# Post-Fitment Customer Feedback

## Audit Scorecard

A 15-point compliance assessment for customer satisfaction capture, fitment quality feedback, issue reporting, warranty clarification, and repeat purchase opportunity

| | |
|---|---|
| **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 Post-Fitment Customer Feedback 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:** Post-fitment feedback is a loyalty tool as much as a quality check. A customer who receives a follow-up call after accessory fitment feels valued and remembered — the act of following up is itself a differentiator in markets where post-sale contact is the exception rather than the norm. Use the call to cement the relationship, not only to verify the fitment.

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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 |
|---|---|---|---|---|---|---|---|
| **SATISFACTION CAPTURE & FITMENT FEEDBACK** | | | | | | | |
| **1** | Is a post-fitment follow-up contact made to every customer who had accessories fitted, within a defined window (e.g., 3–7 days) after collection? | ○ | ○ | ○ | ○ | ○ | |
| **2** | Does the follow-up contact include a specific question about fitment quality — not only a general satisfaction rating — confirming the accessory is correctly installed and functioning as expected? | ○ | ○ | ○ | ○ | ○ | |
| **3** | Is the follow-up contact made by a named individual rather than an automated survey alone, allowing the customer to raise a concern conversationally rather than only through a rating scale? | ○ | ○ | ○ | ○ | ○ | |
| **4** | Is follow-up contact completion rate tracked, with missed follow-ups flagged and completed on the next business day rather than simply recorded as overdue? | ○ | ○ | ○ | ○ | ○ | |
| **ISSUE REPORTING & WARRANTY CLARIFICATION** | | | | | | | |
| **5** | Is any issue raised during the post-fitment follow-up — loose fitment, functional fault, cosmetic damage discovered after collection — logged as a complaint or service request and escalated for resolution on the same day? | ○ | ○ | ○ | ○ | ○ | |
| **6** | Is the customer reminded of the warranty coverage and claim process for their fitted accessories during the follow-up call, reinforcing their confidence that they are covered if a problem develops? | ○ | ○ | ○ | ○ | ○ | |
| **7** | Are post-fitment issues tracked separately from general workshop complaints, allowing accessory fitment quality to be analysed independently of service repair quality? | ○ | ○ | ○ | ○ | ○ | |
| **8** | Are recurring fitment issues — the same accessory type or the same technician appearing repeatedly in post-fitment complaints — escalated to the workshop controller for root cause investigation? | ○ | ○ | ○ | ○ | ○ | |
| **REPEAT PURCHASE & REFERRAL OPPORTUNITY** | | | | | | | |
| **9** | Is the follow-up conversation used to identify any additional accessories the customer may be considering, with a natural recommendation made based on their experience with the fitted item? | ○ | ○ | ○ | ○ | ○ | |
| **10** | Are satisfied customers asked whether they would be willing to share their experience with others — either through a review, a referral, or | ○ | ○ | ○ | ○ | ○ | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | permission to use their feedback as a testimonial? | | | | | | |
| **11** | Is a follow-up offer (loyalty discount, seasonal campaign) included in the post-fitment contact for customers who express high satisfaction — converting satisfaction into a next purchase opportunity? | ○ | ○ | ○ | ○ | ○ | |
| **FEEDBACK GOVERNANCE** | | | | | | | |
| **12** | Is post-fitment feedback recorded in the CRM against the customer record, creating a history of accessory satisfaction that informs future interactions and recommendations? | ○ | ○ | ○ | ○ | ○ | |
| **13** | Is post-fitment satisfaction data reviewed alongside fitment quality data from the workshop — identifying whether internal quality checks are successfully catching the issues customers are reporting post-collection? | ○ | ○ | ○ | ○ | ○ | |
| **14** | Are post-fitment feedback results included in the accessory sales and service management review, treated as a quality and retention metric alongside revenue performance? | ○ | ○ | ○ | ○ | ○ | |
| **15** | Is positive post-fitment feedback shared with the fitting technician and the advising consultant — creating a direct link between their work and customer satisfaction outcomes? | ○ | ○ | ○ | ○ | ○ | |
| **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 |
|---|---|---|---|---|
| Satisfaction Capture & Fitment Feedback | /20 | | | |
| Issue Reporting & Warranty Clarification | /20 | | | |
| Repeat Purchase & Referral Opportunity | /15 | | | |
| Feedback 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

## Post-Fitment Customer Feedback — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Post-Fitment Customer Feedback 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 Post-Fitment Customer Feedback 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 | Post-Fitment Customer Feedback / 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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|---|
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