Aftersales KPI Review

Audit Scorecard

A 15-point compliance assessment for service revenue, parts revenue, retention, productivity, CSI, and warranty performance

Dealer / Center Name	
Dealer Code	
Region / Zone	
Auditor Name	
Audit Date	
Cycle / Period	

Powered by AutoSmart Audit | www.autosmarts.co | © 2026 AutoSmart. All rights reserved.

AutoSmart Audit

How to Use This Scorecard

This scorecard evaluates Aftersales KPI Review compliance across 15 criteria grouped into 4 categories. For each criterion, circle a score from 1 (not in place) to 5 (fully embedded and sustained). Do not rate where you aspire to be — rate what you observe on the day.

Score Scale

Score	Level	What it means
1	**Not in place**	Standard does not exist or has never been implemented at this dealership.
2	**Attempted**	Some effort made but inconsistent — visible gaps remain in most areas.
3	**Defined**	Standard is documented and partially followed. Some areas compliant, others not.
4	**Managed**	Standard is followed consistently. Minor exceptions occur.
5	**Fully Sustained**	Fully embedded. Evidence of ongoing compliance between audits without prompting.

RAG Status Guide

Status	Overall Score	Action
Green	60–75 (80–100%)	Compliant. Maintain current standards.
Amber	38–59 (50–79%)	Improvement required. Structured action plan within 30 days.
Red	0–37 (0–49%)	Non-compliant. Priority intervention. Escalate to regional management.

AutoSmart Tip: Aftersales KPI reviews are only as useful as the decisions they drive. The key audit question is not whether the numbers are being reported — it's whether the review meeting produces documented actions with owners and due dates. A KPI dashboard that's reviewed weekly but produces no traceable corrective actions is a compliance exercise, not a management tool.

AutoSmart Audit

Scorecard

Circle a score 1–5 for each criterion. Record observations in the Notes column.

No.	Criterion / Question	1	2	3	4	5	Notes
REVENUE PERFORMANCE							
1	Is service labour revenue tracked monthly against target, with variance analysed by category (maintenance, mechanical, warranty, body) rather than as a single total?	○	○	○	○	○	
2	Is parts revenue tracked separately, with parts-to-labour ratio reviewed to identify upsell or inventory supply opportunities?	○	○	○	○	○	
3	Is revenue per repair order tracked, with trend analysis identifying whether revenue changes are driven by volume or by average transaction value?	○	○	○	○	○	
4	Is a revenue recovery opportunity identified for recurring revenue gaps (e.g., low maintenance capture, low accessory attachment), with an action plan in place?	○	○	○	○	○	
PRODUCTIVITY & BAY UTILISATION							
5	Is technician efficiency (standard hours produced versus hours attended) tracked and reviewed weekly, not only in monthly reports?	○	○	○	○	○	
6	Is bay utilisation tracked as a distinct metric from technician efficiency, with underutilised bays reviewed for structural versus demand-related causes?	○	○	○	○	○	
7	Is workshop throughput (number of repair orders completed per day) tracked and used to validate capacity planning and staffing decisions?	○	○	○	○	○	
8	Are productivity KPIs shared with the workshop team, not held only at management level?	○	○	○	○	○	
CUSTOMER EXPERIENCE & RETENTION							
9	Is CSI (Customer Satisfaction Index) or equivalent score tracked at advisor level, not only as a dealership aggregate?	○	○	○	○	○	
10	Is repeat repair rate tracked and reviewed as a quality KPI, with a target threshold defined and monitored?	○	○	○	○	○	
11	Is service retention rate (returning customers as a percentage of the vehicle parc) tracked on a rolling basis?	○	○	○	○	○	
WARRANTY PERFORMANCE & REPORTING DISCIPLINE							
12	Is warranty claim volume, approval rate, and rejection rate reviewed as a set of related metrics rather than in isolation?	○	○	○	○	○	

13	Is warranty cost as a percentage of service revenue tracked, with increases investigated for root cause?	○	○	○	○	○	
14	Are all KPIs reviewed in a structured management meeting on a defined cycle (daily/weekly/monthly as appropriate), with action owners and deadlines recorded?	○	○	○	○	○	
15	Is there evidence that KPI review meetings result in actionable decisions, not only a verbal discussion with no documented follow-through?	○	○	○	○	○	
OVERALL SCORE → / 75 = %							

AutoSmart Audit

Category Summary & RAG Status

Transfer category totals from the scorecard. Assign RAG status and record the priority action for each category.

Category	Score	%	RAG	Priority Action
Revenue Performance	/20			
Productivity & Bay Utilisation	/20			
Customer Experience & Retention	/15			
Warranty Performance & Reporting Discipline	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Aftersales Manager Name	
Aftersales Manager Signature	
Next Audit Date	

The leading digital field audit platform for automotive distributor networks.
www.autosmarts.co

Action Plan Tracker

Aftersales KPI Review — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Aftersales KPI Review non-compliances

Dealer / Center Name	
Dealer Code	
Region / Zone	
Audit Cycle / Period	
Tracker Owner (ASM / ZSM)	
Date Opened	
Target Close Date	

Powered by AutoSmart Audit | www.autosmarts.co | © 2026 AutoSmart. All rights reserved.

AutoSmart Audit

How to Use This Tracker

This tracker is designed to be completed immediately following a Aftersales KPI Review audit. Every non-compliance recorded must be logged here as an action item and progressed through all four stages before it is considered resolved.

Four-Stage Workflow

1. PENDING	2. IN PROGRESS	3. COMPLETED	4. APPROVED
Finding assigned. Owner & date set.	Work underway. Evidence being gathered.	Dealer submits evidence for review.	Auditor verifies and closes the item.

Stage Rules

Stage	Actioned by	Required action	Evidence required
PENDING	ASM / Auditor	Assign a named responsible party. Set a close date. Log the non-compliance description.	No evidence required at this stage.
IN PROGRESS	Aftersales KPI Review / Dealer Team	Begin remediation. Update status. Upload progress evidence as work is completed.	In-progress photos, supporting documents, records.
COMPLETED	Aftersales Manager	Mark item complete and submit for review. Evidence must be attached before submission.	Photo of rectified item, signed procedure, supporting evidence.
APPROVED	ASM / ZSM / Auditor	Review evidence. Verify compliance on next site visit if required. Approve and close.	Auditor sign-off. Date of verification recorded.

Tracker Summary

Fill in after completing each audit cycle.

Stage	Description	Count	Notes
PENDING	Not yet started		
IN PROGRESS	Work underway		
COMPLETED	Awaiting approval		
APPROVED	Verified & closed		

AutoSmart Tip: With AutoSmart Audit, every non-compliance is automatically converted into an action item at the point of audit — with owner assignment, close dates, evidence upload, and a four-stage approval workflow built in. No spreadsheets. No manual follow-up.

AutoSmart Audit

Action Plan Tracker

Log every non-compliance from the audit below. Progress each item through all four stages before closure.

STAGE — PENDING						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
P-01						
P-02						
P-03						
P-04						
P-05						
P-06						
P-07						
P-08						
P-09						
P-10						

STAGE — IN PROGRESS						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
I-01						
I-02						
I-03						
I-04						
I-05						
I-06						
I-07						
I-08						

STAGE — COMPLETED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
C-01						

C-02						
C-03						
C-04						
C-05						
C-06						

STAGE — APPROVED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
A-01						
A-02						
A-03						
A-04						
A-05						
A-06						

AutoSmart Audit

Cycle Sign-Off

To be completed once all action items in this cycle are Approved. Both the Aftersales Manager and the Regional Auditor must sign.

Dealer Principal Name	
Dealer Principal Signature	
Regional Auditor / ASM Name	
Auditor Signature	
Date of Review	
Next Review Date	

Cycle Notes

The leading digital field audit platform for automotive distributor networks.
www.autosmarts.co