Building an Internal Audit Function

Multi-Brand Dealer Group — Setup Checklist

A staged checklist for Aftersales Directors and Operations Leaders to build a structured, scalable dealer audit capability

Organisation / Group	
Completed by	
Role / Title	
Date	

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AutoSmart Audit

How to Use This Checklist

Work through each stage in sequence. Check off items as they are confirmed — not as they are planned. Use the Notes column to record owners, target dates, or open decisions. A stage is complete only when all items are ticked.

Stage 1: Governance & Mandate

✓	Requirement	Notes / Owner
■	Define the audit programme objective (compliance, improvement, brand standards, or all three)	
■	Confirm executive sponsorship — Aftersales Director or equivalent must sign off	
■	Define the audit scope: which brands, which departments, which dealer tiers	
■	Establish audit authority: can findings trigger escalation to regional / OEM management?	
■	Document the governance charter: programme owner, frequency, reporting chain	

Stage 2: Team Structure & Roles

✓	Requirement	Notes / Owner
■	Define auditor roles: ASM, ZSM, or dedicated audit team — clarify who audits what	
■	Confirm whether auditors are internal staff, third-party, or a hybrid model	
■	Assign a Programme Owner responsible for cycle scheduling and results consolidation	
■	Define dealer-side accountability: Parts Manager, Service Manager, Dealer Principal sign-off	
■	Establish conflict-of-interest policy: auditors must not audit their own accounts	

Stage 3: Programme Design

✓	Requirement	Notes / Owner
■	Define audit programmes by department: Sales, Aftersales, Parts, Safety, 5S, CX	
■	Build or adopt standardised checklists: 15 questions per programme minimum	
■	Define scoring methodology: binary (yes/no), 1–5 scale, or weighted by category	
■	Set RAG thresholds: what scores trigger Green / Amber / Red status	
■	Define audit cycle frequency per dealer tier (monthly / quarterly / bi-annual)	
■	Confirm which programmes are mandatory vs optional per brand or market	

Stage 4: Tools & Infrastructure

✓	Requirement	Notes / Owner
■	Confirm audit execution tool: paper, Excel, or digital platform	

■	Ensure field auditors can capture evidence photos at point of audit	
■	Set up network/user management: regions, zones, dealer hierarchy mapped correctly	
■	Confirm data storage and access rights: who can view which dealer's results	
■	Establish reporting dashboard: aggregated network view + individual dealer view	

Stage 5: KPIs & Reporting

✓	Requirement	Notes / Owner
■	Define network-level KPIs: average score, % Green dealers, cycle completion rate	
■	Define dealer-level KPIs: score per cycle, improvement trend, open action plans	
■	Establish reporting cadence: monthly to regional managers, quarterly to OEM / leadership	
■	Confirm escalation trigger: at what score or RAG status does leadership intervene?	
■	Set benchmark bands: what is an acceptable network average in Year 1 vs Year 2?	

Stage 6: Action Plan & Closure Process

✓	Requirement	Notes / Owner
■	Define action plan workflow: every non-compliance must generate an action item	
■	Assign owner and due date to every action item at point of audit	
■	Define evidence requirements for closure: photo, signed procedure, system report	
■	Confirm approval chain: ASM/ZSM approves closure before item is marked resolved	
■	Set re-audit trigger: Amber or Red dealers re-audited within 30 days	

Stage 7: Launch & Continuous Improvement

✓	Requirement	Notes / Owner
■	Pilot the programme with 3–5 dealers before full network rollout	
■	Train all field auditors on the checklist, scoring methodology, and tool	
■	Run a calibration session: two auditors audit the same dealer and compare results	
■	Set a formal review date for checklist updates (minimum annually)	
■	Establish a feedback loop: dealer and auditor input captured after each cycle	

AutoSmart Tip: AutoSmart Audit handles Stages 4–6 out of the box — network hierarchy, digital checklists, evidence capture, auto-scored results, and a four-stage action plan workflow. The focus for your team is Stages 1–3: getting governance, roles, and programme design right before the first audit goes live.

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