

THE CURE FOR ATTRIBUTION BLINDNESS

Created by - Brent Wees & Bill Playford



This is a vertical rectangular page filled with evenly spaced horizontal grey lines, resembling notebook paper or a form template. The lines extend across the entire width of the page from top to bottom. There are no margins, text, or other markings present.

NOTES:

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SCORE

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NOTES:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

SCORE

SCORE

CX MEASUREMENT



**HOW DO CUSTOMERS HOLD THE DEALERSHIP ACCOUNTABLE
TO THE CX GOALS THAT ARE CREATED?**

**WHAT RESOURCES IS THE DEALERSHIP
PREPARED TO COMMIT TO CX STRATEGY?**

NOTES:

*BUDGET ALLOCATION OR PERCENTAGE OF REVENUE

*PORTION OF THAT BUDGET THAT WILL BE DEDICATED
TO DATA COLLECTION

*PORTION OF THAT BUDGET THAT WILL BE DEDICATED
TO DATA ANALYSIS

*PORTION OF THAT BUDGET THAT WILL BE DEDICATED
TO INCENTIVIZING CUSTOMERS

**FOR EACH QUESTION ANSWERED
SCORE 1 POINT BELOW**

*PORTION OF THAT BUDGET THAT WILL BE DEDICATED
TO EXECUTING THE PLAN

SCORE

*EMPLOYEE(S) TO MANAGE IT

CX MEASUREMENT



MEASURING CX ON A BUDGET

***WHAT ARE THE DEALERSHIP'S FIVE MOST VALUABLE ZIP CODES?**

***WHAT ARE THE DEALERSHIP'S LAST SIX CSI SCORES?**

***HOW MANY GOOGLE REVIEWS DOES THE DEALERSHIP HAVE?**

***WHAT IS THE RATING?**

NOTES:

FOR EACH QUESTION ANSWERED
SCORE 2.5 POINTS BELOW

SCORE

CX MEASUREMENT



MEASURING CX ON A BUDGET

*WHAT PERCENTAGE OF SALES COME FROM REPEAT CUSTOMERS?

*WHAT PERCENTAGE OF SALES COME FROM REFERRAL CUSTOMERS?

*SIX MONTH AVERAGE CALL TIME (ADJUSTED FOR BUSINESS HOURS)

*30 DAY AVERAGE CALL TIME (ADJUSTED FOR BUSINESS HOURS)

*SIX MONTH AVERAGE FIRST MANUAL EMAIL TIME (ADJUSTED FOR BUSINESS HOURS)

*30 DAY AVERAGE FIRST MANUAL EMAIL TIME (ADJUSTED FOR BUSINESS HOURS)

*HOW MANY SALES STAFF ARE OUT FRONT ON POINT EVERY SHIFT??

*HOW MANY MGR INTROS HAPPEN EACH SHIFT?

NOTES:

FOR EACH QUESTION ANSWERED
SCORE 1 POINT BELOW

SCORE

CX MEASUREMENT



OTHER METRICS TO CONSISTENTLY TRACK

LEADS = TOTAL LEADS - (REJECTS + DUPLICATES)

_____ = _____ - (_____ + _____)

CONTACTS = SOURCED EMAILS + SOURCED CALLS

_____ = _____ + _____

APPOINTMENTS SET = APPTS FROM CONTACTS

_____ = _____

APPOINTMENTS SET = APPTS FROM SET + SOURCED
WALK-INS FROM SIGNIFICANT NON-SHOWROOM
PERSONNEL INVOLVEMENT

_____ = _____ + _____

APPOINTMENT RATIO = (APPTS / WALK-INS)

_____ = _____ / _____

TEST-DRIVE RATIO =
(# OF TEST-DRIVES) / (# OF APPTS + WALK-INS)

_____ = _____ / _____

NOTES:

FOR EACH QUESTION ANSWERED
SCORE 2 POINTS BELOW

SCORE

CX MEASUREMENT



OTHER METRICS TO CONSISTENTLY TRACK

MANAGER INTROS (# OF INTROS / # TOTAL GUESTS)

_____ / _____

TIME IN FRONT OF CUSTOMER =
(HOURS/DAY X NUMBER OF DAYS/WK)

_____ / _____

MISSED OPPORTUNITIES (LAST MTH)

SOLD

X

CLOSING %

=

VISITS

-

CRM(LOGGED)

=

MISSING

X

CLOSING %

=

DEALS

X

AVG. GROSS \$

=

MISSED OPPS

FOR EACH QUESTION ANSWERED
SCORE 1 POINTS BELOW

+

3 BONUS POINTS FOR ATTENDING

SCORE

SUM OF ALL PAGE TOTALS

CXI SCORE



NEED HELP FILLING THIS OUT?

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