

ADP Dealership eBusiness Assessment

For use by Digital Marketing Consultants from ADP Dealer Services

Date: _____

1. Dealership: _____ Location: _____

Main Phone: _____ Toll Free: _____ Main Fax: _____

Franchise(s): _____

2. Dealer Principal: _____ Work Phone: _____

DP Cell: _____ DP Email: _____

3. General Manager: _____ Work Phone: _____

GM Cell: _____ GM Email: _____

4. Internet Sales Manager: _____ Work Phone: _____

ISM Cell: _____ ISM Email: _____

5. New Vehicle Manager: _____ Phone: _____ Email: _____

6. Pre-Owned Manager: _____ Phone: _____ Email: _____

7. Service Manager: _____ Phone: _____ Email: _____

8. Parts Manager: _____ Phone: _____ Email: _____

9. Business Office Manager: _____ Phone: _____ Email: _____

10. Facility Address: _____

City: _____ State: _____ Zip: _____

11. Mailing Address: _____

City: _____ State: _____ Zip: _____

12. Primary Dealership URL: _____

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2. Digital Marketing and Internet Sales Strategy

How does Dealer measure or evaluate Digital Marketing and Sales success?

Is Dealer satisfied with the **Results** from **Digital Marketing and Sales Operations**? ¹ **Yes** **No**

What are those results, and why is dealer either satisfied or unsatisfied? ¹

What **Challenges** is the dealership experiencing with overall Digital Marketing and Sales **Operations**? ^{2 · 3}

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3. MONTHLY SALES	Current	Objective
<u>3A. Overall Dealership Operations:</u>		
Total Store Volume	_____	_____
New Sales Volume	_____	_____
Used Sales Volume	_____	_____
Gross Profit PNVR	_____	_____ (available by model line?)
Gross Profit PUVR	_____	_____ (available by model line?)
Showroom Traffic	_____	_____
Showroom Closing %	_____	_____
<u>3B. eBusiness Operations:</u>		
Monthly eBiz Sales Volume	_____	_____ 1
eBiz Sales Volume – NEW	_____	_____ 1
eBiz Sales Volume - USED	_____	_____ 1
Gross Profit - PVNR	_____	_____ 1 (available by model line?)
Gross Profit - PVUR	_____	_____ 1 (available by model line?)
<u>3C. eLeads Volumes:</u>		
Total eLeads Received Monthly	_____	_____ 2
New Vehicle eLeads #	_____	_____ 2
Used Vehicle eLeads #	_____	_____ 2
Dealer Site(s) eLead Volume:	_____	_____ 2
OEM Sites eLead Volume:	_____	_____ 2
3 rd Party eLead Volume:	_____	_____ 2
<u>3D. eLead Process Performance:</u>		
Average eMail Response Time:	_____	_____ 3
1 st Phone Call Response Time:	_____	_____ 3
Overall Sales/Leads Received %	_____	_____ 3
Direct Phone Contact/Leads %	_____	_____ 3
Appointments/Leads %	_____	_____ 3
Showroom Visits/Appointments %	_____	_____ 3
Sales/Showroom Visits %	_____	_____ 3
No Response Leads/Total Leads %	_____	_____ 3

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4. DEALERSHIP WEB SITES

Dealership has an independent web site that is managed by a designated dealership resource? **Yes** **No**

Independent site URL: _____

Dealership has an OEM mandated, provided or controlled web site? **Yes** **No**

OEM site URL: _____

Dealer's Primary Advertised URL? _____

Additional URL's owned by Dealership

URL #2: _____ Directs to: _____

URL #3: _____ Directs to: _____

URL #4: _____ Directs to: _____

URL #5: _____ Directs to: _____

Does dealer use or promote any URL's that are NOT OWNED by the dealership? **Yes** **No**

Dealer's marketing strategy to attract site visitors:

Key Buying Activity (KBA) objectives for customers visiting Dealer's site(s):

Dealer's strategy for converting site visitors to showroom traffic:

Dealer's strategy for converting site visitors to incoming phone calls:

Dealer's strategy for converting site visitors to completed Lead forms:

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Please Describe Dealer's:

eLead Management Process:

Process for routing/handling site generated phone calls:

Showroom Reception/Sales Process when eLead/Phone Appointments Show Up:

Process for Online Credit Applications submitted:

Sold Follow-Up Process:

What is Dealer's pricing philosophy for Internet Quote Requests?

What is Dealer's pricing philosophy for incoming Sales Calls?

What is Dealer's pricing philosophy on the Showroom Floor?

What training have sales people had to prepare them for Web-Informed customers?

What additional training does the Sales Staff need?

How is Dealer using eBusiness to increase the efficiency and volume within Fixed Operations?

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Dealer Internet Advertising budget? **Yes** **No** How much is it? _____ Month / Year

Dealer Search Advertising (sponsored listings) with search engines (Google)? **Yes** **No**

Dealer Display Advertising (banner ads) with targeted web sites (KBB, CNN, Cars.com, etc.)? **Yes** **No**

SEO managed title, headlines, text and use/balancing of key words throughout Dealer's web site? **Yes** **No**

Does the OEM's web site have a dealer search feature that links through to Dealer's web site? **Yes** **No**

Leads from OEM's web sites? **Yes** **No** **3rd Party Leads** from OEM program? **Yes** **No**

Are OEM leads being sent into Dealer's primary Lead Management System, application or tool? **Yes** **No**

3rd Party Lead Providers dealer currently uses:

Name of Lead Source on Invoice:	Lead Volume:	Monthly Sales:	Subscription Fee:	Per Lead Fee:

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Does Dealer have any Links or Banner Ads on locally affiliated web sites? Yes No

IF YES, describe:

Is the dealership's URL displayed or listed anywhere without additional cost to dealer? Yes No

IF YES, list how:

Advertising/promoting Dealer's web site to **internal customers?** (vendors, employees, wholesale) Yes No

IF YES, describe:

Is the dealer advertising/promoting Dealer's web site to **current customer/owner base?** Yes No

IF YES, describe:

Is the dealership advertising/promoting their web site to **customers in Dealer's Area of Responsibility?** Yes No

IF YES, describe:

Is dealership promoting their web site to **customers outside the Dealer's local market area?** Yes No

IF YES, describe:

Does the Dealer have a strategy for retaining **Sold eLead customers** for parts and service business? Yes No

IF YES, describe:

Dealer has strategy for marketing additional vehicle sales to **previously sold customers?** Yes No

IF YES, describe:

What is Dealer's most effective advertising medium for generating phone calls?

Dealer uses advertising to promote dealership's web site(s) using this medium? Yes No

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Does dealer have an e-mail marketing campaign strategy? Yes No

IF YES, describe it:

Dealer gets permission from customers to contact them by email about new products or promotions? Yes No

IF YES, describe how this works:

Is dealership collecting showroom visitor e-mail addresses in the sales department? Yes No

IF YES, describe how this works:

Do Service Advisors collect/update e-mail addresses in the service department? Yes No

IF YES, describe how this works:

Is dealership updating e-mail addresses in Dealer's marketing database when contacting customers? Yes No

IF YES, describe how this works:

Does dealer register customers for web based owner services offered by OEM at the time of sale? Yes No

IF YES, describe how this works:

Is the dealer giving customers the option to be taken off of Dealer's e-mail marketing list? Yes No

IF YES, describe how this works:

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5. INTERACTIVE WEB SITES

Does dealership have a web site that can be modified and/or updated by dealership staff? Yes No

How many web sites does the Dealer have?

Who designed the Dealership's primary web site?

Who supplies/hosts Dealer's web site?

Is the dealer satisfied with current dealership web site? Yes No

Check the features/functionality that the Dealer's primary web site includes:

- | | |
|---|--|
| <input type="checkbox"/> Research Product information | <input type="checkbox"/> Make-An-Offer Feature for Actual Inventory |
| <input type="checkbox"/> Multi-Brand Vehicle comparisons | <input type="checkbox"/> Map showing dealership's location |
| <input type="checkbox"/> Inventory Search engine | <input type="checkbox"/> Directions to dealership using customer's address |
| <input type="checkbox"/> New Vehicle inventory | <input type="checkbox"/> Photos of customers w/Vehicles purchased |
| <input type="checkbox"/> Used Vehicle inventory | <input type="checkbox"/> Photos of dealership and personnel |
| <input type="checkbox"/> High-Quality inventory pictures | <input type="checkbox"/> Service appointment request using online forms |
| <input type="checkbox"/> Build-A-Vehicle configurators | <input type="checkbox"/> Parts order/request using online forms |
| <input type="checkbox"/> Internet Pricing – Quote Request | <input type="checkbox"/> Customer-utilized/controlled Personal web page |
| <input type="checkbox"/> Dealer Invoice information | <input type="checkbox"/> Access to Owners manual and Warranty information |
| <input type="checkbox"/> Trade Appraisal Request Form | <input type="checkbox"/> Register for Service reminders, recalls & campaigns |
| <input type="checkbox"/> Links to information sites (kbb/Edmunds) | <input type="checkbox"/> Accessories descriptions/pricing/ordering |
| <input type="checkbox"/> Monthly Payment Estimators | <input type="checkbox"/> Employment opportunities at dealership |
| <input type="checkbox"/> Secure Online Financing Application | <input type="checkbox"/> Live or Intelligent chat functionality |
| <input type="checkbox"/> Secure Online Credit Approval | <input type="checkbox"/> Customizable Online Forms |
| <input type="checkbox"/> Lease vs. Buy Comparisons | <input type="checkbox"/> Dealer-Customizable web pages & text |
| <input type="checkbox"/> Great Deals/Promotions/Best Buys | <input type="checkbox"/> Web stats package |

Who has overall responsibility and accountability for accuracy of Dealer's online inventory?

How does Dealer's online **NEW VEHICLE INVENTORY** get updated?

How does Dealer's online **USED VEHICLE INVENTORY** get updated?

How frequently is Dealer's online inventory updated (*Sold units purged + New Inventory added*)?

Who collects/documents detailed **USED VEHICLE** specifications, options and descriptions?

Who inputs/data entry for **USED VEHICLE** information into the DMS inventory?

Are **USED VEHICLE** retail list prices entered into the DMS inventory – Vehicle Management System? Yes No

Who sets **USED VEHICLE** retail prices that are shown in the DMS and/or the web site?

How are **USED VEHICLE** retail prices determined?

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How accurate is online inventory - **NEW VEHICLES**? 10% 20% 30% 40% 50% 60% 70% 80% 90%+

How accurate is online inventory - **USED VEHICLES**? 10% 20% 30% 40% 50% 60% 70% 80% 90%+

NEW VEHICLES – Dealer’s online vehicle descriptions include listing of standard equipment Yes No

NEW VEHICLES – Dealer’s online vehicle descriptions include each vehicle’s optional equipment Yes No

NEW VEHICLES – Dealer takes actual photos of new vehicles in stock for web listed inventory Yes No

USED VEHICLES – Dealer’s online vehicle descriptions include listing of standard equipment Yes No

USED VEHICLES – Dealer’s online vehicle descriptions include each vehicle’s optional equipment Yes No

USED VEHICLES – Who takes digital photos of vehicles in stock for web listings: _____

USED VEHICLES – How many photos of each used vehicle? _____

NEW VEHICLES – How many photos of each new vehicle in stock? _____

How and when are Dealer’s **USED VEHICLE** pictures updated when fresh inventory comes in?

How and when are Dealer’s **USED VEHICLE** descriptions and equipment updated when fresh inventory comes in?

Where are **USED VEHICLE** pictures taken (what background shows)?

Does dealership send **USED VEHICLE** inventory data to 3rd party online listing services? Yes No

Autotrader.com eBay Motors Cars.com OEM Certified Pre-Owned Listing Sites

Yahoo!Autos.com MSNauto.com CarsDirect.com Kelley Blue Book Classifieds

Edmunds.com UsedCars.com LocalAutoMall.com Auction-USA.com AutoNet.com

How does **USED VEHICLE** data and photos get transmitted to online inventory listing services?

Dealer lists competitive prices on web for **USED CARS**? Yes No

IF NO, describe why: _____

IF YES, describe how **USED VEHICLE** competitive pricing is calculated:

Who is responsible for ensuring used car list prices are competitive? _____

Are **USED VEHICLE** special offers and promotions published/posted on dealership’s web site? Yes No

How often are specials updated? _____ Are Sold units automatically deleted? Yes No

Who is responsible for updating **USED VEHICLE** Specials and Promotions? _____

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Are **NEW VEHICLE** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are Sold units automatically deleted? Yes No

Who is responsible for updating **NEW VEHICLE** specials and promotions? _____

Describe dealer's use of **NEW VEHICLE** specials and promotions on the web:

Are **FINANCING** special offers and promotions published/posted on dealership's web site? Yes No

IF YES, how often are specials updated? _____ Are expired offers automatically deleted? Yes No

Who is responsible for updating **FINANCING** Specials and promotions? _____

Describe dealer's use of **FINANCING** specials and promotions on the web:

SERVICE DEPARTMENT special offers and promotions posted on dealership web site? Yes No

IF YES, how often are specials updated? _____ Are expired offers automatically deleted? Yes No

Who is responsible for updating **SERVICE DEPARTMENT** specials and promotions? _____

Describe dealer's use of **SERVICE DEPARTMENT** specials and promotions on the web:

Are **SERVICE CONTRACT** special offers and promotions published/posted on dealership's web site? Yes No

Are **PARTS & ACCESSORY** special offers and promotions published/posted on dealership's web site? Yes No

Are **NAMES** and **CONTACT INFORMATION** for dealership staff listed on dealership's web site? Yes No

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6. INFRASTRUCTURE:

A dedicated place that is noise insulated provided for Dealer's Internet Sales Operations/BDC? Yes No

Dedicated PC(s): Yes No Direct Phone line(s): Yes No Printer, copier and fax? Yes No

Broadband Internet Access? Yes No Internet sales staff has DMS access: Yes No

Lead Management Software that receives eLeads: _____

Incoming Sales Call Tracking System: _____

Showroom Traffic Tracking and Management System: _____

Does dealer use email templates? Yes No Use wireless new eLead notifications/alerts? Yes No

Wireless communication tools: Email Device? Yes No Mobile Phones? Yes No

Phone Contact scripts? Yes No Presentation Book? Yes No Posters? Yes No

Dealership Management System (DMS): ADP R&R Arkona EDS Other _____

Does the Lead Management Staff have access to DMS inventory and pricing information? Yes No

IF NO, How do they get this information?

Does the eBusiness staff have access to and make use of the following items?

Digital Camera Appointment Board Showroom Welcome Board Results Board

Does dealership have Internet access for showroom staff when working with customers? Yes No

Describe any unique Infrastructure characteristics or challenges that dealership has in place:

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7. PEOPLE

Business Development Center (BDC) handling eLeads? Yes No Full Time Staff: Yes No

Dedicated personnel handling eLeads? Yes No Full Time Manager: Yes No

Dedicated Internet Sales staff handling eLeads from 1st response to delivery? Yes No

If Yes, How Many Internet Sales Specialists? _____

List the names of people handling eLeads and their Lead Management Process (LMP) responsibilities:

Name:	Job Title:	Email Responses	Phone Contact	Demo Drives	Close Sales
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

What training has the staff handling eLeads received?

What additional training (if any) has been scheduled or is needed?

Outline the job description and responsibilities of Dealer's Internet Sales Specialist(s):

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What is Dealer's Internet Sales Specialist/Manager pay plan?

What is the typical weekly work schedule for Dealer's Internet Sales Specialists/Manager(s)?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

What type of training have Dealer's Internet Sales Specialists/Managers had?

What senior manager is responsible for supervising the Internet Sales Specialists/Managers?

What manager is responsible for performance metrics and sales from eBusiness Operations?

What is the "eBusiness Director's" specific role and job responsibilities? *(if there is one)*

What is the Dealer and/or GM doing on a daily, weekly and monthly basis to support eBusiness and monitor growth?

Who is responsible for proper handling of **ONLINE SERVICE APPOINTMENT** requests?

Who initially receives **ONLINE SERVICE APPOINTMENT** requests from Dealer's web site?

Who is responsible for proper handling of online **PARTS ORDERS & PURCHASE** requests?

Who is responsible: **CONFIDENTIALITY** & handling of online **EMPLOYMENT APP.'s**?

Who is responsible: **CONFIDENTIALITY** & handling of online **CREDIT APP.'s**?

Who is responsible: **CONCERN RESOLUTION** & handling of online customer complaints?

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8. PROCESS:

How do those responsible for responding to eLeads get notified when new eLeads arrive?

Where are the places that the Dealer's staff can receive and respond to eLeads?

How does dealership route eLeads and assign responsibility for each eLead?

Does dealership cross reference Internet leads with showroom traffic data? Yes No

If Yes, how? _____

If No, why not? _____

Does dealership use an automated response for incoming eLeads? Yes No

IF NO, please note reason: _____

IF YES, check each of the following features contained in the automated response:

- Acknowledgement of automated receipt
- Explanation of dealership's Internet Customer Service Process
- Contact Names, Phone Numbers & Emails
- Direct Links to Value-Added features within dealership's web site
- Map Showing dealership location
- Directions/Invitation to visit the dealership in person w/arrival instructions
- Merge codes list contact information received, along with invitation to reply with corrections and missing information
- Dealership's Hours of Operation
- Link to Online Credit Application w/explanation of Streamlined Sales Process

What is Dealer's first response to an Internet lead? (Indicate the sequence of what is done 1st, 2nd and 3rd)

Personalized Email _____ Phone Call _____ Other Activity: _____

What does Dealer's initial personalized email response contain?

If Dealer's first response is by e-mail, when is the eLead customer contacted by phone?

What are the initial phone call's objectives?

How does dealer handle eLeads when the customer does not include a phone number?

How does dealer handle customers that they only want to be contacted by e-mail?

What is Dealer's strategy to decrease average personalized eLead Response time?

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What are Dealer's monthly volumes and process performance ratios in the following areas:

Total # Leads Received:	# Appointments Set:	# Showroom Visits:	# Units Sold:
#	#	#	#
Sales/Leads %:	Appts./Leads %:	Shows/Appts. %:	Sold/Shows %:
%	%	%	%

Percent of eLeads requesting:

Availability:_____ Price (Quote Request):_____ Trade Value:_____ Financing:_____ Payment:_____

Dealer policy for disclosing invoice costs on NEW VEHICLES?

What percent of customers get a price quotes in the following stages of the buying process?

Email:_____ 1st phone contact:_____ 2nd phone contact:_____ At dealership:_____ Never:_____

Dealer provides Lease payments and due at delivery information by email? Yes No

Dealer provides monthly payments and payment due at delivery information by email? Yes No

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Based on the following point system, check boxes that correspond to Dealer's current Lead Response Process. Then, tally up the total score and enter that score into the box provided at the bottom.

Dealership's average Personalized Email Response Time to incoming eLeads:

- 6 Hours or Greater..... 0 Points
- Under 6 Hours..... 4 Points
- Under 3 Hours..... 7 Points
- Under 1 Hour..... 10 Points

The Information that dealership provides in the initial personalized Email Response includes:

- Availability (Specific Vehicle)..... 5 Point
 - MSRP (Reference Price)..... 5 Point
 - Selling Price..... 5 Point
 - Price "Good Until" Date..... 5 Point
 - Offer Alternatives (Specific Vehicles)..... 5 Point
 - Directions and map to dealership's location..... 5 Point
 - Hyperlinks to dealer web site features..... 5 Point
- Dealership reviews eLead details and comments submitted, then answers specific customer questions in the initial email response..... 10 Points
- Dealership's Autoresponse and the first personalized email advises customers why direct contact is a benefit, and that phone contact will be attempted..... 5 Points
- Dealership calls customers that submit phone number, or looks up listed number after responding by email on SAME business day lead received..... 40 Points
- OR,** Dealership calls customer after responding by email, on NEXT business day after lead is received..... 10 Points

Total INITIAL eLead Management Process Points (100 pts. Maximum)

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Examples of Information (other than pricing) requested by Dealer's eLead Customers:

What percent of Dealer's customers are looking for a vehicle that is not in Dealer's inventory?

Does Dealer have a locate policy for Internet customers? Yes No If yes, what is it? _____

Dealer has strategy for handling product comparisons? Yes No If yes, what is it?

(i.e.: Intellichoice, Manufacturers site, web site etc..)

How do Dealer's eLead Management Process specialists access specific vehicle pricing information?

What is Dealer's strategy to handle the customer's trade-in during their research phase?

What is Dealer's strategy for handling the customer's trade-in when they show up at the dealership?

What is Dealer's strategy for handling customer's financing information requests?

Does dealer have financing Applications available online for customer use? **Yes** **No**

Does dealer have online access to lender approval information and stipulations? **Yes** **No**

What is Dealer's strategy for providing customers dealership arranged financing payments and information?

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Describe Dealer's appointment scheduling process?

Where does Dealer document and track appointments? (Lead management system, Appt. board)

Does Dealer confirm appointments by email? **Yes** **No** Does Dealer confirm appointments by phone? **Yes** **No**

Does Dealer offer to take the vehicle to the customer for a demonstration drive? **Yes** **No**

Does Dealer offer home/work vehicle delivery? **Yes** **No**

How does Dealer handle eLeads when there is no customer response after initial email and no phone contact is made?

How does Dealer handle customers when phone contact is established and an appointment is not made?

How does Dealer handle eLeads when email contact is established and original lead had no phone number supplied?

How does Dealer handle the customers who do not show for their appointment?

What is Dealer's strategy and process for handling eLead customers when they come to the showroom floor?

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Does Dealer have an appointment welcome board visible when customers enter showroom? Yes No

IF NO, why?

IF YES, where is it, how and who updates it?

What percent of Dealer's eLead customers, who buy a vehicle, drive the vehicle before they buy it? _____

What is Dealer's **F&I PROCESS** for eLead customers who come in on an appointment and buy?

What is Dealer's **DELIVERY PROCESS** for eLead customers who come in on an appointment and buy?

Is the **BUYING EXPERIENCE** 90 minutes or less for eLead appointments who come in? Yes No

How does Dealer handle the customers who **DO NOT BUY** after coming to the dealership?

Dealer conducts exit interviews with unsold eLead customers? Yes No If yes, who does it? _____

What is Dealer's strategy to follow up on **UNSOLD** eLead prospects?

What is Dealer's strategy to follow up on **SOLD** customers that contacted dealer via an eLead before buying?

What is Dealer's process for retaining eLead customer's **SERVICE BUSINESS**?

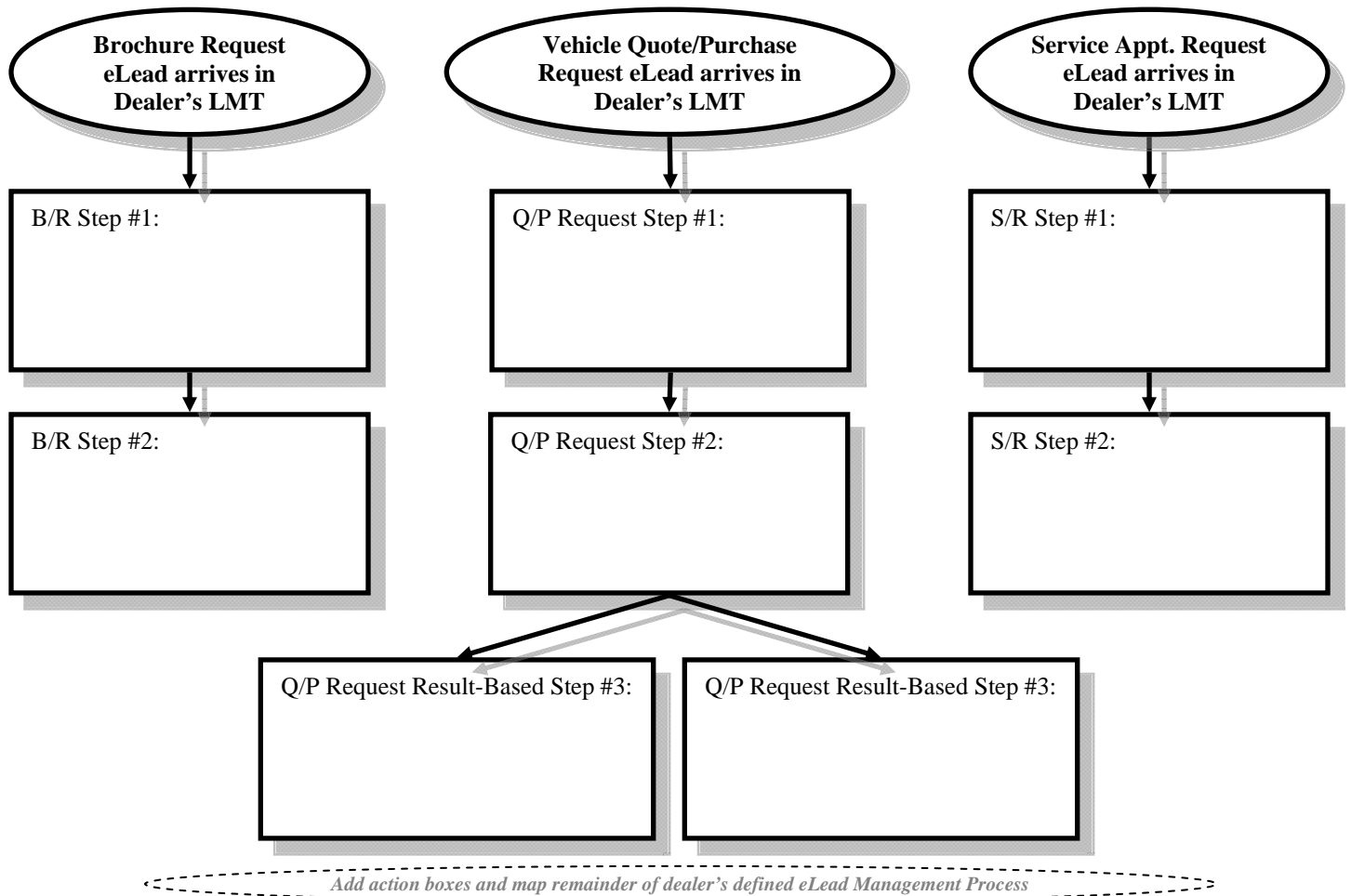
What is Dealer's process for **repeat-selling eLead customers**, their family and friends?

PROCESS: (Continued on next page)

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Map Flow Chart outlining Dealer's eLead Management Process from new eLead to a sale or out to 90 days:



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8. PRICING:

How do you present Dealer's price for new vehicles to eLead customers?

A dollar amount over invoice A percentage over Internet Price Other _____

How is Dealer's price presented for used vehicles to eLead customers?

A dollar amount below book value A percentage below book value One price Other _____

Does dealership establish specific pricing for Internet Quote Requests? Yes No

If yes, does dealership provide a pricing matrix by model line? Yes No

If Dealer's sales management provides an Internet pricing matrix, how often is it reviewed and updated?

How are customers educated about Dealer's pricing philosophy? (*Pricing Philosophy on site? On showroom? A Presentation?*)

How are special order vehicles priced?

How are locates and dealer-trades priced?

How is "hot" inventory priced?

Response to customer if they get different prices from showroom and Dealer's web site or eLead response?

Does dealer have a low price guarantee program? **Yes** **No**

If yes, how does the program work?

Does dealer offer to buy the customer's trade-in vehicle, whether or not they buy the Dealer's vehicle? **Yes** **No**

IF YES, how does the program work?

Does dealership have web based menu pricing for **accessories and after-market items**? **Yes** **No**

Does dealership have web based menu pricing for **Service Contracts**? **Yes** **No**

Does dealership have web based menu pricing for other **F&I products and services**? **Yes** **No**

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9. PERFORMANCE MEASUREMENT:

Does the dealership measure the following items:

- a) Dealership Web site traffic Yes No
 - o **Monthly Avg.:** _____
- b) Internet Leads from all sources Yes No
 - o **Monthly Avg.:** _____
- c) Average Personalized Lead Response time Yes No
 - o **Monthly Avg.:** _____
- d) Appointments set from eLeads Yes No
 - o **Monthly Avg.:** _____
- e) Appointments set from web generated phone calls Yes No
 - o **Monthly Avg.:** _____
- f) Showroom visits from eLeads & Appointments Yes No
 - o **Monthly Avg.:** _____
- g) Total Sales made from eLeads & Web Calls Yes No
 - o **Monthly Avg.:** _____

List the reports used by dealer to monitor and manage the growth of the department:
(Please attach copies of the reports used)

Check the following reports that are being currently used:

- Volume & Closing Ratio by lead source
- Cost per lead by lead source
- Cost per sale by lead source
- Gross Profit by **Model Line** Report
- Lead response time
- eBusiness Profit & Loss report
- Leads received by Distance report
- Appointments Scheduled to Leads Received %,
- Appointment Confirmation %
- Appointment Show %
- Demo %
- Showroom Closing %
- F&I Back end report
- Trade-in wholesale profit & loss report
- CSI report
- Other _____

What are Dealer's most effective reports?

Does dealer survey eLead customers? Yes No

(Please attach any surveys or summary reports)

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For use by Digital Marketing Consultants from ADP Dealer Services

How profitable is Dealership's Internet department?

How did you calculate Dealer's profitability?

What is the profit & loss?

How often does Dealership management team meet to discuss Dealer's dealership's eBusiness Operations performance?

What are the topics of review and discussion when meetings cover eBusiness Operations?

Other known issues or unique characteristics of Dealer's dealership's eBusiness Operations:
