

# Dealer Review Process

## What is it and how does it work?

NOTE: See 'Points to Consider' pages when awarding a rating.

### INTRODUCTION

During discussions between members at our Gatherings and at other events the topic always arises about good and bad experiences of our members in their relationships with their dealers. One could hear a variety of opinions expressed, often contradicting opinions, and this made it difficult to feedback constructive comments to our dealers and members and prospective Carthago owners were often making decisions upon hearsay rather than seeking a balanced point of view.

At the Annual General Meeting in May 2015 it was agreed that some formal assessment should be put in place for the benefit of all.

### PURPOSE

The 'Dealer Review Process' is intended to formalise our members opinions of the quality of customer service that they obtain from dealers in UK. A regularly updated, summary of the reviews will be published in the public pages of our website for the benefit of both members and dealers.

It is hoped that this summary will enable our members to make balanced points of view regarding dealers. It is also intended to be constructive comment for the dealers who will be enabled to assess their own performance and praise work well done and/or make improvements in areas that are not performing so well.

### WHEN WILL THE PROCESS START

The Review Process will 'go live' as from 1<sup>st</sup> January 2016.

In October 2015 this document will be published on the Carthago Owners UK website and all members will be notified by e-mail.

Also in October 2015 we will be writing to the managing directors of all UK dealerships to make them aware of the implementation of the 'Dealer Review Process' which will start from 1<sup>st</sup> January 2016. This will provide ample time for their own internal review of their support for Carthago owners.

## WHAT WILL BE REVIEWED

The review process will cover five key categories.

- Sales
- Order
- Delivery and Handover
- Warranty Work
- After Sales Service

## HOW WILL THE REVIEW BE RATED

The rating will be based upon a scale from 1 to 5

A member will be able to rate to one decimal place, e.g. 3.3, or 4.1, or 2.7, etc.

The rating scale will be based upon the following opinions.

1. Unsatisfactory / Very Poor
2. Needs Improvement
3. OK / Satisfactory
4. Very Good
5. Excellent / Outstanding

At the start all dealers will be allocated a rating of 3.

Level 3 is doing an OK job neither particularly good nor particularly bad. Whilst it would be wonderful to see, we do not anticipate dealers achieving a consistent rating of 5. We would hope to see ratings in the region of 4 being regularly attained.

**IMPORTANT.** It is critical to the success of the system that we receive both good and bad reports to keep a balanced view.

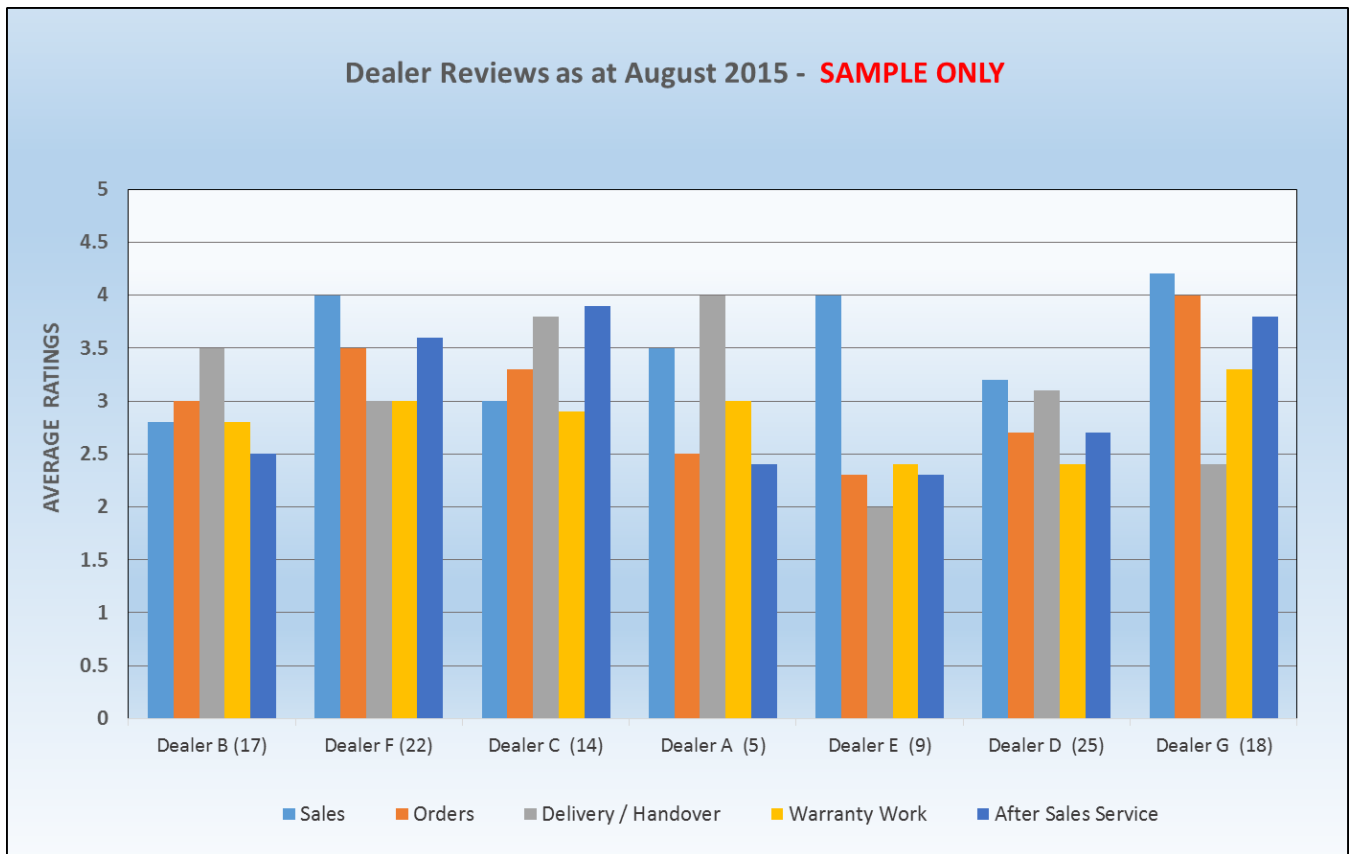
## WHO CAN SEE THE REVIEWS

A 'Summary Dealer Review' will be available to see in the public domain of the Carthago Owners UK website. The Summary will list each dealer and each category for that dealer together with the average rating and the number of reviews for that category.

For example:

*D. Jones Motorhomes      After Sales Service      4.2      17*

Where the average rating for after sales service is 4.2 and 17 reviews have been submitted for After Sales Service at D. Jones Motorhomes. A sample follows on the next page.



In addition to the published 'Summary Dealer Review' members will be able to request a 'Detailed Dealer Review' by Dealer which will be e-mailed to them. The Detailed Dealer Review will list all the reviews and show the Comments made against each entry.

A Dealer may also request a copy of the 'Detailed Dealer Review' but only for their own organisation.

#### HOW ARE REVIEWS SUBMITTED

Each quarter we will email all members asking for their reviews from the previous 3 months. You will be asked for:

- Date of the dealer visit
- Your name
- Dealer name (select from list)
- Category (select from list)
- Rating from 1 to 5
- Comments (up to 200 characters)

Comments will be audited and any inappropriate material deleted.

If you have not visited a dealer in the previous quarter then no return will be needed. Attached to the email will be a link to a simple Google Form which you merely complete on line – job done!

All the reviews will automatically be collected, on line, into a spreadsheet. Carthago Owners - Technical will then audit the input and update the main database directly from this spreadsheet.

Once this is done, an up to date 'Summary Dealer Review' will be published on the website.

#### WILL MY INPUT BE CONFIDENTIAL

Yes - the members name will never be shown in any output from the system. We only ask for it so that we can contact you should there be any query with your submission

The success of the Dealer Review Process is entirely dependent upon your fair assessment and the provision of as many reviews as we can collect.

Your submission/s will help your fellow members make informed decisions and will provide constructive feedback to dealers.

Thank you for your support.

George Pennells – Technical Support Carthago Owners UK

October 2015