

LEAD RESPONSE EVALUATION



KEY DRIVER/ATTRIBUTE	STANDARD EVALUATED	Excellent/Max Value	
Responsiveness	A First Quality Response (FQR) was provided within 1 hour.	10	10
Attentiveness	The subject line on the initial email clearly addressed the customer's inquiry.	5	5
Attentiveness	The subject line was personalized (versus a default subject line)	5	5
Personalized Experience	The greeting addressed the customer by name.	2	2
Engagement	The response showed appreciation towards the customer for their interest in your dealership.	2	2
Personalized Experience	The response included a brief introduction of the employee and dealership.	2	2
Engagement	The response included an engaging question back to the customer to build rapport.	15	2
Attentiveness	The response addressed availability of the customer's vehicle of interest.	10	2
Engagement	The response provided a vehicle value statement.	5	5
Transparency	The response addressed pricing/payment.	10	10
Transparency	The response answered the customer's questions.	10	10
Personalized Experience	The response provided a dealership value statement.	10	10
Attentiveness	The response included an invitation to visit the dealership/ schedule a phone call in order to save the customer time.	5	5
Personalized Experience	The response included a professional signature.	2	2
Attentiveness	The response was easy to understand (ie: free from typos, broken links, and formatting discrepancies.	5	5
Engagement	The response was optimized for multiple devices.	2	1
Personalized Experience	BONUS: The response included a link to a video!	10!	10

TOTAL: 102
Maximum Score 110

RECOMMENDATIONS:

80-100+ :

50-79 :

49 and under :