Dealer Audit Scoring Models

Benchmark & Network Ranking Guide

A practical framework for designing, calibrating, and applying audit scoring models across a dealer network

Organisation / Network	
Audit Programme	
Completed by	
Date	

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AutoSmart Audit

Why Scoring Model Design Matters

Two networks can use the same checklist and produce results that are meaningless for comparison — if their scoring models differ. Getting the model right before the first audit cycle is critical. This guide covers the four scoring approaches used across automotive distributor networks, how to set benchmark bands, and how to rank and compare dealer performance fairly.

Scoring Model Comparison

Model	How it works	Best for	Limitation
Binary (Yes / No)	Each question scores 1 (pass) or 0 (fail). Total = sum of passes.	Safety & compliance checks where partial credit is not appropriate	No nuance — a near-miss scores same as a complete failure
1–5 Scale (Maturity)	Each question scored 1–5 based on defined level descriptors. Max = questions × 5.	Operational standards where improvement trajectory matters (5S, aftersales)	Requires calibration training — auditors must apply levels consistently
Weighted Categories	Each category assigned a weight (e.g., Safety = 30%, CX = 20%). Scores multiplied by weight.	Multi-department programmes where some areas are higher priority	Weights can be disputed — must be agreed with OEM / leadership upfront
Hybrid	Binary for mandatory/safety items; 1–5 scale for operational items. Combined into a single score.	Networks running both safety audits and operational assessments in one programme	More complex to explain to dealers — requires clear scoring guide

Setting Benchmark Bands

Benchmark bands define what a score means — without them, a 72% is uninterpretable. Use the recommended bands below as a starting point and adjust based on your network baseline after the first cycle.

RAG Status	Score Range	% of Max	Action Required	What it means
GREEN	80–100%	80–100%	Maintain standards	Compliant. Dealer is operating to standard. Maintain cycle frequency.
AMBER	50–79%	50–79%	Action plan within 30 days	Improvement required. Structured action plan with named owner and due dates.
RED	0–49%	0–49%	Priority intervention	Non-compliant. Escalate to regional management. Re-audit within 30 days.

Network Ranking Worksheet

Record dealer scores below to produce a ranked network view. Transfer to your dashboard or reporting tool after each cycle.

#	Dealer / Centre Name	Cycle Score	% of Max	RAG	Prior Cycle	Trend ▲▼	Region
1							
2							

3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

Category Weight Designer

If using a weighted model, define category weights below. Weights must total 100%.

Audit Category	Weight (%)	Score /Max	Weighted Score
Sales Process & Compliance			
Aftersales & Service Operations			
Parts Department			
Customer Experience			
Health, Safety & Environment			
Facility & Brand Standards			
Other: _____			
TOTAL	100%		

AutoSmart Tip: AutoSmart Audit calculates scores automatically at the point of audit — no manual tallying. Category scores, overall RAG status, and network benchmarks are visible in the dashboard in real time. Historical cycle data is retained per dealer so trend analysis is always available.