COMMUNICATION ASSESSMENT

ABC Motors

72 customer tests across nine areas · September 2026 · Fictional sample

2.6 out of 5

Average of 72 scored tests. Each test is one customer request, scored on what the customer actually received. A zero means the requested action did not happen.

By department

	AVG	TESTS
Store access	2.8	12
Sales	2.8	8
BDC	2.6	10
Service	2.6	16
Parts	2.6	9
Finance	3.3	8
Administration	1.9	9

By contact method

	AVG	TESTS
Maps & listings	2.7	9
Phone	2.7	25
Text	2.7	9
Email	2.4	10
Web form	2.4	11
Chat	2.5	4
Scheduler	4.0	3
Social	0.0	1

By area tested

01	Finding and reaching the store	2.8
02	Telephone and front desk	2.4
03	Sales and BDC	2.5
04	Service	3.0
05	Parts	2.4
06	Finance and administration	2.1
07	Other digital contact paths	2.6
08	Follow-through and handoffs	2.1
09	Access and customer choice	3.6

Rating key

5 Complete · **4** Clear answer · **3** Usable, with a gap · **2** Partial · **1** Failed · **0** No action

ABC Motors is an invented dealership. Every result in this report is an example, not a measurement of a real store.

SUMMARY

What the tests show

ABC Motors usually answers a first question well. It loses customers later: when a request has to reach another person, arrives outside business hours, or concerns something already in progress.

What was tested

Testers acted as customers and made 72 requests across nine areas, from finding the store in map listings to asking about license plates after a sale. Each request was scored from 0 to 5 on what the customer actually received. An automatic receipt, a hold message, or a voicemail greeting counts as an event, not an answer.

The overall picture

The store averaged 2.6 out of 5, but the results split rather than cluster. 29 tests (40%) scored 4 or 5, and 37 tests (51%) scored 2 or lower. Only 6 landed in the middle. Customers mostly either got what they asked for or did not.

What works

Direct requests with a clear owner performed well. Reception answered and named the store (02.01). Parts checked fitment against a VIN before quoting (05.01). The online service scheduler showed real appointment times and confirmed them (04.01, 07.08), making it the strongest contact method at 4.0. Finance was the strongest department at 3.3. The store also handled privacy and preference requests correctly: it verified identity before discussing an account (09.07), honored a text opt-out (09.06), and replied in the channel the customer chose (09.05).

Where requests stop

Nine tests scored zero. In seven, the customer received no human response by the end of the next business day: a callback after a dropped transfer (02.07), a service status call (04.04), a parts form (05.05), a plate question (06.05), a title question (06.07), a social message (07.07), and an after-hours service text (08.02). Four of those seven began with an automatic receipt, a closed-hours message, or a mailbox. The other two zeros were promised actions that did not happen: a parts arrival notice (05.06) and a service rebooking once the part arrived (08.05).

Where handoffs break

Requests lost detail when they moved between people. A price question asked of the BDC never reached the salesperson (03.05, 08.03). Parts agreed to alert the service advisor, who had no record of it (05.07). A repeated chat request started from scratch (08.08). The same store handled other handoffs well: sales passed a finance question intact (08.04), and service delivered a promised update on time (08.06). In this sample, handoffs succeeded when the original question traveled with the request, not only the appointment or the contact details.

Service varies the most

Service accounted for 16 of the 72 tests and averaged 2.6. Booking routine work online scored 5, and advisors on the phone gave clear answers about recalls and estimates (04.03, 04.05). Checking on a vehicle already in the shop was much harder. The status call reached a mailbox with no return call (04.04), the service text line replied with hours instead of an answer (07.02), and service chat ended without help (07.04).

After the sale

Administration averaged 1.9, the lowest of any department. Four of its nine tests produced no usable response: an unmarked mailbox (02.06), a missed callback (02.07), and unanswered plate and title questions (06.05, 06.07). These requests are infrequent, but they come from customers who have already bought.

How to use this report

Treat each row as a repeatable test. Start with the zero-score rows, because the change is usually a routing or ownership decision and the retest is simple: send the same request and check whether a person responds within the agreed window. Give each weak row a named owner, change one thing at a time, and repeat the same tests after 30 days so the scores stay comparable.

TESTS / 01

Finding and reaching the store

2.8 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
01.01	**Google phone number** Call the number shown in Maps.	Call reached the main desk. Store access · Maps & listings	4
01.02	**Google sales hours** Check today's sales hours in Maps.	Hours matched the website. Store access · Maps & listings	5
01.03	**Google service hours** Find service hours without visiting the site.	Only the store's general hours appeared. Store access · Maps & listings	2
01.04	**Google service link** Open the service link from Maps.	It led to a general contact page. Store access · Maps & listings	1
01.05	**Apple Maps** Check phone, address and hours.	Phone and address matched; service hours were absent. Store access · Maps & listings	3
01.06	**Bing Places** Check the listing and click its website link.	Link worked; the Saturday hours differed. Store access · Maps & listings	2
01.07	**Yelp listing** Try the listed number and service link.	Number worked; no direct service path appeared. Store access · Maps & listings	3
01.08	**OEM / vehicle listing** Follow a listing for one advertised vehicle.	Vehicle details carried through; question did not. Store access · Maps & listings	2

TESTS / 02

Telephone and front desk

2.4 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
02.01	**Main greeting** Call during business hours.	Reception answered and named the store. Administration · Phone	5
02.02	**Sales transfer** Ask the main desk for sales.	Transfer reached a salesperson after one hold. Sales · Phone	4
02.03	**Service transfer** Ask the main desk for an advisor.	Two transfers ended in a general mailbox. Service · Phone	1
02.04	**Parts transfer** Ask the desk for parts availability.	Parts answered and asked for a VIN. Parts · Phone	4
02.05	**Finance transfer** Ask for help with a payoff question.	Finance mailbox answered; no callback time was given. Finance · Phone	2
02.06	**Admin question** Ask when plates will arrive.	Reception sent the call to an unmarked mailbox. Administration · Phone	1
02.07	**Failed-transfer callback** Leave details after a dropped transfer.	No return call came by the next business day. Administration · Phone	0
02.08	**After-hours call** Call after sales closes.	Hours and department choices played; no next step was stated. Sales · Phone	2

TESTS / 03

Sales and BDC

2.5 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
03.01	**Vehicle availability** Ask whether a specific VIN is available.	BDC confirmed it was available that day. BDC · Web form	4
03.02	**Written price** Ask for the price and required fees by email.	Reply gave the vehicle price but skipped required fees. Sales · Email	2
03.03	**Incentive terms** Ask who qualifies for an advertised offer.	Reply explained one condition but missed another. Sales · Email	2
03.04	**BDC appointment** Request a test drive through a form.	Time and location were confirmed in writing. BDC · Web form	4
03.05	**Question at handoff** Ask BDC for price before a visit.	Salesperson did not have the original question. BDC · Phone	1
03.06	**Sold vehicle** Ask about a vehicle no longer listed.	BDC said it sold and identified an alternative. BDC · Chat	4
03.07	**Trade estimate** Submit a trade question with vehicle details.	Generic invitation to visit; no estimate assumptions. Sales · Web form	2
03.08	**Email preference** Request that the answer come by email.	Follow-up was phone only; email question remained open. BDC · Email	1

TESTS / 04

Service

3.0 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
04.01	**Online appointment** Book routine service online.	Available time and confirmation appeared. Service · Scheduler	5
04.02	**Complex booking** Request diagnosis for an intermittent fault.	Scheduler offered only routine maintenance choices. Service · Scheduler	2
04.03	**Recall question** Ask whether a recall can be scheduled.	Advisor explained the next step by phone. Service · Phone	4
04.04	**Status request** Call for an update on a vehicle in service.	Mailbox answered; no status or return call came. Service · Phone	0
04.05	**Estimate question** Ask for a cost range before approving work.	Advisor gave a range and flagged uncertainty. Service · Phone	4
04.06	**Delay notice** Ask when a delayed repair will be ready.	Reply explained delay but gave no next update time. Service · Text	2
04.07	**Approval reply** Respond to a request to authorize work.	Advisor acknowledged the reply and restated amount. Service · Text	4
04.08	**Pickup notice** Check whether the vehicle is ready.	Ready notice gave hours but omitted pickup instructions. Service · Text	3

TESTS / 05

Parts

2.4 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
05.01	**VIN fitment** Ask if a part fits a supplied VIN.	Parts checked fitment before quoting. Parts · Phone	5
05.02	**Stock answer** Ask if that part is in stock.	Inventory was confirmed and a hold time given. Parts · Phone	4
05.03	**Special-order ETA** Ask when an unavailable part will arrive.	Order was taken; no expected date was offered. Parts · Phone	2
05.04	**Written quote** Request a parts quote by email.	Price and number arrived, with no availability. Parts · Email	3
05.05	**Parts form** Use the website form for a part inquiry.	Form receipt came; no parts reply followed. Parts · Web form	0
05.06	**Arrival notice** Ask to be told when a part arrives.	Part arrived in sample; no message was sent. Parts · Text	0
05.07	**Service coordination** Ask parts to alert the service advisor.	Parts said it would; advisor had no record. Parts · Phone	1
05.08	**Return question** Ask how to return an unused special order.	Policy was explained in plain language. Parts · Phone	4

TESTS / 06

Finance and administration

2.1 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
06.01	**Payment explanation** Ask which figures a quoted payment assumes.	Reply listed term and down payment. Finance · Email	4
06.02	**Finance callback** Request a call about a lender question.	Call came, but outside the requested window. Finance · Phone	3
06.03	**Product cancellation** Ask how to cancel a protection product.	Request was redirected without a named contact. Finance · Email	1
06.04	**Payoff status** Ask whether a payoff was processed.	Reply acknowledged the question but gave no status. Finance · Phone	2
06.05	**Plate status** Ask administration for a plate update.	No reply came by the next business day. Administration · Email	0
06.06	**Refund timing** Ask when a refund will be issued.	A timeframe was given without a case reference. Administration · Phone	3
06.07	**Title question** Use the website form for a title issue.	Automatic receipt came; no human reply followed. Administration · Web form	0
06.08	**Manager contact** Ask reception to escalate a complaint.	Manager called back and confirmed the concern. Administration · Phone	4

TESTS / 07

Other digital contact paths

2.6 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
07.01	**Sales text start** Text the published sales number.	A person replied and answered availability. Sales · Text	4
07.02	**Service text start** Text the published service number.	Auto-reply provided hours; request went unanswered. Service · Text	1
07.03	**Sales chat** Ask chat about a specific vehicle.	Chat collected details; person later answered. BDC · Chat	4
07.04	**Service chat** Ask chat for repair status.	Bot repeated menu choices, then ended the chat. Service · Chat	1
07.05	**Sales form on mobile** Send a VIN question on a phone.	Form submitted; answer did not address the VIN. BDC · Web form	2
07.06	**Service form on mobile** Send a service question on a phone.	Confirmation appeared and advisor answered. Service · Web form	4
07.07	**Public social message** Message the published social account.	No reply within one business day. Store access · Social	0
07.08	**Online booking link** Open booking from the service page.	Link worked and showed real appointment slots. Service · Scheduler	5

TESTS / 08

Follow-through and handoffs

2.1 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
08.01	**After-hours sales lead** Submit a sales form after closing.	Reply arrived after opening and answered the question. BDC · Web form	4
08.02	**After-hours service text** Ask for a service time after closing.	Closed message arrived; no opening-day follow-up. Service · Text	0
08.03	**BDC to sales** Check whether sales receives the lead question.	Appointment passed through; question did not. Sales · Web form	1
08.04	**Sales to finance** Ask sales to pass a finance question.	Finance replied with the same question answered. Finance · Email	4
08.05	**Parts to service** Ask for a service visit after part arrival.	Parts confirmed arrival; service did not rebook. Service · Phone	0
08.06	**Service to customer** Ask when the next repair update will come.	Time was promised and met. Service · Text	5
08.07	**Complaint follow-up** Raise a billing concern with management.	Acknowledgment came; outcome was not confirmed. Administration · Email	2
08.08	**Repeated contact** Repeat an unanswered request using chat.	Agent treated it as new and asked for details again. BDC · Chat	1

TESTS / 09

Access and customer choice

3.6 average · 8 tests

#	TEST	WHAT THE CUSTOMER GOT	SCORE
09.01	**Mobile call button** Start a call from the mobile site.	The call button dialed the main desk. Store access · Phone	5
09.02	**Keyboard form use** Complete the sales form without a mouse.	Focus became stuck before the send button. BDC · Web form	1
09.03	**Form error message** Submit a form with a missing required field.	Error named the missing field in text. Store access · Web form	4
09.04	**Language request** Ask the main desk for help in Spanish.	Staff offered a callback but gave no time. Administration · Phone	2
09.05	**Reply channel choice** Ask a finance question by email only.	Reply came by email and answered the question. Finance · Email	5
09.06	**Text opt-out** Reply STOP to a sales follow-up text.	Opt-out acknowledgment arrived promptly. Sales · Text	5
09.07	**Identity check** Ask for private account details by phone.	Staff verified identity before discussing status. Finance · Phone	5
09.08	**Review contact route** Use a Maps review to request a response.	Public reply invited contact but gave no specific route. Store access · Maps & listings	2

METHOD

How the tests were scored

Unit of measure

Each row is one customer test with one scored outcome. A journey can involve several teams, but only the primary department and the contact method used to start it carry that row's score.

Scoring

0 means the requested event never happened within the observation window. 1 means contact occurred but the request failed. 2 is a partial response, 3 a usable response with a material gap, 4 a clear answer or committed next step, and 5 a complete, easy result. Not-tested items are excluded, never scored as zero. None appear in this sample.

Averages

The overall score is the unweighted mean of all 72 rows. Department, contact-method, and category averages use the same rows filtered by their tags. Averages are shown to one decimal with halves rounded up, and the rating mark shows the nearest whole score.

Observation window

An unanswered digital request was left open until the end of the next business day. Calls were followed through the transfer or voicemail path. A live assessment agrees the window before testing and keeps dated evidence for every row.

Outside the scope

These scores describe communication from the customer's side. They do not evaluate repair quality, price fairness, individual employee performance, legal compliance, or the cause of a failure. Dealer-side records and repeated attempts are needed to confirm causes. This sample does not compare ABC Motors with other dealerships.

Rating key

5 Complete · **4** Clear answer · **3** Usable, with a gap · **2** Partial · **1** Failed · **0** No action

ABC Motors is an invented dealership. Every result in this report is an example, not a measurement of a real store.