

EXAMPLE CO. DEALER NETWORK · ENQUIRY ROUTING

# Route new-vehicle enquiries by stock at the nearest site

APPROVED

LIVE FROM MON 7 SEP 2026

|              |                                                                                                                         |
|--------------|-------------------------------------------------------------------------------------------------------------------------|
| DECISION     | Which site and team answers each new enquiry, and how fast                                                              |
| LOGIC        | routing-logic v3.2 · rule 7 <div>● Yours, versioned</div>                                                               |
| DATA USED    | Enquiry form (model, postcode), stock list (hourly), site hours                                                         |
| WHY          | Enquiries for in-stock models were going to the central team, which then passed them to a site.                         |
| ALTERNATIVES | Route by postcode only; route by sales capacity. Both tested; postcode only sent more enquiries to sites without stock. |
| ACCOUNTABLE  | Head of Sales Operations                                                                                                |
| REVIEW       | Each quarter, or when a site opens or closes                                                                            |

01

Test evidence

TABLE 01

Median reply time fell from 50 to 28 minutes across the 12 sites during the test.

| SITE         | ENQUIRIES | ROUTED BY THE LOGIC | MEDIAN MINUTES BEFORE | MEDIAN MINUTES DURING | SHARE ROUTED |
|--------------|-----------|---------------------|-----------------------|-----------------------|--------------|
| North branch | 1,240     | 1,198               | 38                    | 22                    | 96.6%        |
| East branch  | 1,610     | 1,571               | 44                    | 26                    | 97.6%        |
| West branch  | 880       | 851                 | 51                    | 31                    | 96.7%        |
| All 12 sites | 8,120     | 7,860               | 50                    | 28                    | 96.8%        |

**Table 01** · Enquiries routed and median minutes to first reply, by site, in a four-week test against the current process. n=8,120 enquiries across 12 sites, four weeks to Fri 4 Sep 2026. Source: CRM enquiry history, read [date]. Example data: Example Co. is fictional.

02

Trace

- 3 Aug

10 Aug

4 Sep

7 Sep

Rule drafted and tested on eight weeks of past enquiries

Test started alongside the current process

Test ended; results above

Approved and published by the Head of Sales Operations

03

Approval

Approved by

Head of Sales Operations · date

Prepared by

[Delivery lead], NTWRK · date