



Audit Maturity

Assessment

A self-evaluation framework for retail operations and network management teams to assess the reliability of their dealer audit data across five critical dimensions

Organisation / Network	
Completed by	
Role / Title	
Date	
Audit programmes in scope	

A Consistency	B Evidence	C Reporting Speed	D Coverage	E Longitudinal
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How to complete this assessment

This assessment is designed to be completed by a Retail Operations Head, Network Development Director, or equivalent — someone with direct visibility of how field audits are planned, executed, and reported across the dealer network.

It covers five dimensions of audit data quality. For each of the 25 questions, rate your current process honestly on a scale of 1 to 5 using the scoring guide below. Circle or tick your score. Do not rate where you aspire to be — rate where you are today.

Complete the Summary Scorecard on the final page to calculate your total score and determine your Audit Maturity Level.

Scoring guide

Rating	What it means	Guidance
1	Not in place	No process exists. This area is entirely unaddressed.
2	Ad hoc	Some activity occurs but it is informal, inconsistent, and undocumented.
3	Defined	A process exists and is documented, but is not consistently followed across the network.
4	Managed	Process is followed consistently. Outputs are measurable. Minor exceptions occur.
5	Optimised	Best practice. Process is embedded, measured, and continuously improved.

Important: Be conservative in your ratings. A score of 3 means the process is documented but not consistently followed across your full network — not just in your best-performing region. If you have any doubt between two scores, choose the lower one.

Five dimensions at a glance

Di m.	Dimension	What it measures
A	Consistency of Audit Criteria	Are your audit criteria standardised, clearly defined, and applied the same way by every auditor across every region?
B	Evidence Quality	Is every compliance score backed by verifiable evidence — captured at the point of audit, not self-reported by dealers?
C	Reporting Speed	Does network leadership have access to current audit data, or are they making decisions on results from weeks ago?
D	Network Coverage	Is every dealer audited at the right frequency, across all programmes, with no blind spots in your coverage?
E	Longitudinal Tracking	Can you produce a trend line for any dealer across multiple cycles — and identify deterioration before it becomes non-compliance?

Assessment Questions

Rate each statement 1–5 based on your current reality across the full network. Circle or tick your score.

A. CONSISTENCY OF AUDIT CRITERIA						
#	Assessment Question	1	2	3	4	5
A1	Audit criteria are standardised across all regions and auditors — no regional variations exist	☐	☐	☐	☐	☐
A2	Criteria definitions are written clearly enough that two different auditors would reach the same conclusion	☐	☐	☐	☐	☐
A3	Scoring scales are consistently applied — there is no auditor who scores systematically higher or lower than peers	☐	☐	☐	☐	☐
A4	Updates to criteria are communicated to all auditors simultaneously and documented centrally	☐	☐	☐	☐	☐
A5	Audit criteria are reviewed and validated against OEM / brand standards at least once per year	☐	☐	☐	☐	☐
Dimension A Score →		/ 25				
B. EVIDENCE QUALITY						
#	Assessment Question	1	2	3	4	5
B1	Every non-compliance is required to have a corresponding piece of evidence (photo, document, record)	☐	☐	☐	☐	☐
B2	Evidence is captured at the point of audit — not retrospectively added after the site visit	☐	☐	☐	☐	☐
B3	Evidence is stored centrally and linked to the specific criterion and dealer it relates to	☐	☐	☐	☐	☐
B4	Auditors cannot mark a criterion as compliant without verification — self-reporting by dealers is not accepted	☐	☐	☐	☐	☐
B5	Evidence submitted for closed action items is reviewed and approved by a regional manager before closure	☐	☐	☐	☐	☐
Dimension B Score →		/ 25				
C. REPORTING SPEED						
#	Assessment Question	1	2	3	4	5
C1	Audit results are visible to regional leadership within 24 hours of the site visit being completed	☐	☐	☐	☐	☐
C2	Non-compliances are converted into assigned action items on the same day as the audit	☐	☐	☐	☐	☐
C3	Network-level compliance dashboards reflect current data — not data from the previous month or cycle	☐	☐	☐	☐	☐

C4	Escalation alerts are triggered automatically when a dealer's score drops below a defined threshold	☐	☐	☐	☐	☐
C5	The time between a non-compliance being identified and a responsible party being notified is under 48 hours	☐	☐	☐	☐	☐
Dimension C Score →		/ 25				
D. NETWORK COVERAGE						
#	Assessment Question	1	2	3	4	5
D1	Every dealer in the network is audited at a defined minimum frequency — no dealer goes more than one cycle without a visit	☐	☐	☐	☐	☐
D2	Audit scheduling is risk-based — underperforming dealers receive more frequent visits than compliant ones	☐	☐	☐	☐	☐
D3	All audit programmes (DOS, 5S, Safety, Mystery Audit, Environment) are executed on schedule across the full network	☐	☐	☐	☐	☐
D4	Remote or partial audits are tracked separately and not combined with full site audit scores	☐	☐	☐	☐	☐
D5	Coverage reporting is available at network, region, and dealer level — gaps are visible without manual aggregation	☐	☐	☐	☐	☐
Dimension D Score →		/ 25				
E. LONGITUDINAL TRACKING						
#	Assessment Question	1	2	3	4	5
E1	Every dealer has a historical score record spanning at least four consecutive audit cycles	☐	☐	☐	☐	☐
E2	Trend data per dealer is accessible in a single view — without manually compiling reports across cycles	☐	☐	☐	☐	☐
E3	Recurring non-compliances (same criterion failing across multiple cycles) are automatically flagged	☐	☐	☐	☐	☐
E4	Network-level trend analysis identifies which criteria are deteriorating across the dealer base — not just individual dealers	☐	☐	☐	☐	☐
E5	Longitudinal data is used to set improvement targets and measure progress against them between audit cycles	☐	☐	☐	☐	☐
Dimension E Score →		/ 25				

Summary Scorecard

Transfer your dimension scores from the assessment. Calculate your total and identify your Audit Maturity Level below.

Di m.	Dimension	Score /25	%	Priority Action
A	Consistency of Audit Criteria	/ 25		
B	Evidence Quality	/ 25		
C	Reporting Speed	/ 25		
D	Network Coverage	/ 25		
E	Longitudinal Tracking	/ 25		
TOTAL SCORE		/ 125		

Audit Maturity Level

Total Score	Maturity Level	What it means for your network
100–125	Optimised	Audit data is reliable, real-time, and driving proactive decisions. Best-in-class network intelligence.
75–99	Managed	Strong foundations in place. Targeted improvements in 1–2 dimensions will close remaining gaps.
50–74	Defined	Processes exist but consistency is uneven. Data is directionally useful but not fully trustworthy.
25–49	Developing	Significant gaps across multiple dimensions. Network decisions carry material data risk.
0–24	Ad Hoc	Audit data cannot be relied upon for network decisions. Structural intervention required.

Priority improvement areas

Based on your scores, identify the 2–3 dimensions with the lowest scores and record your immediate priorities below:

#	Dimension	Specific improvement action
1		
2		
3		

Priority improvement areas

Based on your scores, identify the 2–3 dimensions with the lowest scores and record your immediate priorities below:

#	Dimension	Specific improvement action
4		
5		
6		