



SERVICEVIEW™
DEALER QUICK REFERENCE GUIDE



URBAN SCIENCE®
GUIDING BUSINESS THROUGH SCIENCE

Introduction

This document was designed to highlight the various functions, features and advantages of the new Lexus ServiceView™ system, one of the most powerful performance benchmarking and opportunity targeting tools available in the industry.

With ServiceView™, you can compare service performance, assess operational strengths and weaknesses, drive competitiveness and create effective aftersales marketing campaigns — in the fast lane.

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1. Getting Started

1.1 | Connecting

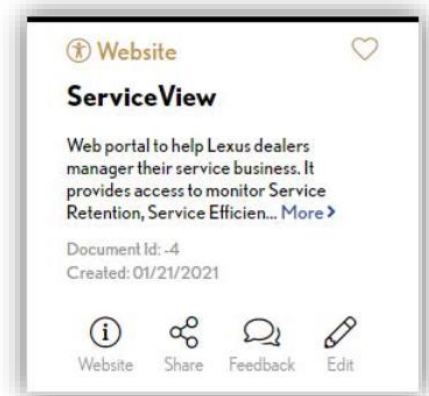
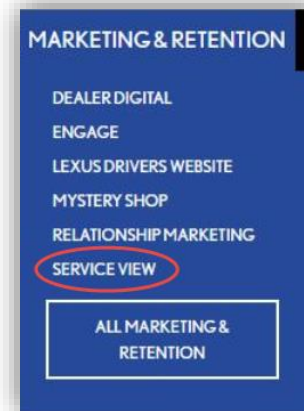
The application is accessible via DealerDaily.

- In DealerDaily, click on the Service drop down menu
- Under the Service Applications section, click on the ServiceView link
- You will be taken to the ServiceView application



OR

ServiceView can also be accessed from Lexus Customer Services, under the Marketing & Retention drop down menu.



For technical questions, email
LexusServiceViewSupport@urbanscience.com

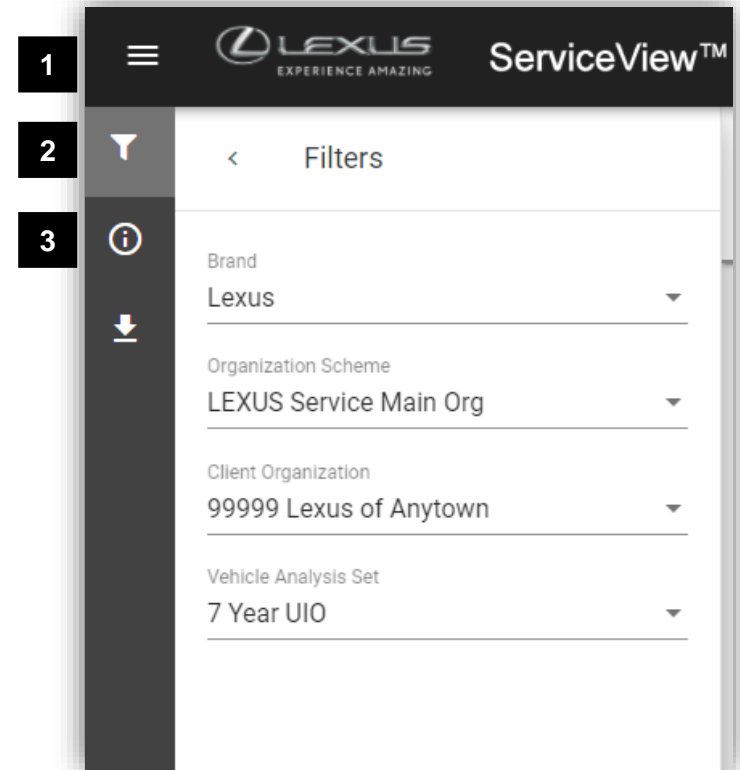
SERVICEVIEW™

2. Icons and Filtering

1 Menu
Navigate to any section of ServiceView

2 Filter
Expands and collapses the sidebar used to select filter criteria for viewing data

3 Data Source
Open the Data Source icon to see information on when the data was last updated for each source listed



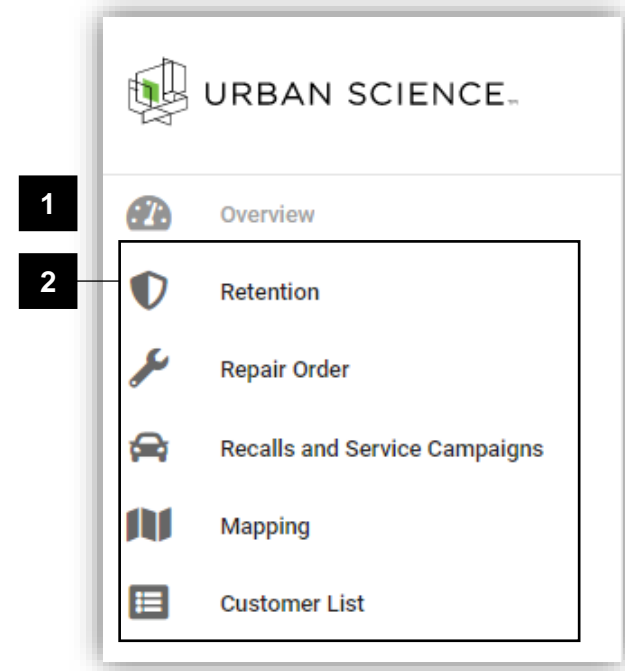
3. Menu Navigation

1. Overview

- **Dashboard** – Highlights the most important Key Performance Indicators (KPIs)
- **Opportunity** – Displays the KPIs/Metrics with the largest opportunity for improvement

2. Module

- **Retention Module** – Provides a holistic view of service performance to enhance customer satisfaction and long-term loyalty
- **Repair Order Module** – Provides an understanding of service department operations to find opportunity for additional revenue
- **Recalls and Service Campaigns** – Enables the ability to track, capture, and maximize recalls and service campaign opportunities still on the road and drive them into their service lanes
- **Mapping** – Enables the ability to visualize geography, identify opportunity and evaluate Performance
- **Customer List** – Enables enhanced customer targeting to act on your opportunity

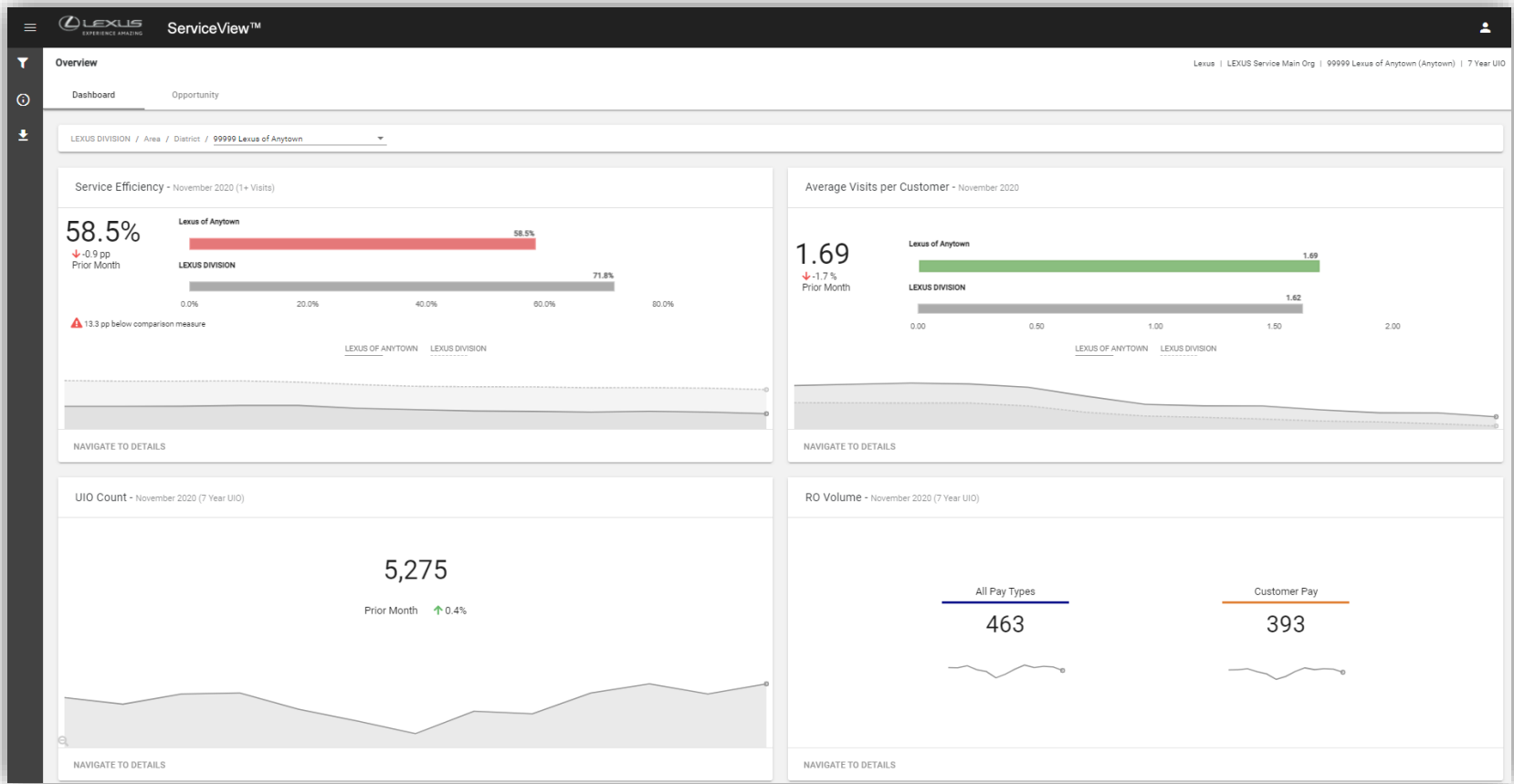


4. OVERVIEW

4. Overview

Dashboard

Consolidates the Key Performance Indicators (KPIs) for measuring service performance.



4. Overview

Opportunity

Consolidates top areas of opportunity with specific areas of focus unique to each Dealer.

1 Opportunity: Service Efficiency - November 2020 **4** ?

Your Service Efficiency is below the Comparison Measure.

Category	Value
Your Dealership	58.5%
Area	66.6%

0.0% 20.0% 40.0% 60.0% 70.0%

2

By reaching the comparison measure, your Dealership could realize the following incremental revenue opportunities.

Total Opportunity
\$148,022

Focus Opportunity
\$69,150

3

The following Vehicle Age segments represent your focused opportunity.

- 1-2 Years (93)
- 3-4 Years (73)
- 6-7 Years (68)

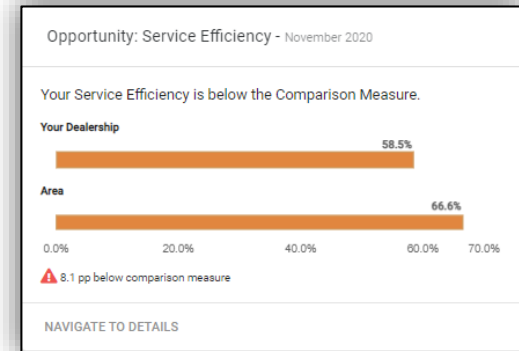
5 NAVIGATE TO DETAILS

4. OVERVIEW

1

KPI Measurement

Indicates the KPI/Metrics where an opportunity exists

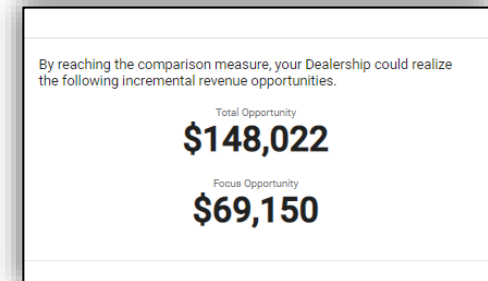


2

Revenue Opportunity

Displays the potential revenue opportunity the Dealership can realize by performing at the comparison measure

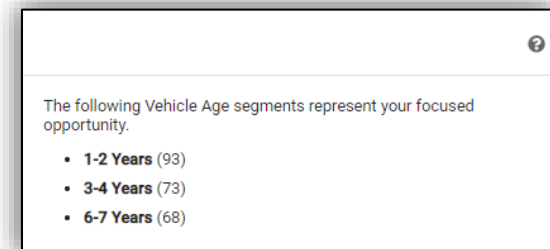
- Total Opportunity: represents the potential total revenue if the Dealer were to perform at the benchmark
- Focus Opportunity: represents the potential revenue if the Dealer were to focus on top components listed in the Opportunity Breakdown



3

Opportunity Breakdown

Provides a focus on which components are impacting performance. Serves as a thought-starter to create a dealer's action plan to improve performance



4. OVERVIEW

4

Help

Provides the user an explanation of opportunity card features



5

Navigate To Details

Links directly to the exhibits for more in-depth analysis

NAVIGATE TO DETAILS

5. System Navigation

Metrics are grouped together by their respective Module. Modules are then broken down into specific metric areas.

1
Retention
3

Service Retention UIO Complimentary Service

LEXUS DIVISION / Area / District / 99999 Lexus of Anytown (Anytown)
2

Service Retention - November 2020

Service Retention Sales Activity Service Activity Inactive UIO

Rank 43 out of 63 in Area

Area	Value	Change
LEXUS OF ANYTOWN	76.2%	-0.4 pp Prior Month
DISTRICT	80.1%	-0.1 pp Prior Month
AREA	77.5%	-0.2 pp Prior Month
LEXUS DIVISION	79.1%	-0.2 pp Prior Month

VIEW TREND CHART

Service Efficiency - November 2020 (1+ Visits)

Total Within PMA Outside PMA

Rank 48 out of 63 in Area

Area	Value	Change
LEXUS OF ANYTOWN	57.4%	-1.1 pp Prior Month
DISTRICT	69.3%	-0.6 pp Prior Month
AREA	66.6%	-0.9 pp Prior Month
LEXUS DIVISION	71.8%	-0.9 pp Prior Month

MORE INFORMATION VIEW TREND CHART

Service Market Share - November 2020 (1+ Visits)

Total Serviced By Dealer Serviced By Other Dealers

Rank 55 out of 63 in Area

Area	Value	Change
LEXUS OF ANYTOWN	54.1%	-1.0 pp Prior Month
DISTRICT	62.9%	-0.3 pp Prior Month
AREA	59.6%	-0.7 pp Prior Month
LEXUS DIVISION	62.4%	-0.7 pp Prior Month

MORE INFORMATION VIEW TREND CHART

PMA Cross-Service - November 2020 (1+ Visits)

Sold by Dealer Not Sold by Dealer

Total UIO: 6,321 Sold by Dealer: 3,149 = 49.8%

	Serviced by You	Serviced by Other	Not Serviced
Total	59.0%	0.0%	40.9%
Prior Month	-0.5 pp	+0.2 pp	+0.6 pp
Total Rank	1,859 / 49/63*	1 / 17/63*	1,259 / 53/63*
District	66.7%	1.0%	32.3%
Area	64.1%	1.0%	35.0%
LEXUS DIVISION	67.3%	0.9%	31.7%

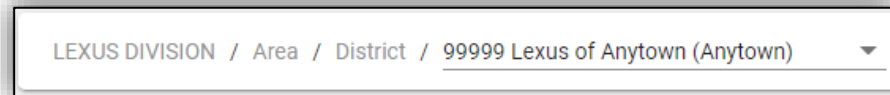
*Your Rank in Area

5. SYSTEM NAVIGATION

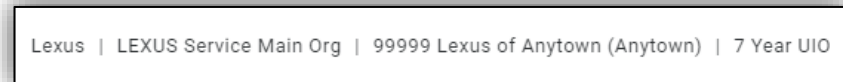
- 1** Name of current module being viewed. Below it are tabs to navigate between different metric pages



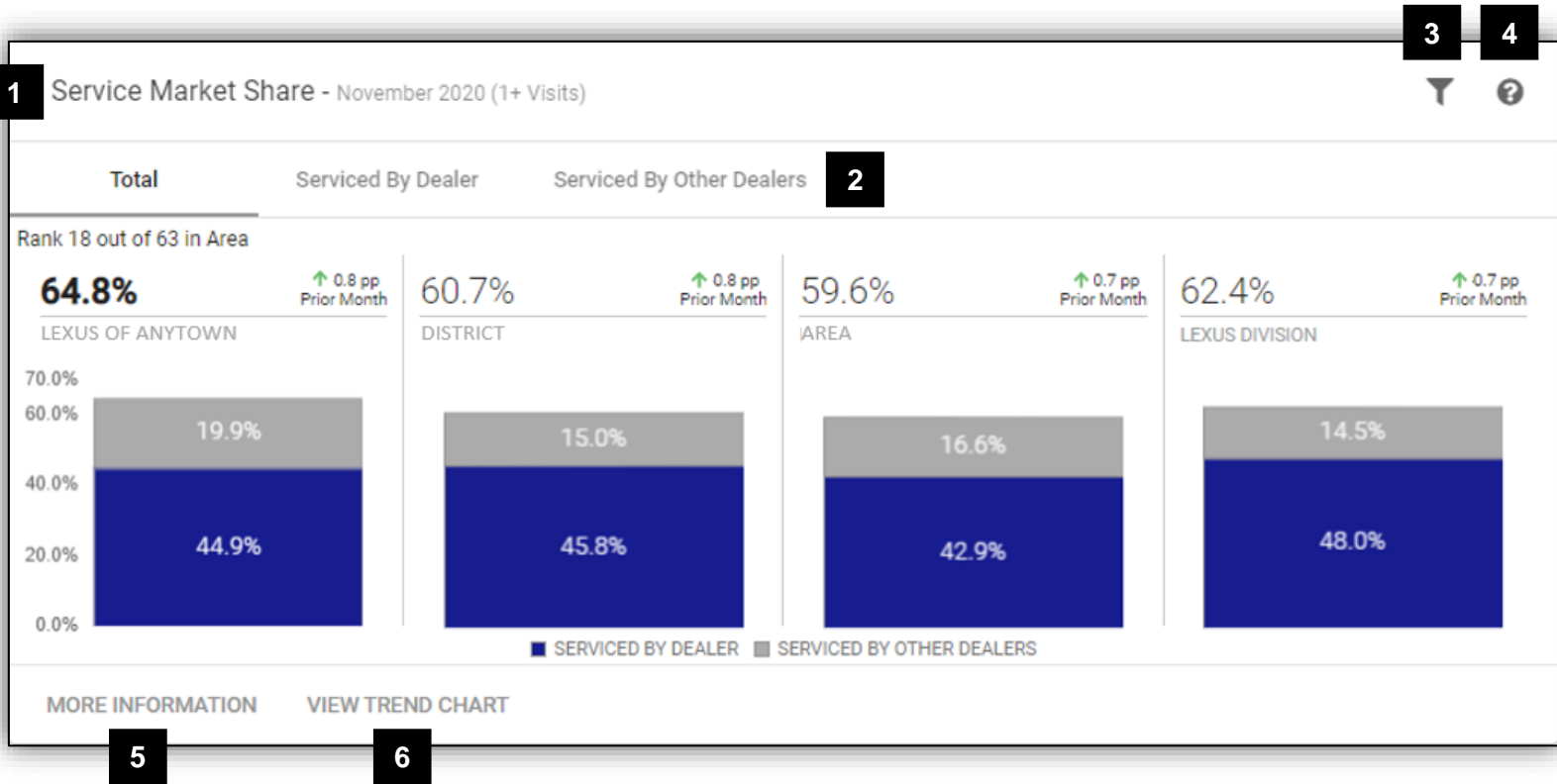
- 2** Displays geographic information/breadcrumb of the dealer currently being viewed



- 3** Displays basic filter information such as current time period and vehicle analysis set



6. Cards



6. CARDS

- 1 Metric Title**
If filter has been applied, description is displayed in parenthesis

Service Market Share - November 2020 (1+ Visits)

- 2 Display Tabs**
Displays different views of the current metric

Total

Serviced By Dealer

Serviced By Other Dealers

- 3 Filter Icon**
Filters different subsets of the current metric



- 4 Help**
Provides an explanation of the metric in the card



- 5 More Information**
Opens the pop-up window to enable a deeper dive into the current metric

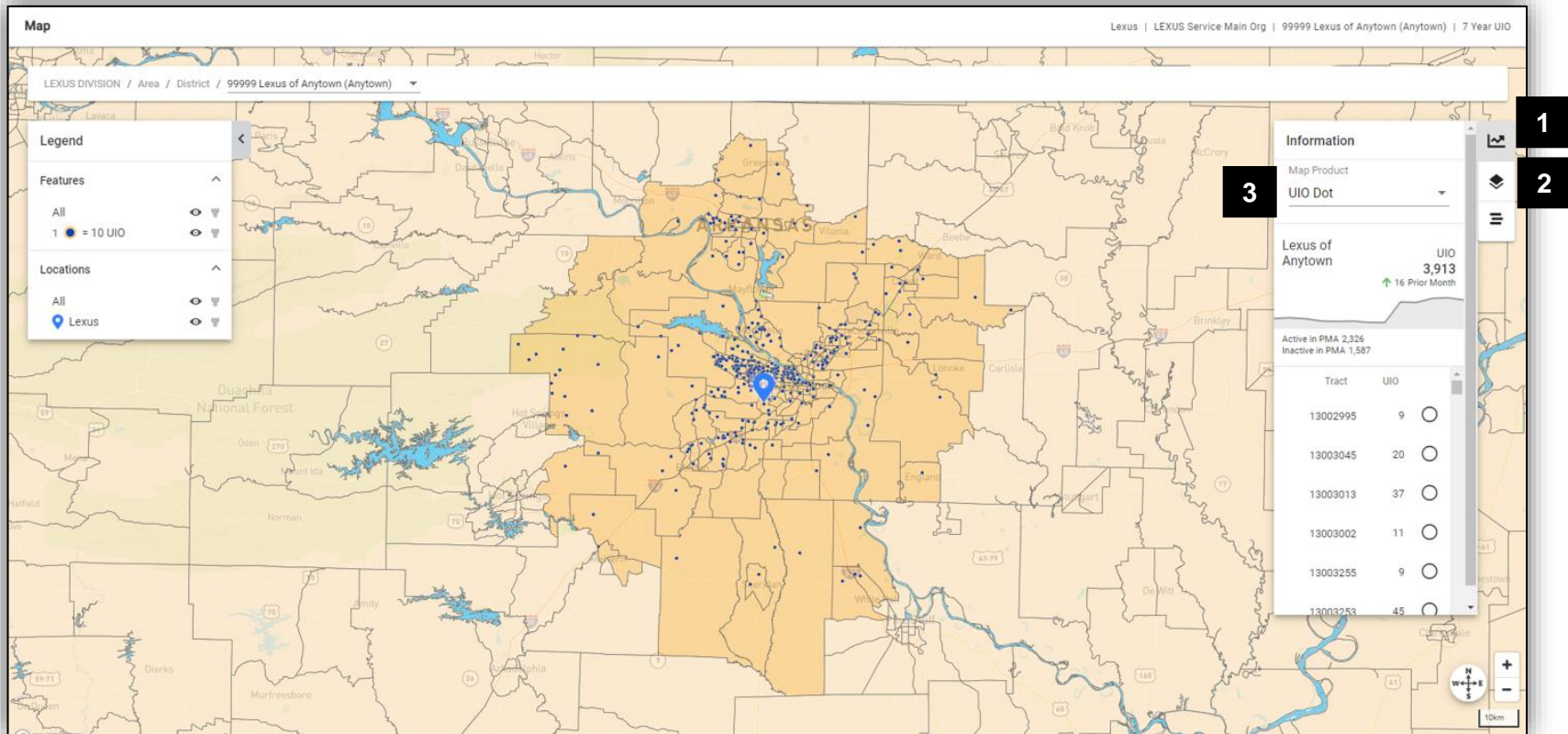
MORE INFORMATION

- 6 View Trend Chart**
Changes visualization of the current metric

VIEW TREND CHART

7. Mapping

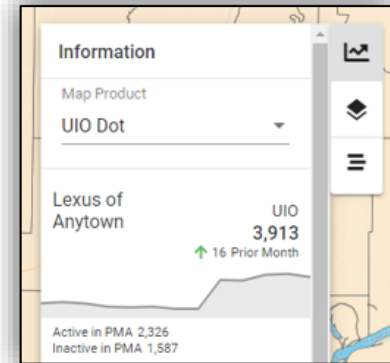
An easy and intuitive way to visualize opportunity and evaluate performance. View and switch between multiple metrics based on the latest data for a quick and comprehensive visualization that drives informed, empowered and effective decision making.



7. MAPPING

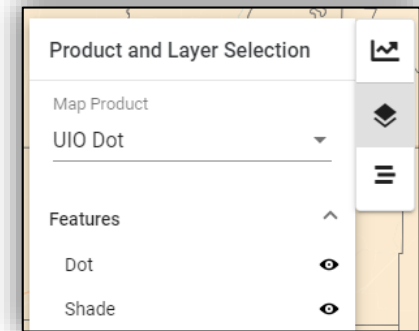
1 Information

Displays metrics based on the Map Product selected.



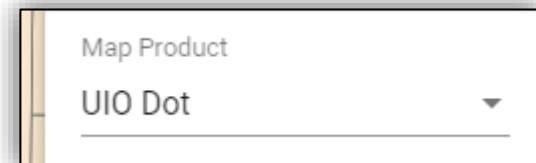
2 Product and Layer Selection

Switch between different map products and adjust map layers.



3 Map Product

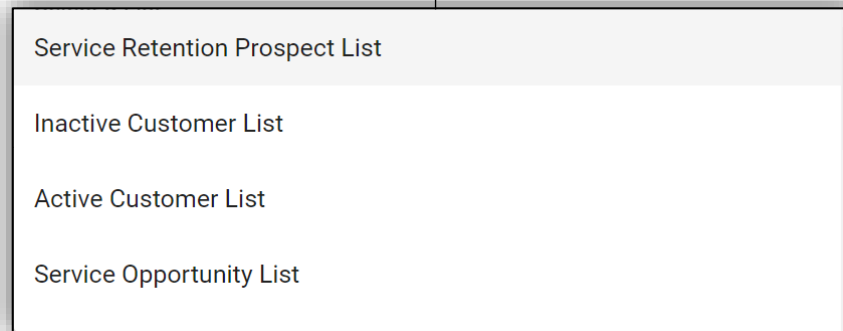
Click on the drop-down menu to view different map products.



8. Generating Lists

Multi-step wizard to guide users in the creation of Customer or Independent Repair Facilities' marketing lists.

- 1 Select List**
The user can select a predefined list to create.



8. GENERATING LISTS

1

Additional Filter Options

The Filter criteria has been pre-populated for the selected list.

The user may change these options as they wish to further customize.

2

Next

Once user has selected a list, the user may continue to the next selection.

The screenshot shows a filter selection interface with the following elements:

- Location Selection:** Radio buttons for All, Mile Range, and ZIP Code.
- Models:** A dropdown menu showing "50 of 50 selected".
- Model Years:** A dropdown menu showing "32 of 32 selected". A callout box labeled "1" points to this dropdown.
- Mileage From:** A dropdown menu showing "0".
- Mileage To:** A dropdown menu showing "> 250000".
- Last Service From:** A dropdown menu showing "0".
- Last Service To:** A dropdown menu showing "12".
- Sold By Dealer:** Radio buttons for All, Sold, and Not Sold.
- Sale Types:** A dropdown menu showing "4 of 4 selected".
- In PMA:** Radio buttons for All, Yes, and No.
- Next Button:** A button labeled "Next" in the bottom right corner. A callout box labeled "2" points to this button.

8. GENERATING LISTS

1

Preview Section

The user is presented with a preview of the contents of the list with list selection results:

- Number of customers with contacts available
- Number of customers without contacts available

2

Next

If the user is happy with the preview, they may continue to the next section.

The screenshot displays a software interface for a marketing list preview. At the top, it shows the list criteria: 'List Criteria Section - 99999 Lexus of Anytown (Anytown)'. Below this, the 'Marketing List Preview' section is active. It features a 'List criteria selection results' summary with two rows: 'Total number of customers with contact details available' (2,534) and 'Total number of customers without contact details available' (0). A table below shows the first 20 customers, with columns for 'Last Six Digits of VIN', 'Vehicle Model', 'Model Year', 'Distance to Dealer in Miles', and 'Postal Code'. At the bottom, there is a note: '* Preview of up to the first 20 customers in the list is shown' and two buttons labeled 'Previous' and 'Next'.

Last Six Digits of VIN	Vehicle Model	Model Year	Distance to Dealer in Miles	Postal Code
123456	IS350-187	2014	11.00	36093
234567	RX350-193	2015	9.00	36116
345678	ES350-178	2020	5.00	36116
456789	RX350-193	2019	24.00	36029
567890	RX350-193	2018	91.00	36303
678901	ES350-178	2016	17.00	36067
789012	GX460-216	2016	5.00	36111
890123	LS460-189	2009	1.00	36117
901234	GX470-182	2008	11.00	36093
012345	LX570-192	2018	73.00	36330
123456	RX330-207	2005	5.00	36117
234567	ES350-178	2016	3.00	36117
345678	RX350-193	2020	4.00	36117
456789	RX350-193	2015	23.00	36022
567890	LX570-192	2014	5.00	36116
678901	RX350-193	2013	60.00	36875
789012	RX350-193	2013	4.00	36111
890123	GX460-216	2015	45.00	36832
901234	GX460-216	2019	162.00	36535
012345	RX350-193	2019	75.00	36330

8. GENERATING LISTS

1

Usage Agreement

The user must read usage agreement and click on Agree to continue.

2

Next

Once user has read and accepted the agreement, the user can continue to the next section.

The screenshot shows a web interface titled "Customer List Generator". On the left, a vertical progress bar indicates four steps: "List Criteria Section - 99999 Lexus of Anytown (Anytown)", "Marketing List Preview", "Usage Agreement" (the current step), and "Marketing List Download". The main content area features a red warning message: "You must read through the entire agreement before you may click next." Below this is a scrollable text box containing the "NONDISCLOSURE AND CONFIDENTIALITY AGREEMENT FOR CUSTOMER INFORMATION". The text explains that users of the Lexus ServiceView website are expected to understand and follow the agreement, which states that all information is confidential and proprietary, and is only used for marketing purposes. A checkbox labeled "Agree" is checked. At the bottom right, there are "Previous" and "Next" buttons. A large black box with the number "1" is overlaid on the warning message, and another large black box with the number "2" is overlaid on the "Next" button.

8. GENERATING LISTS

1 Download or Send

The user has the option to download the list or send to Marketing Agency.

2 Previous

The user has the ability to go back to previous section.

