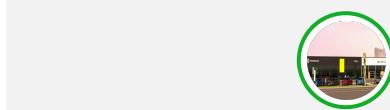


# Dealer Quality Assessment - Detailed Report

Dealer name	Location
AUTOVIA SRL	V.VALCORRENTE, 78/80 95032 PIANO T.BELPASSO, CT Italy
Dealer code	RRG
38013059	NO
NV Renault Sales / year	NV Dacia Sales / Year
400	600
Workshop Customers / Day	Principal Audited Brand
17	RENAULT
Auditor	Audit Date
NANNETTI FILIPPO	21/05/2024

Global Score  
**97%**

## NEW VEHICLES ACTIVITY - 95%



96% - CUSTOMER JOURNEY



91% - PRODUCT PRESENTATION



93% - PREPARATION / DELIVERY



100% - ORDER MANAGEMENT



100% - MANAGEMENT

## AFTERSALES ACTIVITY - 99%



100% - APPOINTMENT BOOKING / PREPARATION



100% - RECEPTION



100% - PRODUCTION



88% - RESTITUTION



100% - MANAGEMENT



## ZOOM



91% - Basics Sales Methods



100% - BRAND STORE RENAULT



100% - FLASH ARES MAINTENANCE



97% - Basics Aftersales Methods



94% - BRAND STORE DACIA

<b>Strengths (Sales &amp; After Sales only)</b>	<b>Weaknesses (Sales &amp; After Sales only)</b>
NV	NV
Show-room conforme all'identità Renault Consegna del VN svolta in modo conforme	Veicolo test drive con serbatoio minore di 1/4 Colori abbigliamento venditore Dacia non conformi
AFS	AFS
Manutenzione veicolo viene svolta controllando tutti i punti Processo di archiviazione documenti ottimale	Riconsegna veicolo dimenticanza nel consegnare un documento

# DIGITAL

DIGITAL RENAULT - 65%



DIGITAL DACIA - 65%



73% - JOURNEY  
EXPERIENCE



56% - Website conformity

73% - JOURNEY  
EXPERIENCE



56% - Website conformity

Digital Score

65%

## dealership's digital website main items to improve

Rinnovare il GMB con l'identità nuova

Veicoli sulla homepage non a 3/4

Nella homepage manca il cityname

Attenzione ai simboli che quelli presenti non sono conformi

Colori non conformi

Attenzione alla disposizione dei veicoli sono mescolati tra veicoli commerciali e personali

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95 %

## NEW VEHICLES ACTIVITY

96 %

## CUSTOMER JOURNEY

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



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

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



*OK - The Dacia facade is in perfect condition*

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



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

2b - The Dacia showroom is in impeccable condition



*OK - The Dacia showroom is in perfect condition*

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



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

4 - Dacia sales staff wear appropriate and identifiable business attire



*Non indossa i colori conformi (bianco, beige, khaki)*



*KO - Dacia sales staff are not identifiable*

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



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

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



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

11 - The Renault Showroom Interior is in perfect condition



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

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



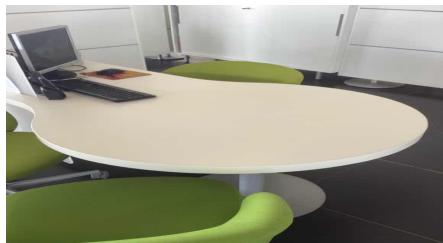
***OK - The showroom respects the visual charter of the Renault brand***

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



**iPad connesso a WiFi**



**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**

**91 %**

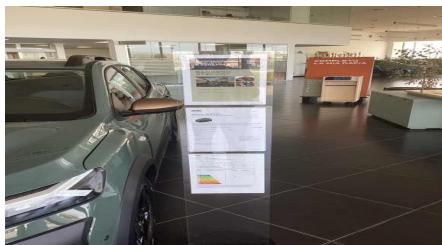
**PRODUCT PRESENTATION**

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



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

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



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

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



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

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



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

23 - The Renault price-product display stands are compliant



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

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



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

26 - The vehicles on display all have a charged battery

B ✓

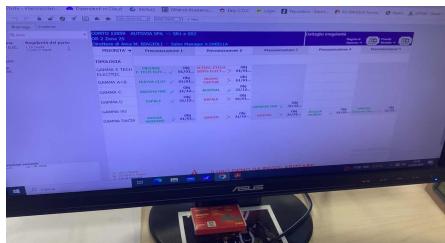


**OK - The vehicles on display are all charged**

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

B ✓

*Non é all'80% perché i veicoli non regolati non sono stati spediti da Renault Italia.*



**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 ✗

*Serbatoio meno di 1/4*



**KO - The vehicles of the demonstrator fleet are not present in the dedicated area, and not ready to be driven according to the manufacturer's standards**

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

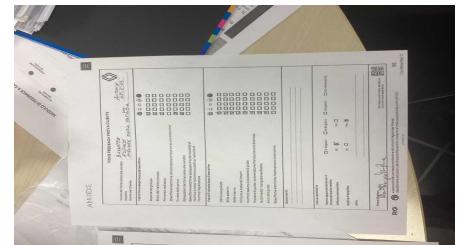
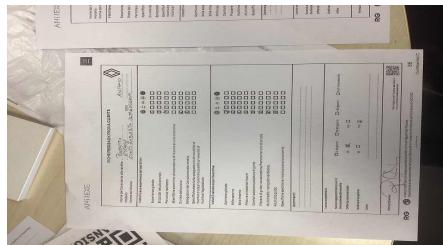
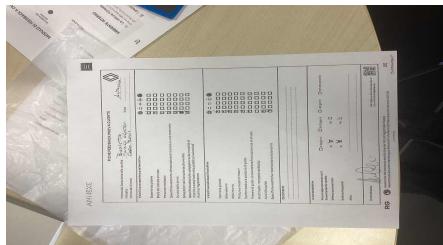
B ✓



**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**

**93 %**

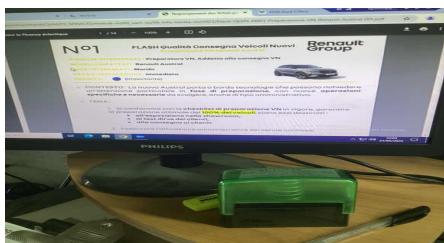
**PREPARATION / DELIVERY**

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



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

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



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

48 - The dealership has recommended chargers in sufficient number

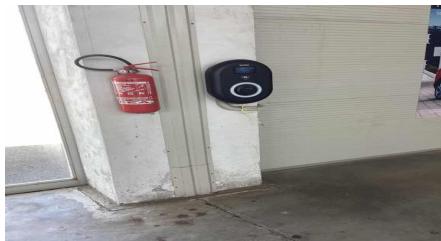


**2 per 1000 VN**



**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

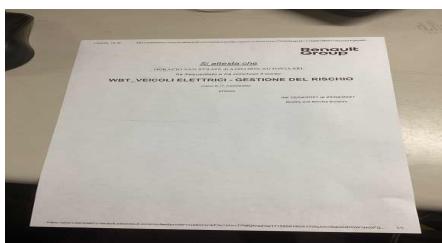


**Non illuminata**



**KO - The preparation area does not comply with the recommendations or is poorly maintained**

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



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

53 - The handover area meets the manufacturer's standards

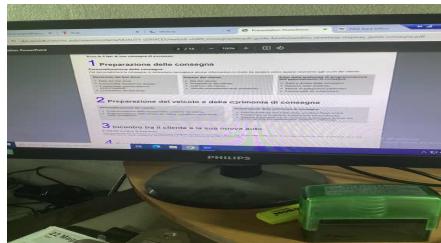


**OK - The handover area complies with manufacturer standards**

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

**QUESTION NOT AUDITABLE**

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

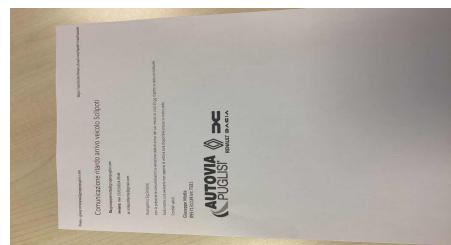
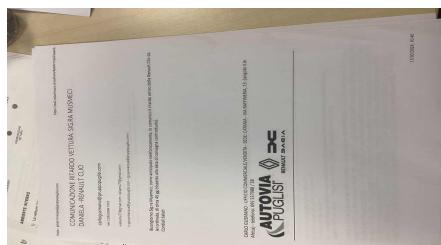
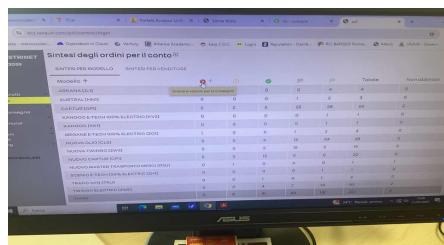


**OK - The person in charge of the handover knows and uses the 5-step method, & knows the latest product innovations**

**100 %**

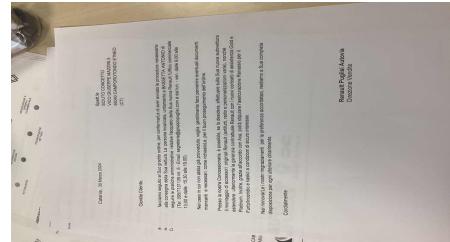
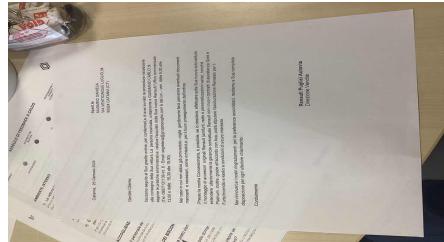
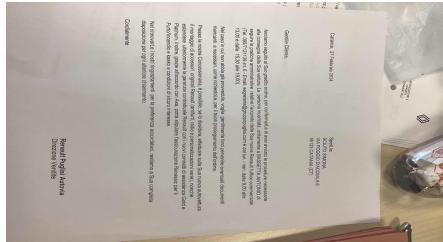
**ORDER MANAGEMENT**

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



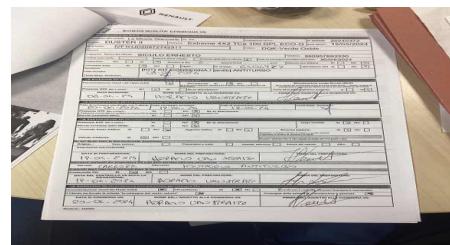
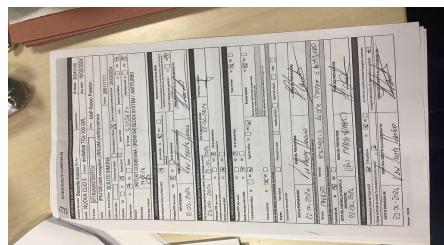
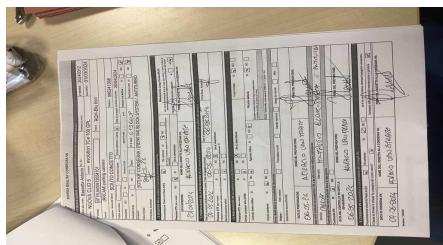
**OK - Customers are informed of delays to their order in good time**

36 - Customers receive an order confirmation within three days



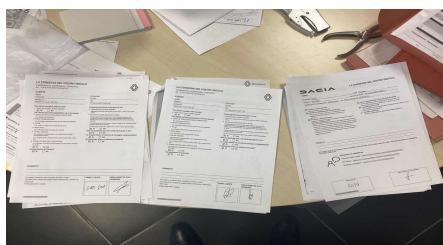
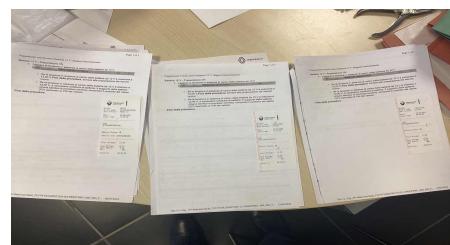
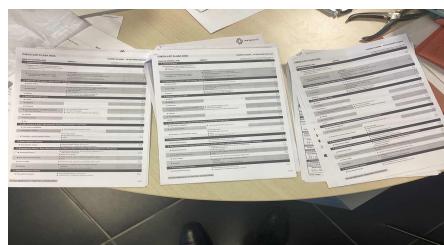
**OK - The validated order is confirmed to customers**

37 - Product update operations are closely monitored



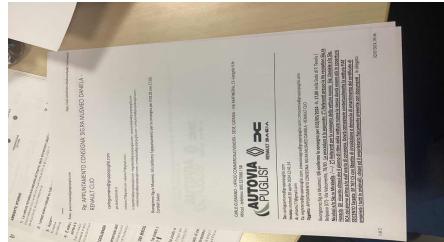
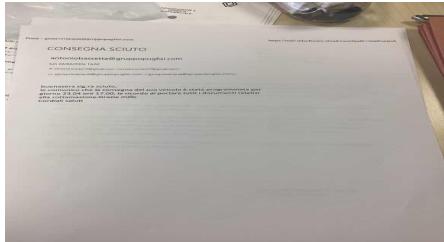
**OK - The presence of OTS is systematically checked in ICM and there is a trace of the consultation**

40 - Customer files are complete



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

41 - The customer is contacted the day before delivery

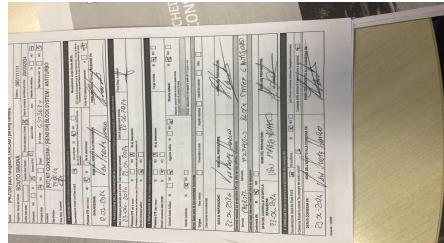
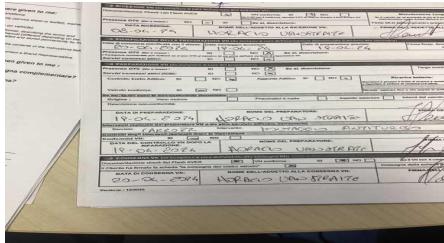


**OK - Customers are systematically contacted 24 hours before delivery as a reminder**

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

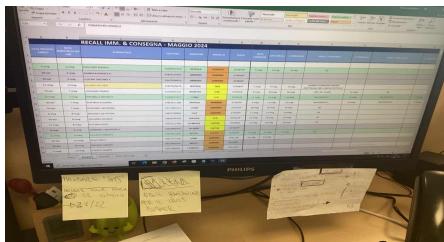


**La Data di consegna tiene conto del montaggio degli accessori**



**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**

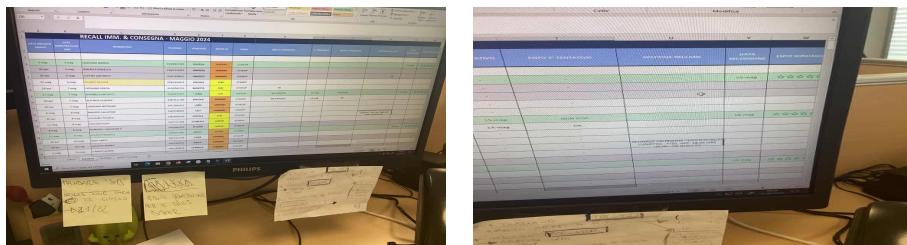
**100 %**

**MANAGEMENT**

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



*È conforme*

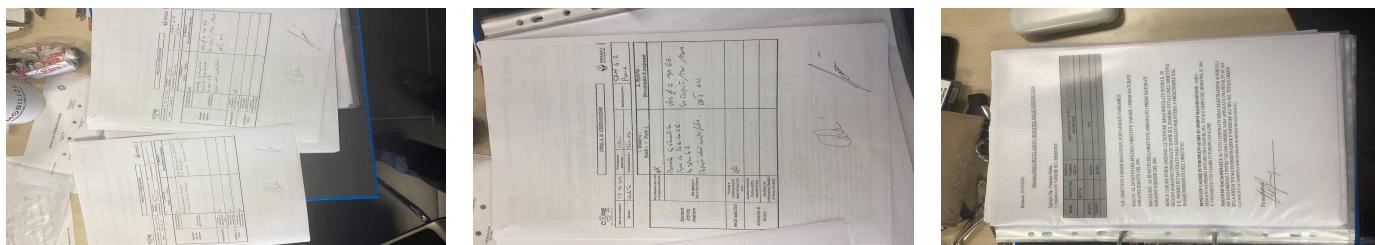


*OK - There is an up-to-date customer complaints log*

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



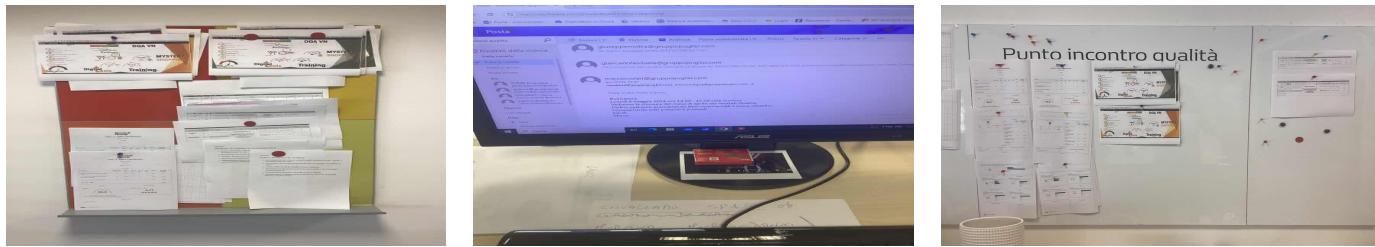
*Una volta al mese*



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

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

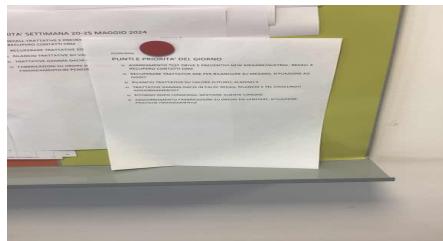
B



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

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

B ✓



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

**99 %**

## AFTERSALES ACTIVITY

**100 %**

## APPOINTMENT BOOKING / PREPARATION

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

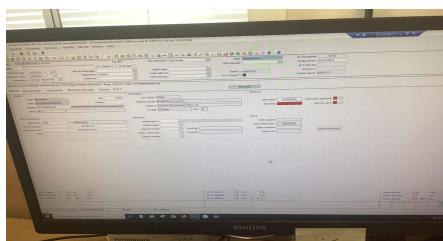
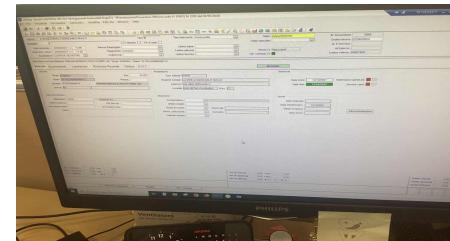
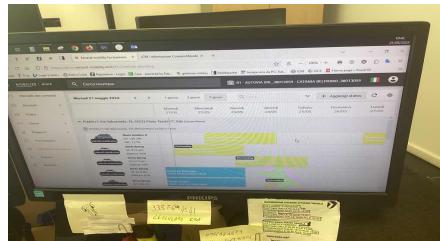
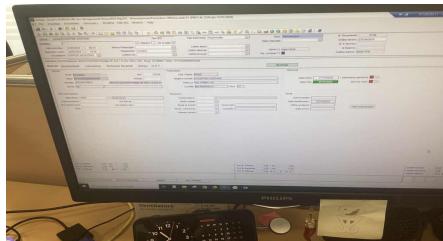


*Appuntamenti telefonici presi in loco*

*OK - Appointments are made by dedicated staff*

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

**B**

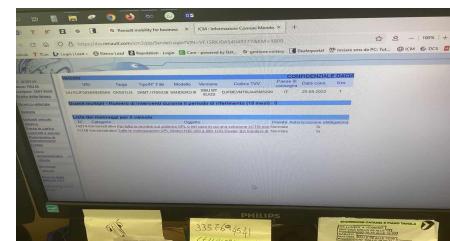
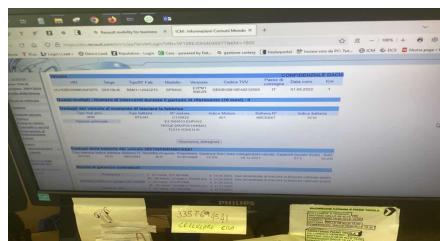
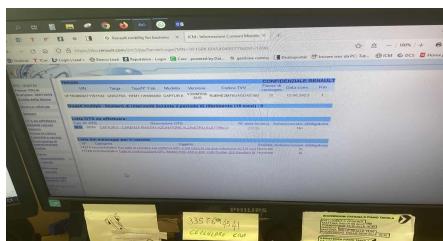


*OK - When making the appointment, all customer data/vehicle information is documented and alternative mobility solutions are offered*

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



*Prova informatica della documentazione dell'OTS*

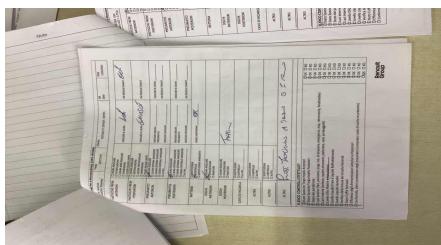
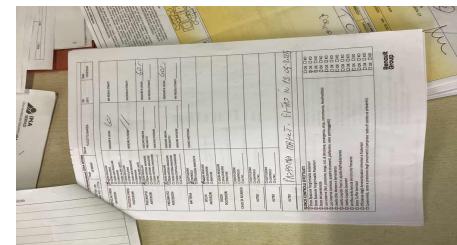
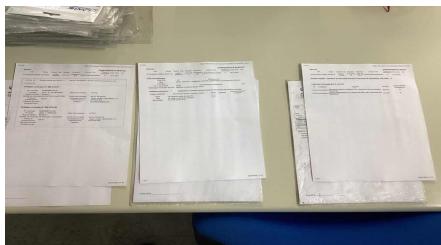


**OK - For each appointment ICM is consulted**

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

B ✓

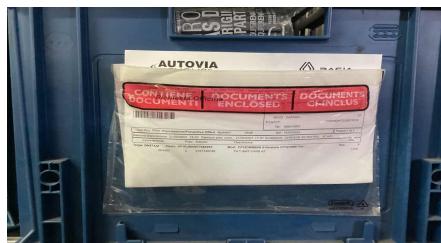
**11/11 preparati il giorno prima**



**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

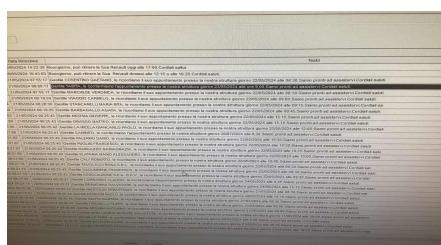
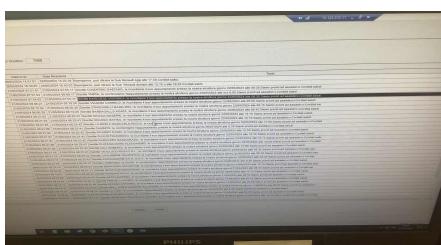
B ✓



**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 ✓

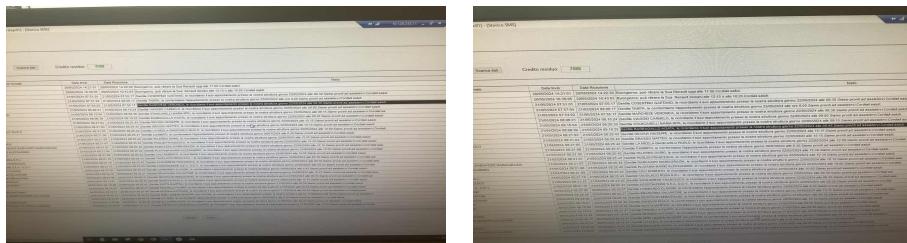


**OK - The customer systematically receives an appointment confirmation**

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

B ✓

*Evidenziati di nero le prove del contatto avvenuto il giorno prima*



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

**100 %**

**RECEPTION**

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

✓



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

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

✓



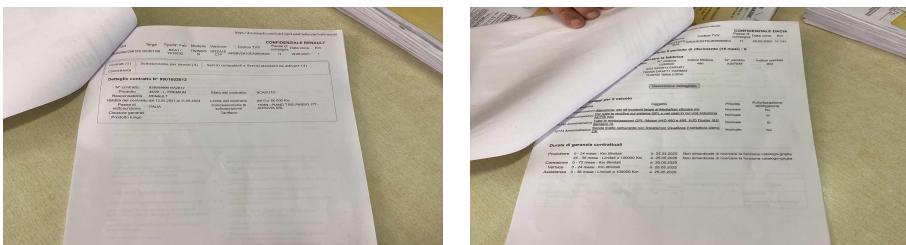
**OK - The reception area complies with the standards and is perfectly maintained**

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



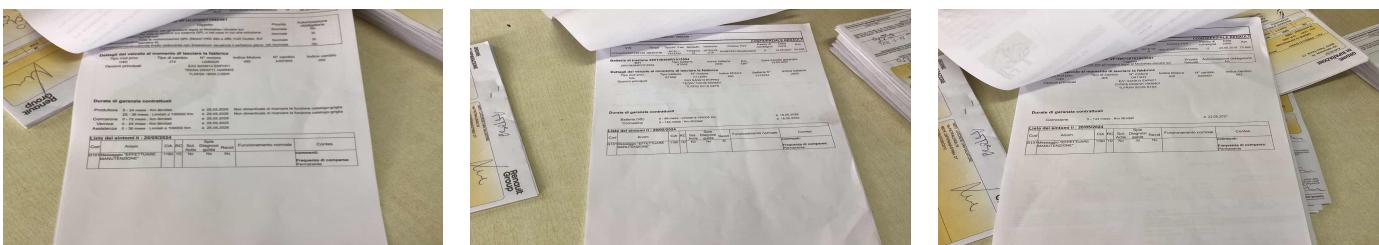
**OK - All front-office staff wear standard badges and uniforms**

116 - The presence of recall operations is checked at reception



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

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



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

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



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

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

B

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

120 - Customer vehicles are properly protected and disinfected

B



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

122 - The Service Advisor checks all points outside the vehicle

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

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

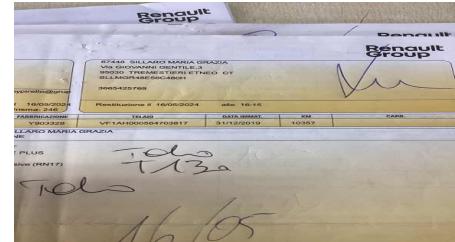
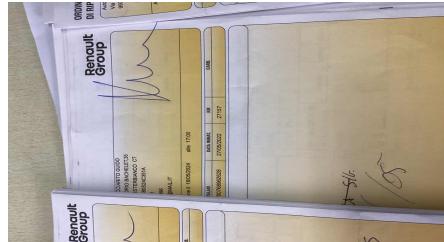
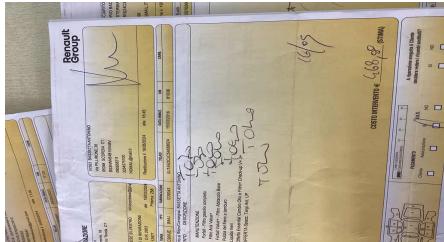
B



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

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

B ✓



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

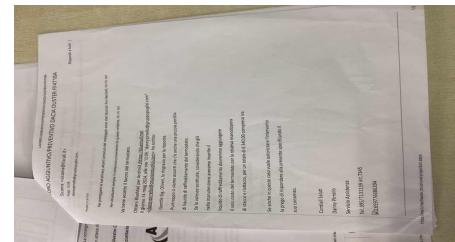
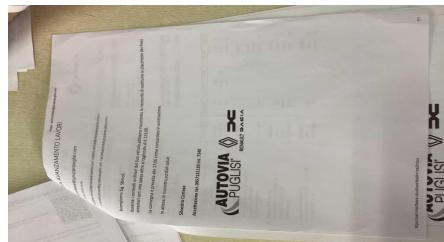
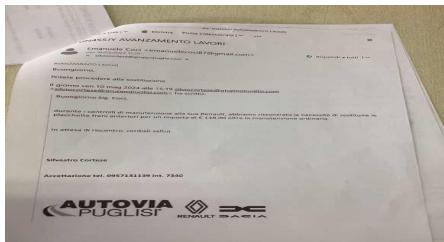
100 %

PRODUCTION

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

B ✓

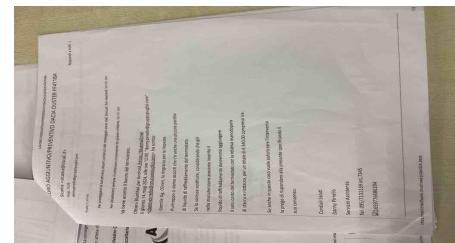
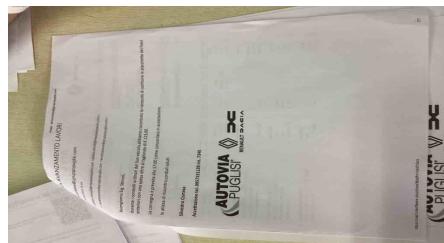
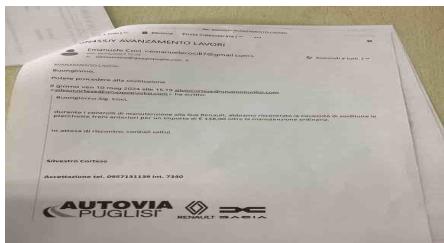
**Contattati in modo conforme**



**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

✓



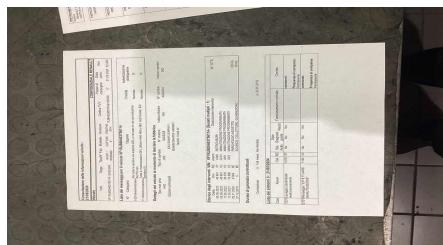
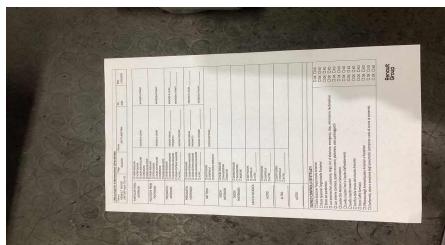
**OK - An additional estimate is systematically sent to the customer**

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



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

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

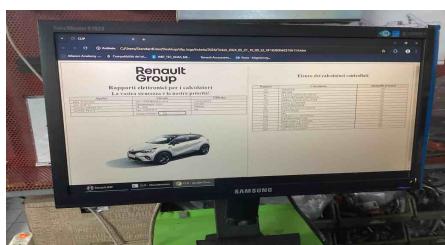


***OK - The technician has the documents necessary to carry out the service and refers to them***

131 - The electrical functions of the vehicle are checked ✓

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

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



***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 ✓

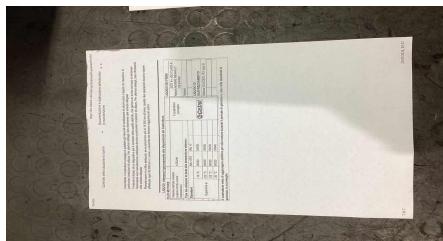
**OK - The 5 checkpoints have been carried out on all the wheels**

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 ✓

**Olio conforme**



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

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



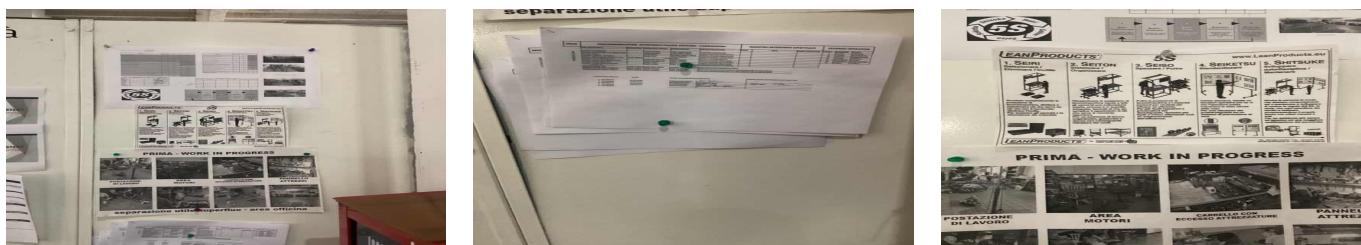
*OK - The oil level on the dipstick is correct*

142 - The workshop is clean and tidy



*OK - The workshop is clean and tidy*

143 - Measures exist to ensure workshop cleanliness



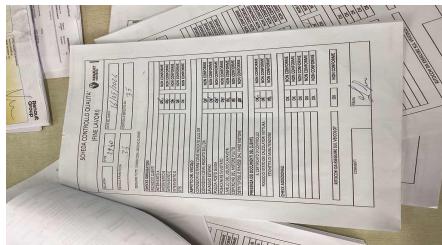
*OK - There are procedures in place to ensure long-term workshop cleanliness*

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



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

145 - The quality of the work carried out is checked



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

**88 %**

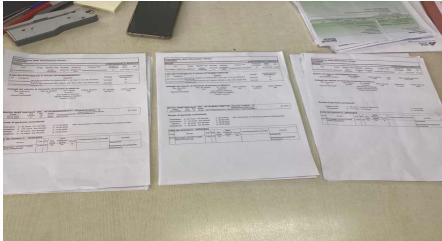
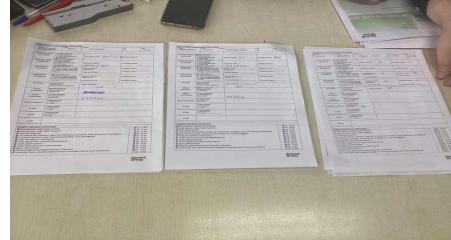
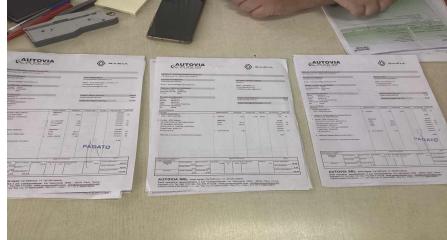
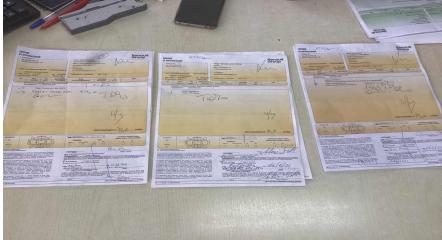
## RESTITUTION

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



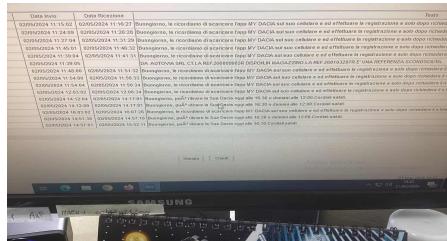
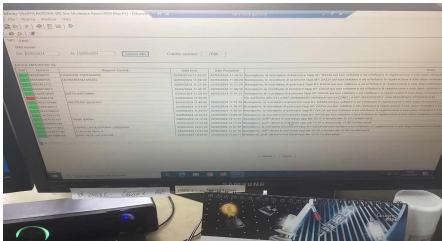
**OK – The files are checked and finalized before the customer arrives to collect their vehicle**

147 - Customer files are complete before archiving



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

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



**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



**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

B X

*Non è stato consegnato il certificato di controllo*

*KO - Service Advisor did not explain the Control Certificate or did not give it to the customer*

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

B ✓

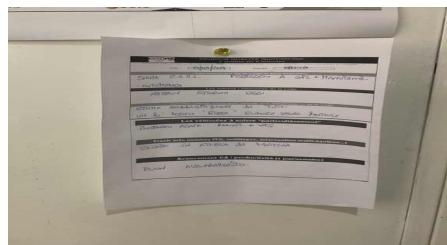
*OK - The protections of the vehicle were removed in front of the customer*

100 %

MANAGEMENT

149 - A daily after-sales briefing takes place

B ✓

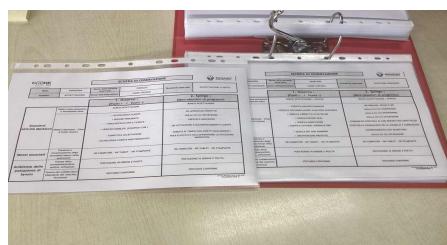


*OK - A daily briefing is carried out*

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

✓

*Viene svolto ogni 15 giorni*

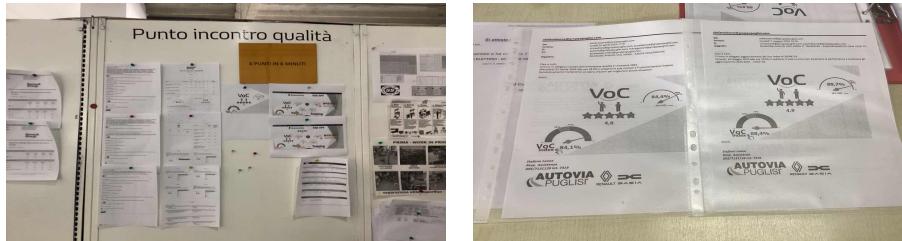


*OK - Coaching sessions are organised regularly*

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

B ✓

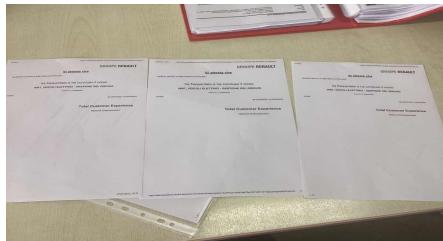
*Ho controllato gli ultimi 3 mesi foto di quelle più recenti*



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

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

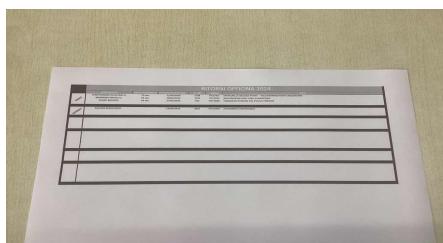
✓



*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

100 %

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



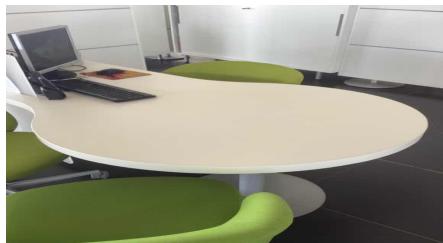
***OK - The showroom respects the visual charter of the Renault brand***

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***

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



***iPad connesso a WiFi***



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

17 - Sales staff wear appropriate and identifiable business attire



**OK - Sales staff are identifiable**

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



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

23 - The Renault price-product display stands are compliant



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

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



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

53 - The handover area meets the manufacturer's standards



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

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



**QUESTION NOT AUDITABLE**

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



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

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



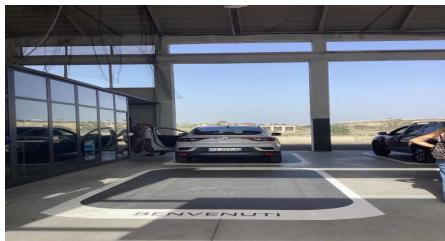
**OK - The reception area complies with the standards and is perfectly maintained**

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



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

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



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

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



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

- 1b - The Dacia facade is in perfect condition



*OK - The Dacia facade is in perfect condition*

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



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

2b - The Dacia showroom is in impeccable condition



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

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



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

4 - Dacia sales staff wear appropriate and identifiable business attire



***Non indossa i colori conformi (bianco, beige, khaki)***



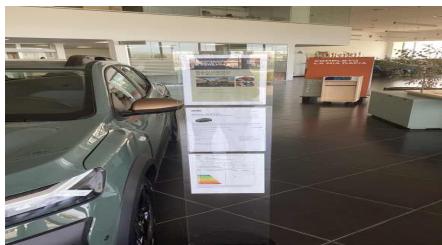
***KO - Dacia sales staff are not identifiable***

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



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

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



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

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



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

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



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

100 %

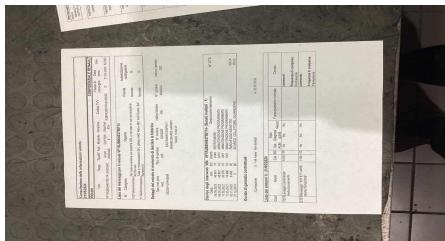
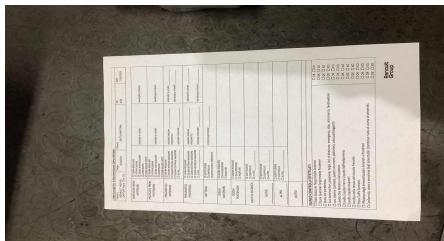
## FLASH ARES MAINTENANCE

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



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

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



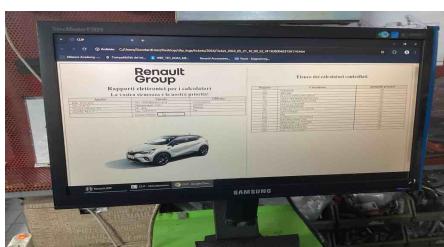
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**OK - All the vehicle's electrical functions have been checked**

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

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***OK - Stored faults are correctly processed by the technician***

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

138 - The wheels of the vehicle are checked



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

139 - The front brakes of the vehicle are checked

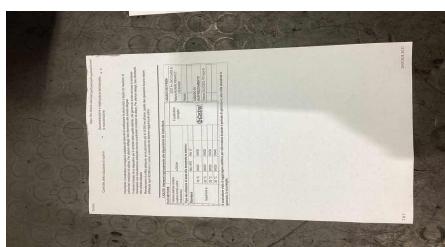


***OK - The brakes check complies with that of the repair methods***

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



***Olio conforme***



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

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



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

**65 %**

**DIGITAL**

**65 %**

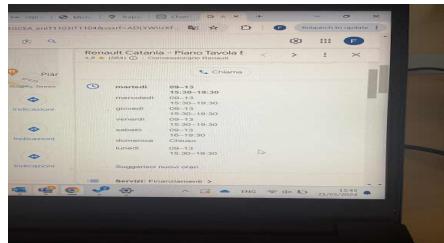
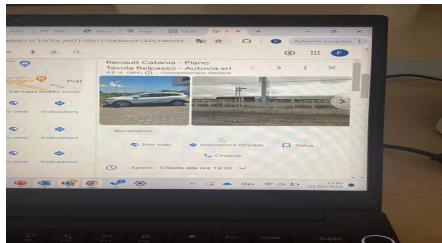
**DIGITAL RENAULT**

**73 %**

**JOURNEY EXPERIENCE**

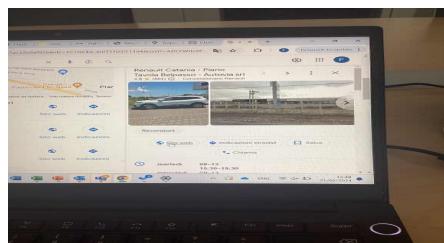
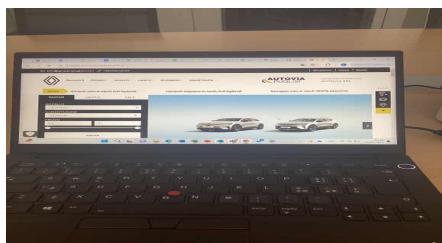
201 - The dealer is correctly represented by Google via his GMB profile X

*Nel GMB è ancora presente la vecchia identità*



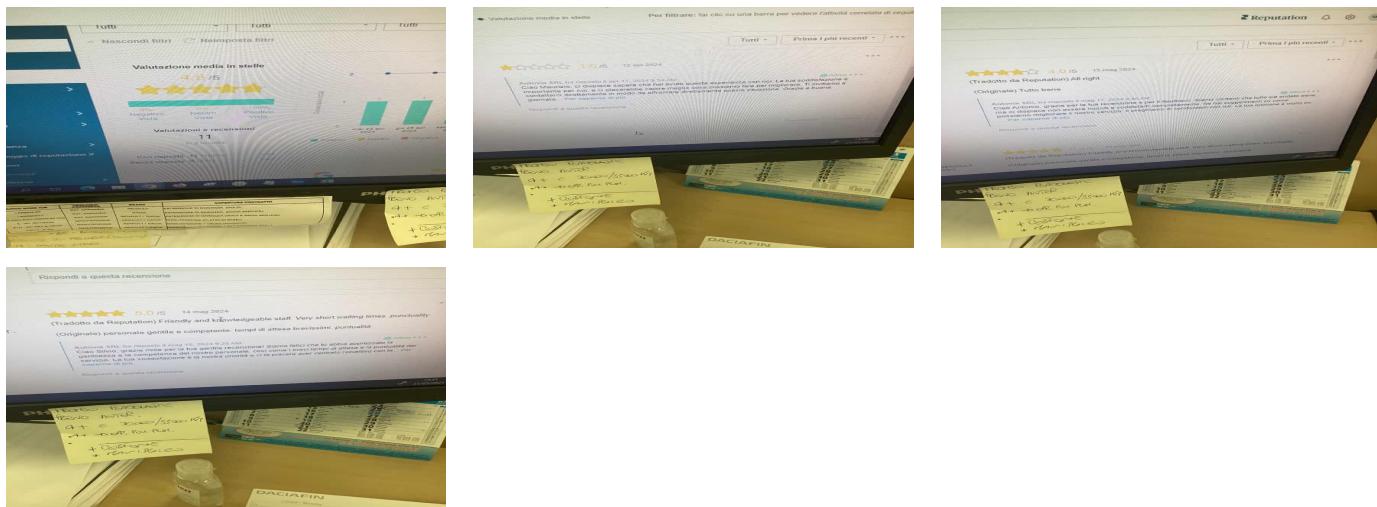
**KO - GMB (Google My Business) is not correctly used**

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



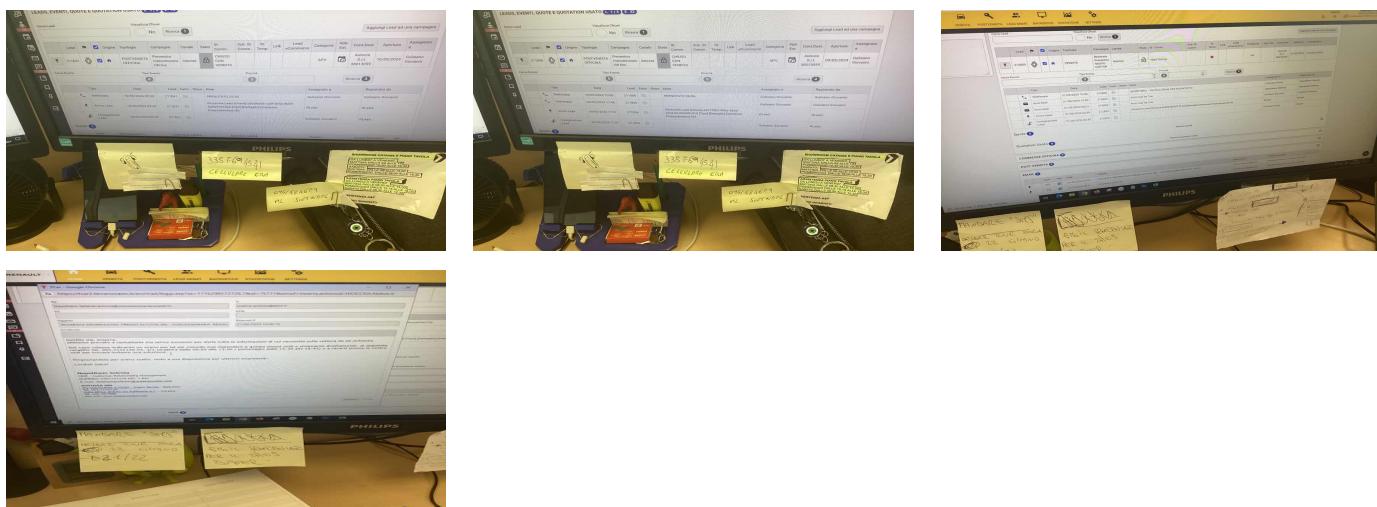
**OK - The GMB link redirects to the dealer Renault website**

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



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

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

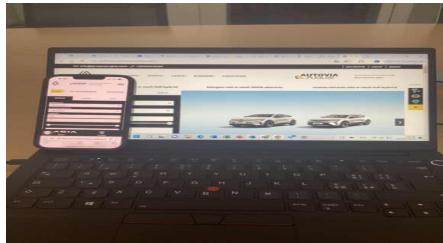


**OK - Internet requests are processed on time and personalized**

**56 %**

**Website conformity**

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

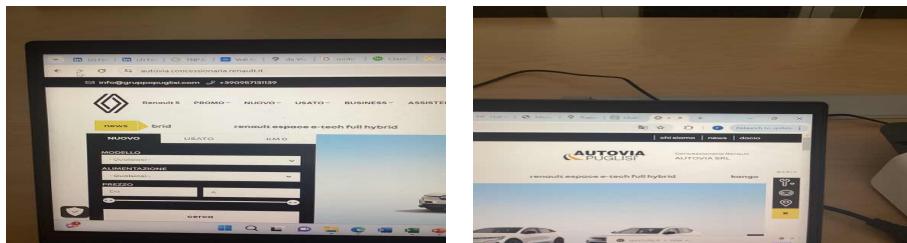


**OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen**

204 - The URL specify RENAULT with the correct RENAULT favicon



**Favicon non conforme**

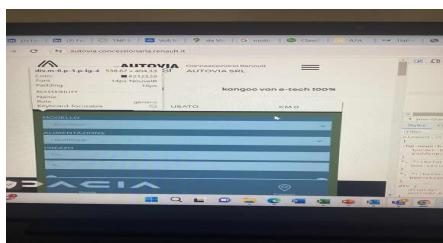


**PA - either the favicon is missing or 'Renault' doesn't appear/miss in the URL**

205 - The website uses the official Renault colors and logotypes



**Colore non conforme**

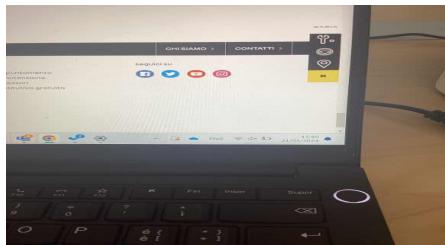


**KO - as soon as either a color or/and logotype used is/are not the correct one(s)**

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



**Simboli non conformi**

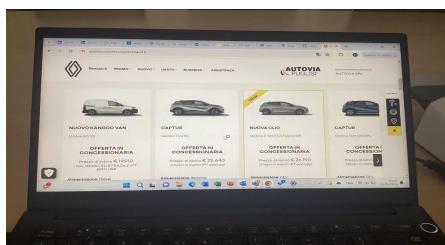


**KO - Either the font or/and GUIs are not the right ones**

207 - New car visuals respects the standards



**Veicoli non disposti a 3/4 Macchine commerciali insieme alle macchine personali**

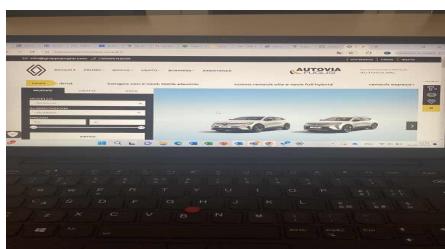


**PA - new vehicles visuals respects partially the standards**

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

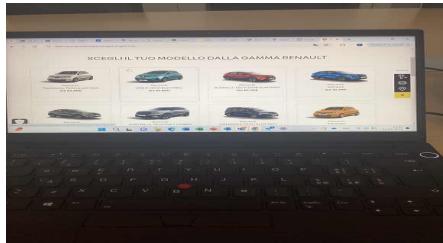


**Manca il cityname**



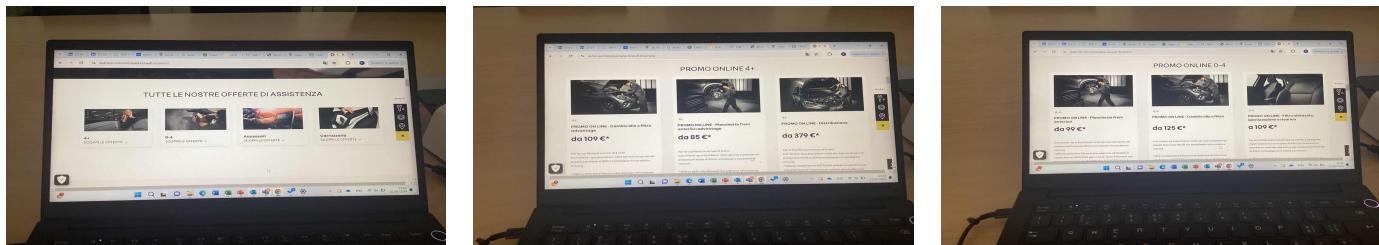
**KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met**

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



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

**65 %**

**DIGITAL DACIA**

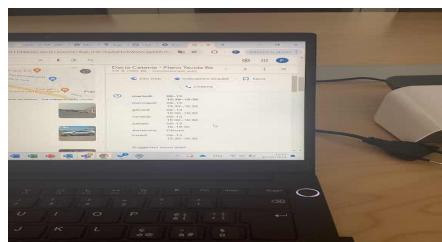
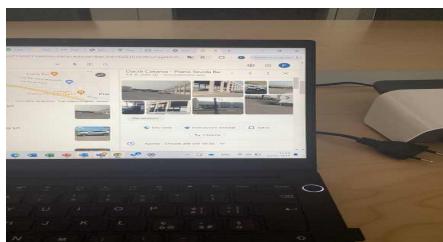
**73 %**

**JOURNEY EXPERIENCE**

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

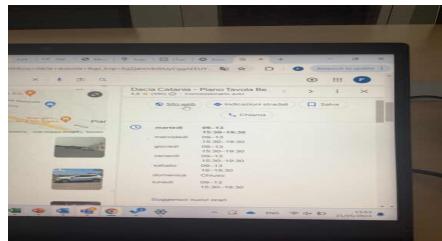


**Non è presente la nuova identità sul GMB**



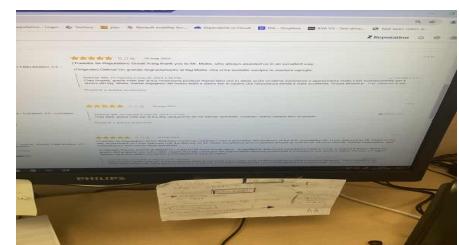
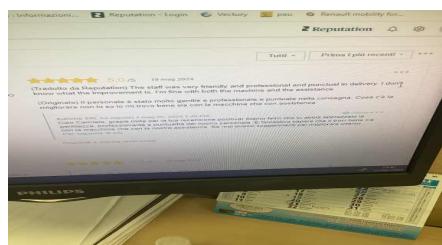
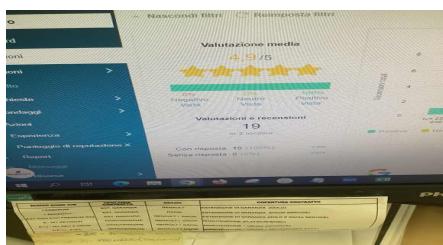
**KO - GMB (Google My Business) is not correctly used**

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



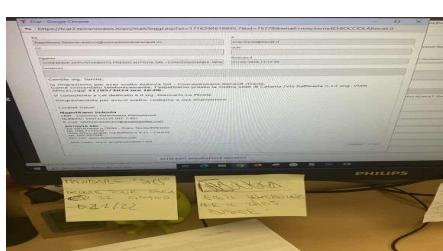
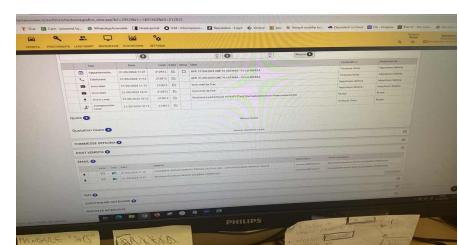
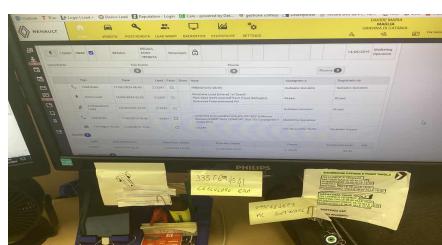
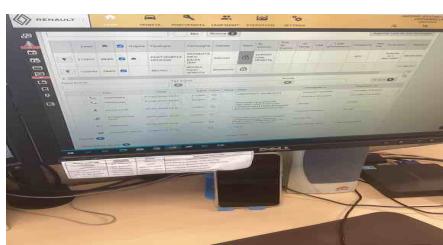
**OK - The GMB link redirects to the dealer Renault website**

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



**OK - all reviews have a qualitative response on time**

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



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

**56 %**

**Website conformity**

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

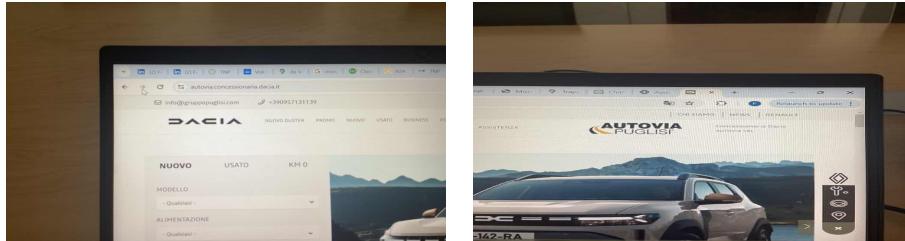


**OK - The dealer website works smoothly either on a pc screen, mobile screen, or tablet screen**

216 - The URL specify DACIA with the correct DACIA favicon



**Favicon non conforme**



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

217 - The website uses the official Dacia colors and logotypes



**Colore non conforme**

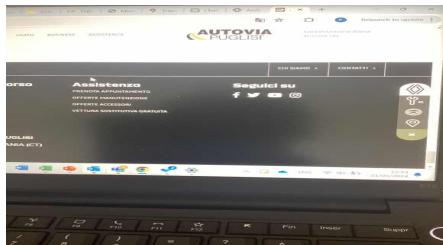


**KO - as soon as either a color or/and logotype used is/are not the correct one(s)**

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



### ***Simboli non conformi***



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

219 - New car visuals respects the standards



### ***Veicolo assente Veicolo non in posizione 3/4***

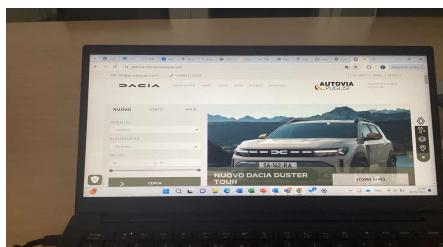


**PA - new vehicles visuals respects partially the standards**

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

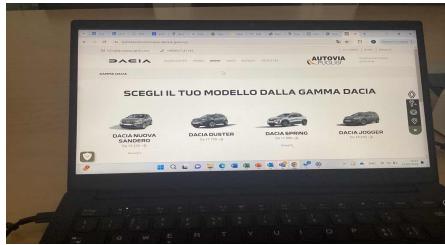


### ***Manca il cityname***



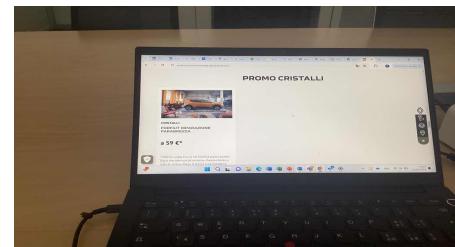
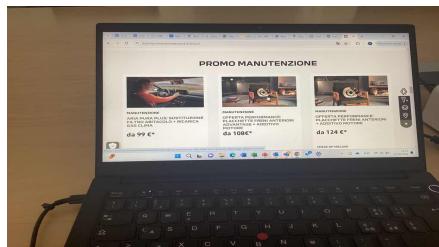
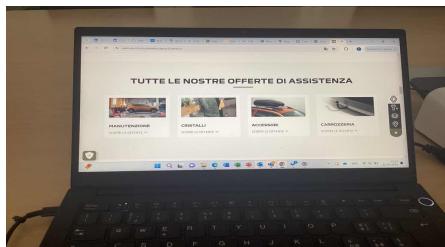
**KO - The dealer website doesn't respects the recommendations in the guides and all criterias are not met**

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



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

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



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