Customer Complaint Management

Audit Scorecard

A 15-point compliance assessment for complaint registration, escalation matrix, resolution timeline, and management review

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

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How to Use This Scorecard

This scorecard evaluates Customer Complaint Management 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: This checklist covers the full complaint management lifecycle. The single most important audit check is customer-confirmed closure rate — pull five recently closed complaints and contact the customers to verify they agreed the matter was resolved. A closure rate that looks high in the system but low in actual customer confirmation is the most common and most serious failure in complaint management.

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Scorecard

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

No.	Criterion / Question	1	2	3	4	5	Notes
COMPLAINT REGISTRATION & ESCALATION MATRIX							
1	Is every customer complaint — regardless of channel (walk-in, phone, email, social media, OEM survey) — logged in a central system at point of receipt?	○	○	○	○	○	
2	Does the complaint log capture the nature of the issue, severity, and customer expectation alongside contact details?	○	○	○	○	○	
3	Is a documented escalation matrix in place, defining which complaint types and severity levels are routed to which management level?	○	○	○	○	○	
4	Are complaints involving safety, legal risk, or reputational exposure escalated to the Dealer Principal on the same day they are received?	○	○	○	○	○	
RESOLUTION TIMELINE & ROOT CAUSE							
5	Is a target resolution time defined per complaint category, with actual resolution time tracked against target for every complaint?	○	○	○	○	○	
6	Are complaints exceeding the target resolution time flagged automatically or through a defined review process, not discovered only at management meetings?	○	○	○	○	○	
7	Is a root cause analysis conducted for all complaints above a defined severity threshold, rather than only addressing the immediate symptom?	○	○	○	○	○	
8	Are corrective actions arising from root cause analysis tracked to completion, with evidence retained that the action was implemented?	○	○	○	○	○	
CUSTOMER CLOSURE & REPEAT COMPLAINTS							
9	Is the customer's confirmation of satisfaction obtained before the complaint is closed — not closed administratively on the dealership's own timeline?	○	○	○	○	○	
10	Are repeat complaints (same customer, same issue type) flagged and escalated to senior management review regardless of individual resolution status?	○	○	○	○	○	
11	Is a complaint re-open rate tracked, identifying cases where the customer re-raised the same issue after a closure was recorded?	○	○	○	○	○	
MANAGEMENT REVIEW & GOVERNANCE							
12	Is complaint volume, resolution performance, and root cause trend reviewed by management on at least a monthly basis?	○	○	○	○	○	

13	Is complaint trend data used to drive process improvement actions in the relevant department, not only reported as a compliance metric?	○	○	○	○	○	
14	Is a documented complaint handling policy accessible to all customer-facing staff, with awareness verified through periodic spot checks?	○	○	○	○	○	
15	Is complaint handling performance included as a factor in service advisor and service manager performance reviews?	○	○	○	○	○	
OVERALL SCORE →		/ 75 =		%			

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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
Complaint Registration & Escalation Matrix	/20			
Resolution Timeline & Root Cause	/20			
Customer Closure & Repeat Complaints	/15			
Management Review & Governance	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Customer Experience Manager Name	
Customer Experience Manager Signature	
Next Audit Date	

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Action Plan Tracker

Customer Complaint Management — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Customer Complaint Management non-compliances

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

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How to Use This Tracker

This tracker is designed to be completed immediately following a Customer Complaint Management 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	Customer Complaint Management / Dealer Team	Begin remediation. Update status. Upload progress evidence as work is completed.	In-progress photos, supporting documents, records.
COMPLETED	Customer Experience 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.

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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						

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Cycle Sign-Off

To be completed once all action items in this cycle are Approved. Both the Customer Experience 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

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