

Marketing "GO SEE" Daily Audits

Store #: _____

Date: _____

| Audit | Intent | Action(s) | Notes |
|---|--|--|-------|
| Store Business Review (CTA) <i>"Win the Month"</i> and LEAD <i>"Win the Year"</i> | Asking questions to learn about how our actions supported the Strategy and improved execution and the outcome. | <input type="checkbox"/> Review the current CTA to make sure commitments support the store's execution of selected gauge(s) for the month <input type="checkbox"/> Follow the audit outlined on page 3 of the DTMS Activation Exercise <input type="checkbox"/> Monitor your LEAD game to make sure commitments are consistently aligned to WIGs and LEAD measures | |
| Accurate Wait Times | Empowering drive-in customers with accurate wait times to service their vehicle so they can best plan how they want to spend their time. | <input type="checkbox"/> Use the checklist/ QAWT Visual Standard with Journey Tracker Best Practice to evaluate execution and the customer experience Standard/Target: QAWT 80% min | |
| BOPIS | Providing every customer information about the online experience so they can choose how they want to do business with us. | <input type="checkbox"/> Use Buy and Book Observation Checklist to audit execution and evaluate the customer experience Standard/Target: BOPIS CDI 85% min | |
| Fleet Growth | Growing our fleet business by following the appropriate steps for each fleet customer. | <input type="checkbox"/> Monitor the Fleet Operational Best Practice to evaluate the execution of successful completion for all the requirements Standard/Target: TBD | |
| Wiper Blades | Offering an additional measure of safety for our customers by inspecting wiper blades and sharing what we learn to improve the value we provide. | <input type="checkbox"/> Observe the Wiper Blades Operational Best Practice to audit execution and evaluate the customer experience Standard/Target: Wiper Blades 20% min | |