AutoSmart Audit

Mystery Audit

Evaluation Framework

A structured scorecard for mystery audit programmes across automotive dealer networks

Network / Organisation	
Audit Type (Sales / Aftersales / Full)	
Dealer / Center Name	
Auditor Reference	
Visit Date	
Audit Cycle	

Powered by AutoSmart Audit | www.autosmarts.co | © 2025 AutoSmart. All rights reserved.

How to Use This Framework

This framework is used by mystery auditors to evaluate the customer experience at automotive dealerships across four journey stages: Sales, Aftersales, Facility & Brand, and Post-Visit Follow-Up. The dealer is unaware of the evaluation. Complete the framework during or immediately after the visit — do not rely on memory from the following day.

Scoring System

Response	Score	Guidance
✓ Compliant	Full weight	Criterion was met clearly and consistently. Observable, not assumed.
✗ Non-Compliant	0 points	Criterion was not met. Record specific observation in Notes. Evidence required.

Weight Guide

Each criterion carries a weight from 2 to 5. Higher weights reflect criteria with the greatest impact on customer experience and brand perception.

Weight	Significance
5	Critical touchpoint — directly linked to conversion, satisfaction, or safety. Failure here has network-level impact.
4	High-importance standard — consistently failing this criterion indicates a training or process gap.
3	Expected behaviour — absence is noticeable to the customer. Consistent failure indicates a cultural issue.
2	Baseline hygiene — expected as a minimum. Failure alone is not critical but patterns are significant.

AutoSmart Tip: Mystery audit criteria should be binary wherever possible — 'Did the advisor offer a test drive?' not 'Was the customer experience positive?'. Binary criteria produce comparable scores across auditors and locations.

Evaluation Framework

Mark Compliant (✓) or Non-Compliant (✗) for each criterion. Record specific observations in the Notes column.

SALES CUSTOMER JOURNEY

Stage	Criterion	Weight	✓ Met	✗ Not Met	Auditor Notes
First Contact	Enquiry (phone/digital) is responded to within 2 hours of receipt	5	○	○	
First Contact	Staff member provides their name and offers assistance proactively	3	○	○	
Showroom Arrival	Customer is greeted within 2 minutes of entering the showroom	5	○	○	
Showroom Arrival	Staff member asks for the customer's name and uses it during the interaction	3	○	○	
Needs Discovery	Sales consultant asks open questions to understand the customer's requirements	5	○	○	
Needs Discovery	Consultant demonstrates product knowledge appropriate to the customer's stated needs	4	○	○	
Vehicle Demonstration	A specific vehicle is shown and demonstrated — not just described	4	○	○	
Vehicle Demonstration	Customer is invited to sit in the vehicle during the demonstration	3	○	○	
Test Drive	Test drive is offered proactively — without the customer having to ask	5	○	○	
Test Drive	Test drive route covers a variety of road conditions and takes at least 15 minutes	3	○	○	
Pricing & Offer	A written offer or quotation is provided before the customer leaves	4	○	○	
Pricing & Offer	Financing options are explained clearly without pressure	3	○	○	
Handover / Close	Consultant confirms next steps and timeline before the customer departs	4	○	○	
	Sales Journey — Section Score →	/ 51 = %			

AFTERSALES CUSTOMER JOURNEY

Stage	Criterion	Weight	✓ Met	✗ Not Met	Auditor Notes
Booking	Service appointment is booked within 24 hours of first contact	5	○	○	
Booking	Estimated costs and service duration are communicated at time of booking	4	○	○	
Reception	Service advisor greets the customer by name on arrival	4	○	○	
Reception	A job card is prepared accurately capturing the customer's complaint verbatim	5	○	○	

Reception	Expected completion time and cost are confirmed with the customer before work begins	5	○	○	
Communication	Customer receives a proactive update on vehicle status during the repair	4	○	○	
Communication	Any additional work identified is communicated and approved before proceeding	5	○	○	
Handover	Service advisor explains all work performed in plain language	4	○	○	
Handover	Invoice is itemised clearly — parts, labour, and VAT shown separately	3	○	○	
Handover	Vehicle is returned clean and in the same condition as received	3	○	○	
Handover	CSI or satisfaction survey is offered at point of collection	3	○	○	
	Aftersales Journey — Section Score →	/ 45 = %			

FACILITY & BRAND STANDARDS

Stage	Criterion	Weight	✓ Met	✗ Not Met	Auditor Notes
Exterior	Forecourt and signage meet current OEM brand standards — no damage or fading	4	○	○	
Exterior	Visitor parking is clearly marked and accessible	2	○	○	
Showroom	Vehicle display is clean, well-lit, and aligned to OEM planogram	4	○	○	
Showroom	Customer-facing digital screens or materials are current and operational	3	○	○	
Showroom	Staff appearance and dress code meet OEM standards	4	○	○	
Workshop Visible Areas	Workshop visible from reception or customer area meets cleanliness standards	3	○	○	
Customer Waiting Area	Waiting area is clean, comfortable, and includes refreshments and WiFi	3	○	○	
Restrooms	Customer restrooms are clean and stocked	2	○	○	
	Facility & Brand — Section Score →	/ 25 = %			

POST-VISIT FOLLOW-UP

Stage	Criterion	Weight	✓ Met	✗ Not Met	Auditor Notes
Sales Follow-Up	A follow-up contact is made within 48 hours of the sales visit	5	○	○	
Sales Follow-Up	Follow-up is personalised — references the specific vehicle and conversation from the visit	4	○	○	
Sales Follow-Up	A second follow-up contact is made within 7 days if no decision was made	3	○	○	
Service Follow-Up	A follow-up call or message is sent within 48 hours of vehicle collection	4	○	○	

Service Follow-Up	Follow-up confirms the original fault has been resolved to the customer's satisfaction	4	○	○	
Post-Visit Follow-Up — Section Score →		/ 20 = %			

Overall Score Summary

Transfer section scores from the evaluation framework. Calculate overall score out of 141.

Section	Max Score	Score Achieved	%	Key Observation
Sales Journey	51			
Aftersales Journey	45			
Facility & Brand	25			
Post-Visit Follow-Up	20			
OVERALL SCORE		**/ 141**		

Network Comparison Table

Transfer scores from multiple dealer visits in the same cycle to compare performance across the network.

Dealer	Sales Journey /51	Aftersales /45	Facility /25	Follow-Up /20	Total /141
Network Average					

Auditor Sign-Off

Auditor Reference / Code	
Visit Date	
Audit Type	
Network Manager Review Date	
Debrief Completed?	

AutoSmart Audit

The leading digital field audit platform for automotive distributor networks.

www.autosmarts.co