



Hyundai Dealer Standards (RQS) Compliance Guide

Distributor Readiness Checklist

A pre-audit self-assessment checklist for distributors and dealer principals preparing for a formal Hyundai RQS evaluation

Dealer / Centre Name	
Dealer Code	
Region / Zone	
Auditor Name	
Audit Date	
Cycle / Period	

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How to Use This Checklist

This checklist maps to the core pillars of the Hyundai Retail Quality Standards (RQS) programme. Complete this self-assessment before your formal RQS audit. Rate each item using the RAG scale, record the evidence you can provide, and prioritise any Red items for immediate action. Do not rate where you aspire to be — rate what is in place today.

RAG Status Guide

Status	Score Range	Self-Assessment Meaning	Action
GREEN	80–100%	Fully in place and evidenced	Maintain. Prepare evidence file.
AMBER	50–79%	Partially in place — gaps visible	Action plan required. 30-day close.
RED	0–49%	Not in place or not evidenced	Priority fix before audit date.

Pillar 1: Facility & Brand Identity

Standard / Requirement	RAG	Evidence Available
Showroom exterior meets Hyundai brand signage and fascia standards	■ G ■ A ■ R	Signage photos, brand approval letter
Interior layout conforms to current Hyundai retail concept guidelines	■ G ■ A ■ R	Layout floor plan, photos
Digital displays and POS materials are current and correctly placed	■ G ■ A ■ R	Photo evidence
Customer lounge/waiting area meets minimum specification	■ G ■ A ■ R	Photos
Accessible parking and facility entry meeting brand standards	■ G ■ A ■ R	Photos

Pillar 2: Sales Process & Standards

Standard / Requirement	RAG	Evidence Available
Sales consultants are trained and certified on current Hyundai model range	■ G ■ A ■ R	Training certificates
Hyundai sales process (greeting, needs analysis, demo, close) is followed consistently	■ G ■ A ■ R	Mystery shop results / coaching records
Test drive process meets Hyundai standards (route, duration, debrief)	■ G ■ A ■ R	Test drive log
Quotation and contract documentation is accurate and compliant	■ G ■ A ■ R	Sample contracts (anonymised)
CRM is updated within 24 hours of each customer interaction	■ G ■ A ■ R	CRM screenshot / DMS report

Pillar 3: Aftersales & Service Quality

Standard / Requirement	RAG	Evidence Available
Service reception process follows Hyundai Aftersales Standards	■ G ■ A ■ R	Observation checklist / audit record

Workshop is organised, clean, and meets 5S requirements	■ G ■ A ■ R	Photos
Technician certification is current for all qualified staff	■ G ■ A ■ R	Technician certificates
Service menu pricing is displayed and correct	■ G ■ A ■ R	Price board photo
Customer vehicle health check (VHC) process is in place and completed per visit	■ G ■ A ■ R	Sample VHC forms
Vehicle delivery process meets Hyundai handover standard	■ G ■ A ■ R	Handover checklist records

Pillar 4: Parts Operations

Standard / Requirement	RAG	Evidence Available
Hyundai Genuine Parts stocked at agreed minimum levels	■ G ■ A ■ R	DMS stock report
Parts bin locations match DMS system records	■ G ■ A ■ R	Physical vs system check log
VOR/back order tracking is managed and shared with service team daily	■ G ■ A ■ R	Back order management sheet
Parts returns process is documented and followed	■ G ■ A ■ R	Returns log

Pillar 5: Customer Experience & CSI

Standard / Requirement	RAG	Evidence Available
CSI scores are tracked and reviewed by management monthly	■ G ■ A ■ R	CSI dashboard / report
Customer complaints are logged, actioned, and closed within agreed SLA	■ G ■ A ■ R	Complaints log
Follow-up process post-service is in place (call/SMS/email)	■ G ■ A ■ R	Follow-up records
NPS or CSI target is known by the dealer principal and department heads	■ G ■ A ■ R	Meeting minutes / briefing record

Pillar 6: HR & Staffing Standards

Standard / Requirement	RAG	Evidence Available
Minimum staffing levels per Hyundai requirements are met for all departments	■ G ■ A ■ R	Org chart / headcount report
All customer-facing staff wear Hyundai-branded uniform	■ G ■ A ■ R	Photos
Annual training plan is documented and tracked	■ G ■ A ■ R	Training plan
Staff turnover rate is tracked and reported	■ G ■ A ■ R	HR report

Readiness Summary

Pillar	Green	Amber	Red	Priority Action Before Audit
Facility & Brand Identity				

Sales Process & Standards				
Aftersales & Service Quality				
Parts Operations				
Customer Experience & CSI				
HR & Staffing Standards				
OVERALL				

AutoSmart Tip: Running RQS audits digitally on AutoSmart Audit means every criterion is scored, evidenced, and tracked in one place. Distributors can review readiness by dealer before the formal Hyundai evaluation — and action plans are automatically generated for every non-compliance found.

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