



Dealership Connectivity

Diagnostic

A self-assessment framework for OEM network managers, dealer group directors, and heads of aftersales to quantify the operational and revenue cost of departmental disconnection

Organisation / Network	
Completed by	
Role / Title	
Number of Outlets	
Date	
Markets in Scope	

Gap 1 Sales-to-Service Connectivity	Gap 2 Field-to-Leadership Connectivity	Gap 3 Parts-to-Workshop Connectivity	Gap 4 Audit-to-P&L Connectivity
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How to Complete This Diagnostic

This diagnostic is designed for OEM network managers, distributor heads of aftersales, and dealer group directors who want to quantify the operational and revenue cost of departmental disconnection across their network. It evaluates four connectivity gaps — Sales-to-Service, Field-to-Leadership, Parts-to-Workshop, and Audit-to-P&L.

Rate each statement 1–5 based on your current reality across the full network. If you manage multiple outlets, rate the network average — not your best-performing location.

Rating Scale

Score	Level	What it means
1	Disconnected	No process exists. Departments operate in isolation.
2	Ad hoc	Some informal connection but inconsistent — depends on individuals.
3	Partial	Process documented but not consistently followed across all locations.
4	Connected	Consistently applied. Data flows between departments reliably.
5	Fully Integrated	Real-time. Automatic. No manual relay required.

Why Connectivity Gaps Are a Revenue Problem

Gap	Revenue Impact
Gap 1 <i>Sales-to-Service Connectivity</i>	Service and parts operations generate 40–50% of total dealership gross profit. Every customer who defects to an independent workshop after purchase reduces fixed operations income — and that loss compounds at every missed service interval.
Gap 2 <i>Field-to-Leadership Connectivity</i>	An unresolved workshop scheduling issue or parts process failure identified on Monday but not actioned until the following week is not a managed problem. It is an unmanaged one that happens to be documented. The lag is the cost.
Gap 3 <i>Parts-to-Workshop Connectivity</i>	In a high-volume workshop, parts-related idle time of 30–60 minutes per day across multiple bays represents a material number of lost productive hours — not because parts weren't available, but because their arrival wasn't communicated.
Gap 4 <i>Audit-to-P&L Connectivity</i>	A dealer principal who sees a compliance score of 73% may not feel urgency. The same dealer principal who understands that 73% compliance is costing an estimated amount per month in lost warranty work and incentive exposure will respond differently.

Note: Rate conservatively. A score of 3 means the connection exists and is documented but is not consistently operating across your full network. If you hesitate between two scores, take the lower one.

Connectivity Assessment

Rate each statement 1–5 based on your current reality across the full network. Add notes in the final column.

GAP 1 — SALES-TO-SERVICE CONNECTIVITY

Evaluates whether the sales department and service department share customer data, operate to a joint retention standard, and execute a structured handoff at vehicle delivery.

#	Statement	1	2	3	4	5	Notes
A1	A named service advisor is introduced to the customer at every vehicle delivery — not just offered as an option	☐	☐	☐	☐	☐	
A2	The first service appointment is booked in the system before the customer drives off the lot	☐	☐	☐	☐	☐	
A3	The customer's CRM profile is visible to the service department from the point of sale	☐	☐	☐	☐	☐	
A4	Sales and service teams share a joint customer retention KPI — not separate departmental targets	☐	☐	☐	☐	☐	
A5	Service defection rate (customers who bought here but service elsewhere) is tracked and reported monthly	☐	☐	☐	☐	☐	
A6	A formal sales-to-service handoff process is documented, trained, and audited as part of the sales process standard	☐	☐	☐	☐	☐	
A7	When a customer books a service, their purchase history and vehicle details are pre-populated — not re-entered	☐	☐	☐	☐	☐	
Gap 1 Score →		/ 35 = %					

GAP 2 — FIELD-TO-LEADERSHIP CONNECTIVITY

Evaluates how quickly field audit findings reach leadership and convert into corrective actions — and whether that cycle is fast enough to prevent continued operational or revenue loss.

#	Statement	1	2	3	4	5	Notes
B1	Field audit findings are visible to regional and network leadership on the same day the audit is completed	☐	☐	☐	☐	☐	
B2	Every finding is converted into an assigned corrective action within 24 hours of submission — not queued for a weekly review	☐	☐	☐	☐	☐	
B3	Corrective actions have a named owner at the dealership (a person, not a department) and a specific close date	☐	☐	☐	☐	☐	
B4	Regional managers can see the real-time status of all open actions across their dealers without requesting a report	☐	☐	☐	☐	☐	
B5	The average time between a field finding and a confirmed corrective action being issued is under 48 hours	☐	☐	☐	☐	☐	
B6	Findings that are not actioned within their close date trigger an automatic escalation — not a manual follow-up	☐	☐	☐	☐	☐	

B7	Post-audit performance improvement is tracked and visible — the programme measures resolution rate, not just completion rate	☐	☐	☐	☐	☐	
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Gap 2 Score →

/ 35 = %

GAP 3 — PARTS-TO-WORKSHOP CONNECTIVITY

Evaluates whether parts arrivals, stock availability, and bay allocation are connected in real time — eliminating technician idle time caused by information gaps rather than genuine parts shortages.

#	Statement	1	2	3	4	5	Notes
C1	Technicians receive an automatic notification when a parts order relevant to their job arrives in the parts department	☐	☐	☐	☐	☐	
C2	Parts availability for scheduled work orders is confirmed before the vehicle enters a bay	☐	☐	☐	☐	☐	
C3	VOR (Vehicle Off Road) parts are flagged in the system immediately on receipt and communicated to the workshop without manual relay	☐	☐	☐	☐	☐	
C4	Bay allocation and parts readiness are visible in a single connected view for the workshop controller	☐	☐	☐	☐	☐	
C5	Idle time caused by parts delays is tracked separately from idle time caused by technician or scheduling issues	☐	☐	☐	☐	☐	
C6	The parts department and workshop share a connected job management system — they do not rely on phone calls or physical movement to communicate status	☐	☐	☐	☐	☐	
C7	Parts-related idle time per bay per day is monitored and reported to workshop management at least weekly	☐	☐	☐	☐	☐	

Gap 3 Score →

/ 35 = %

GAP 4 — AUDIT-TO-P&L CONNECTIVITY

Evaluates whether compliance data and financial performance data are connected — so that leadership can see the revenue impact of open audit findings, not just their compliance classification.

#	Statement	1	2	3	4	5	Notes
D1	Open audit findings are categorised by their financial impact — warranty work at risk, conversion loss, incentive exposure — not just by compliance severity	☐	☐	☐	☐	☐	
D2	The dealer principal or GM receives a regular view that connects compliance score to an estimated revenue impact	☐	☐	☐	☐	☐	
D3	Lapsed technician certifications are flagged as a warranty revenue risk — not just a compliance failure	☐	☐	☐	☐	☐	
D4	OEM incentive eligibility is tracked against live compliance performance — leadership knows in advance if incentives are at risk	☐	☐	☐	☐	☐	
D5	Service absorption rate and audit compliance scores are reviewed together in the same leadership meeting	☐	☐	☐	☐	☐	
D6	When a major non-conformance is identified, its estimated daily cost is calculated and included in the corrective action brief	☐	☐	☐	☐	☐	

D7	Financial performance trends and audit performance trends are reported on the same cycle — not in separate monthly documents	☐	☐	☐	☐	☐	
Gap 4 Score →		/	35	=		%	

Connectivity Score Summary

Transfer gap scores from the assessment. Each revenue risk column names the primary financial consequence of that gap remaining open.

Gap	Connectivity Gap	Max Score	Score Achieved	%	Revenue Risk
A	Sales-to-Service Connectivity	35			Aftersales defection — customer lifetime value loss
B	Field-to-Leadership Connectivity	35			Operational delay cost — unresolved findings compounding
C	Parts-to-Workshop Connectivity	35			Workshop idle time — lost productive hours per bay
D	Audit-to-P&L Connectivity	35			Incentive exposure + warranty revenue at risk
TOTAL SCORE		140			

Connectivity Maturity Level

Score	Connectivity Level	What it means for your network
0–35%	Fragmented	Departments are operationally isolated. Significant revenue leakage across all four gaps. Immediate structural intervention required.
36–55%	Emerging	Some connectivity exists but is informal and inconsistent. Revenue leakage is significant but addressable with process and tooling changes.
56–75%	Developing	Core connections are in place but gaps remain. One or two pillars are weak and creating disproportionate revenue drag.
76–90%	Connected	Strong operational connectivity across most pillars. Fine-tuning and automation will unlock the remaining performance improvement.
91–100%	Fully Integrated	Real-time data flows across all departments. Disconnection cost is minimal. Competitive advantage is structural.

Priority Actions

Identify the 4 highest-priority gaps from your scores — one per pillar is the recommended starting point:

#	Gap	Specific Action to Close the Gap	Owner	Target Date
1				
2				

3				
4				

Sign-Off

Completed by	
Role / Title	
Date	
Shared with	
Next Review Date	



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