



Infosheet
**Brand and
Corporate
Standard
Audits**



Effective strategies and processes throughout your value chain demonstrate your commitment to providing the best service to your customers. DEKRA automotive distribution integrity audits help to underscore the quality of your brand and services among your distribution network while improving overall operational efficiency.

Uphold brand standards with dealer and customer service evaluation

Automotive standard audits are conducted to give car manufacturers the insight they need to maintain control over established vehicle distribution and after-sales customer service requirements. Our recognised checklist audits evaluate the compliance and performance of your network partners to protect the reputation of your brand for competitive advantage in global markets.

Customised audits to ensure service performance

A practical mechanism to evaluate and compare the services of distribution network and customer care partners, brand performance audits provide quantifiable on-site data to realistically assess your business. We conduct comprehensive audits and prepare documentation according to your particular circumstance from a single source to save you time and money. Our experienced automotive auditors help you gain and maintain the added value you need to succeed.

Auditing the entire service network

Credentialed DEKRA auditors provide comprehensive services from planning, organisation and training to checklist auditing, reporting and documenting results. Our Brand and Standard audits are designed in keeping with your individual specifications and focus on critical areas including:

- **Facility, location and property potential analysis**
- **Equipment quality and condition**
- **Accurate pricing labels**
- **Demonstration techniques and test drives**
- **Maintenance/repair services process and standards**
- **Sales, after-sales and support staff**
- **IT procedures and processes**
- **Financial status and stability**

We work to help you develop effective strategies and solutions to strengthen your brand and meet your business goals.



Evaluate the performance and compliance of your partners with our standard audits



Dealers



Workshops



Customer Service



Preparation and organisation



Planning



Auditor training



Checklist auditing



Reporting



Presentation of results

Our experts are happy to answer your questions about our Brand and Corporate Standards Audits. Get in touch today!

DEKRA Audits

With over 90 years' experience DEKRA has an enviable reputation as one of Europe's premier audit, inspection and certification organisations. Audits play a critical role in setting standards and the understanding, monitoring and strategic development of products and services that our customers provide to their customers. DEKRA are an independent and impartial partner for your auditing needs, whatever your business. Whilst we specialise in supporting the automotive sector, our audit services can be utilised by any business or network as part of a strategy to improve processes, compliance and adherence to brand standards and ultimately your customers' experience. Our auditing and inspection services build trust and confidence in your business and offer transparency and insight into yours and your suppliers services, not just demonstrating meeting the standards but raising the bar for your business.

We are a service unit of DEKRA SE, a global leader in safety since 1925 with over 48,000 employees in 60 countries and five continents. As a part of the world's leading expert organisation DEKRA, we are the global partner for a safe world.

We have offices throughout North America, Europe, and Asia.

Find out more information on
www.dekra-uk.co.uk

Would you like more information?

Contact