

# FORM: LEAD RESPONSE EVALUATION

KEY DRIVER/ATTRIBUTE	STANDARD EVALUATED	YES	NO
Responsiveness	A First Quality Response (FQR) was provided within 1 hour.	10	0
Attentiveness	The subject line on the initial email clearly addressed the customer's inquiry.	5	0
Attentiveness	The subject line was personalized (versus a default subject line)	5	0
Personalized Experience	The greeting addressed the customer by name.	2	0
Engagement	The response showed appreciation towards the customer for their interest in your dealership.	2	0
Personalized Experience	The response included a brief introduction of the employee and dealership.	2	0
Engagement	The response included an engaging question back to the customer to build rapport.	15	0
Attentiveness	The response addressed availability of the customer's vehicle of interest.	10	0
Engagement	The response provided a vehicle value statement.	5	0
Transparency	The response addressed pricing/payment.	10	0
Transparency	The response answered the customer's questions.	10	0
Personalized Experience	The response provided a dealership value statement.	10	0
Attentiveness	The response included an invitation to visit the dealership/ schedule a phone call in order to save the customer time.	5	0
Personalized Experience	The response included a professional signature.	2	0
Attentiveness	The response was easy to understand (ie: free from typos, broken links, and formatting discrepancies).	5	0
Engagement	The response was optimized for multiple devices.	2	0
Personalized Experience	<b>BONUS: The response included a link to a video!</b>	<b>10!</b>	

TOTAL: \_\_\_\_\_

## RECOMMENDATIONS:

**80-100+ :**

**50-79 :**

**49 and under :**