez-vous

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 ✓

4 RDV 1 entrée réalisée reste 3 dossiers



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

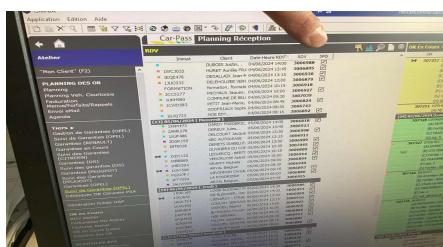
B ✓



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

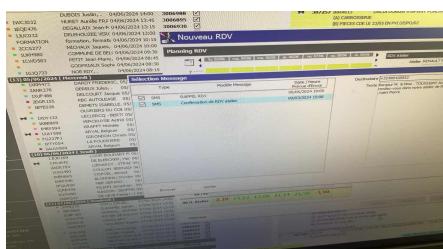
B ✓



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

90 %

RECEPTION

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



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

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



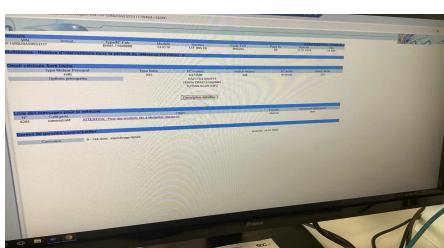
OK - The reception area complies with the standards and is perfectly maintained

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



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

116 - The presence of recall operations is checked at reception



OK - The Service Advisor consults the OTS screen in ICM

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

OK - MCS codes are systematically present on all checked files

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

La zone tour du véhicule n'est pas au standard de la marque



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 ✓

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

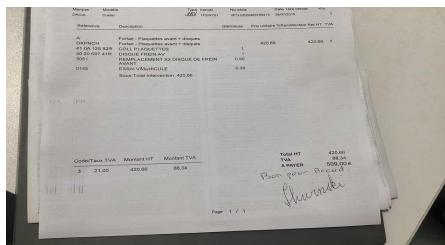
90 %

PRODUCTION

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

B

Accord tracé dans le dossier



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

X

Un devis est envoyé fonction de la nature des travaux

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) -

Véhicule de marque Dacia

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

Véhicule de marque Dacia

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

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

138 - The wheels of the vehicle are checked ✓

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

139 - The front brakes of the vehicle are checked



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

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



ICM = RN17 et huile utilisée RN17

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



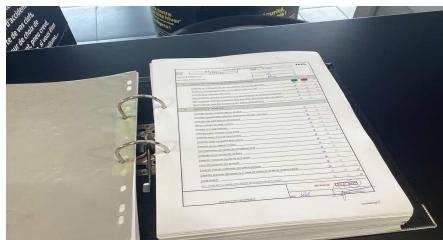
OK - There are procedures in place to ensure long-term workshop cleanliness

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

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 ✓

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

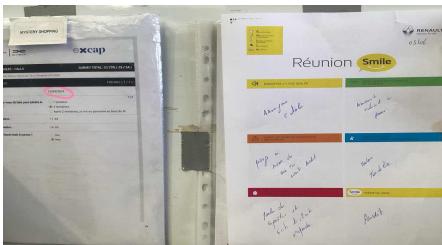
OK - The protections of the vehicle were removed in front of the customer

100 %

MANAGEMENT

149 - A daily after-sales briefing takes place

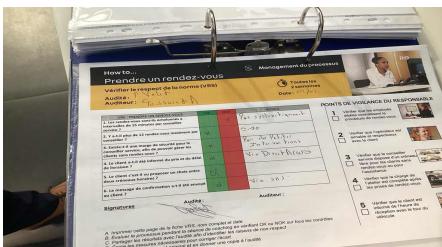
B ✓



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

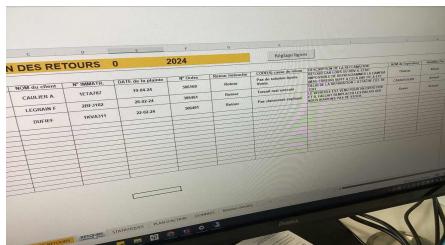
155 - All technical staff have been warned of the electrical risks

✓



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

79 %

BRAND STORE RENAULT

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



Le marquage au sol est usé



KO - The exterior appearance of the dealership is not in an 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

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OK - The showroom respects the visual charter of the Renault brand

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

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

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

17 - Sales staff wear appropriate and identifiable business attire



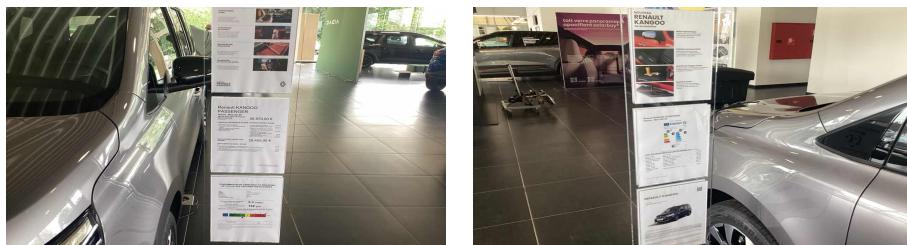
OK - Sales staff are identifiable

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



Propreté intérieure d'un véhicule



KO - The vehicles on display are not in perfect condition

53 - The handover area meets the manufacturer's standards



OK - The handover area complies with manufacturer standards

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



QUESTION NOT AUDITABLE

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



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

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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



La zone tour du véhicule n'est pas au standard de la marque



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

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Véhicule de marque Dacia

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Véhicule de marque Dacia

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

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ICM = RN17 et huile utilisée RN17

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

53 %

DIGITAL

53 %

DIGITAL RENAULT

55 %

JOURNEY EXPERIENCE

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

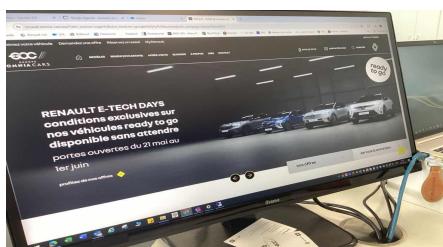


OK - GMB (Google My Business) is correctly used

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

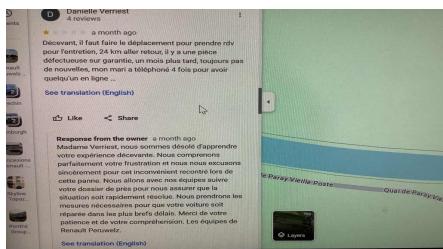


Le lien redirige vers le site du groupe Omnia cars.



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 X

Pas de plate forme dédiée pour traiter les leads

KO - Internet requests are not processed on time and / or are not personalized

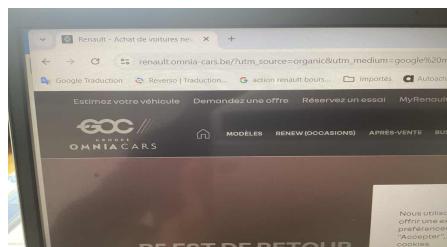
50 %

Website conformity

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

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

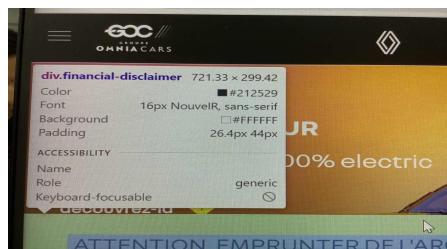
204 - The URL specify RENAULT with the correct RENAULT favicon ✓



OK - The right favicon & 'Renault' in the URL appear correctly

205 - The website uses the official Renault colors and logotypes X

Les couleurs ne sont pas aux normes Renault

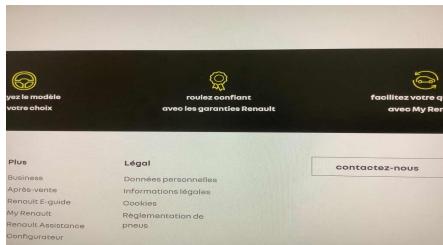


KO - as soon as either a color or/and logotype used is/are not the correct one(s)

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



Les interfaces graphiques ne sont pas conformes aux normes Renault

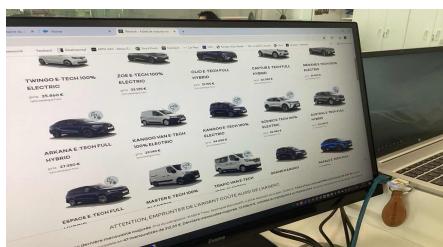


KO - Either the font or/and GUIs are not the right ones

207 - New car visuals respects the standards



5 véhicules par rangée sur 3 ligne Mélange entre personnel et commercial

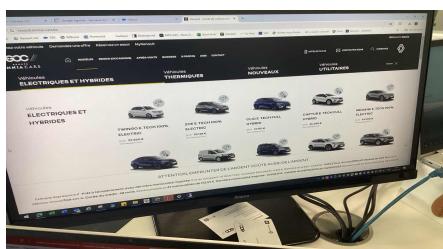


PA - new vehicles visuals respects partially the standards

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



Le logo n'est pas à la bonne position



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

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



OK - brand exclusivity and price display policy are respected

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



Pas de page de services spécifiques



KO - there are no offers or services presented, or if there is/are missing service(s)

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





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

