

KEY DRIVER/ATTRIBUTE	STANDARD EVALUATED	 <b>DESIRED BEHAVIOR</b>
Responsiveness	A First Quality Response (FQR) was provided within 1 hour..	Internet shoppers who receive a response within 10 minutes are 3x more likely to visit a dealership. To receive points, response must be within 1 hour.
Attentiveness	The subject line on the initial email clearly addressed the customer's inquiry.	·Subject lines should be free from canned replies and defaults. (insert example)
Attentiveness	The subject line was personalized (versus a default subject line)	·Subject lines should be free from canned replies and defaults. (insert example)
Personalized Experience	The greeting addressed the customer by name.	77% of consumers have chosen or recommended a brand that provides a personalized experience. Response should address customers by name.
Engagement	The response showed appreciation towards the customer for their interest in your dealership.	Response should express appreciation for the customer's interest in the dealership. "Thank you for reaching out to ABC Dealership!"
Personalized Experience	The response included a brief introduction of the employee and dealership.	Customers typically submit inquiries to multiple dealerships, response should include the store they've contacted and employee's first & last name.
Engagement	The response included an engaging question back to the customer to build rapport.	Response should pose at least one question back to the customer to build rapport and keep the conversation going. (insert sample questions)
Attentiveness	The response addressed availability of the customer's vehicle of interest.	Response should include availability of vehicle of interest.
Engagement	The response provided a vehicle value statement.	Customers ready to buy are typically considering 5 brands—nearly 2x more than what they started with. Response should build value in vehicle of interest.
Transparency	The response addressed pricing/payment.	Demonstrate transparency and build trust. Response should address payment/pricing.
Transparency	The response answered the customer's questions.	Transparently answering all of the customer's questions is a key factor in providing an outstanding DigitalCX.
Personalized Experience	The response provided a dealership value statement.	Customers have lots of options. Response should include dealership's differentiators. (insert examples of dealership value statements)
Attentiveness	The response included an invitation to visit the dealership/schedule a phone call in order to save the customer time.	Response should meet customer where they are and provide the next logical step.
Personalized Experience	The response included a professional signature.	Response should end with a great lasting impression and demonstrate professionalism with a professional signature. (insert example)
Attentiveness	The response was easy to understand (ie: free from typos, broken links, and formatting discrepancies).	Response was error free. (insert 'good' 'bad' example for comparison)
Engagement	The response was optimized for multiple devices.	Provide example for what an employee can control as it relates to optimizing emails.
Personalized Experience	<b>BONUS: THE RESPONSE INCLUDED A LINK TO A VIDEO</b>	Over 50% of shoppers watch 30+ minutes of videos as part of their research. 65% reported that they narrowed down their options after watching a video.