



Scoring guide

Aftersales Video Process and Quality Scoring Sheet

This video development sheet provides aftersales managers and teams the ability to highlight good performance as well as improvement areas.

Video Quality (Manager Service Advisors and Technicians)				
Details	Standard not met	Development required	Proficient	Notes
Technician voice clear and audible				
Speed of voice intelligible				
Simple language used (no complex jargon)				
Minimal background noise				

Visual Quality (Manager Service Advisors and Technicians)				
Details	Standard not met	Development required	Proficient	Notes
Lighting - e.g. all parts being identified can be seen clearly				
Focus - when zooming picture is clear				
Speed - the speed of camera is controlled				
Steadiness throughout				
Use of Multipart?				

Video Process (Manager Service Advisors and Technicians)

Details	Standard not met	Development required	Proficient	Notes
Video starts on number plate/technician				
Technician introduces themselves				
Technician mentions customer name				
Technician mentions dealership name				
Technician explains work being carried out				
Statement highlighting video purpose, positive points and draws customer's attention to any health check items requiring attention				
Video finishes with call to action and service advisor follow up				

Use of Visual Aids (Manager Service Advisors and Technicians)

Details	Standard not met	Development required	Proficient	Notes
Use of tread depth gauge (clear and visible)				
Use of brake wear gauge (clear and visible)				
Readout visible on brake wear gauge				

EVC Upsell Technique (Manager Service Advisors and Technicians)

Details	Standard not met	Development required	Proficient	Notes
Use percentage wear in descriptions				
Precise course of action recommended				
Highlight consequences if not replaced or resolved				
Comparative legal/OEM wear limits mentioned?				
Urgency of repair(s) emphasised (today)				
Timeframe/ mileage for re-check/repair given				

**Success Criteria
(Managers & Service Advisors)**

Select **YES** or **NO** below whilst reviewing your CitNOW Dashboard

Details	Yes	No	Notes
Was the video sent?			
Was it sent via email and SMS?			
Was the video watched?			
How quickly was the video watched?			
If work was identified, was it authorised?			
Did the customer rate the video?			
Did the customer leave any comments?			

For any queries related to this document, please contact our team at help@citnow.com or **01189 977740**.

