

# Quirk Auto Dealers – BDC Scorecard

(Chevrolet • Buick GMC • Kia • Volkswagen – New Hampshire)

Employee Name:

Date:

Manager:

## 1. Lead Response Performance

Average Response Time (minutes):

Same-Day Response %:

## 2. Appointment Metrics

Leads Contacted:

Appointments Set:

Appointment Set Rate %:

Appointments Shown:

Show Rate %:

## 3. Sales Conversion

Appointments to Sales %:

Total Sales from BDC Leads:

## 4. Communication Quality

Call Handling Score (1–5):

Email/Text Compliance:

## 5. Customer Experience

Follow-Up Completed:

## 7. Manager Notes

Customer Satisfaction Notes:

Merlin.ai Usage Rate %:

Disclaimer: See dealer for details. Tax, title, and fees extra.

Personalization Examples: