



SERVICEVIEW™  
DEALER QUICK REFERENCE GUIDE



# 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

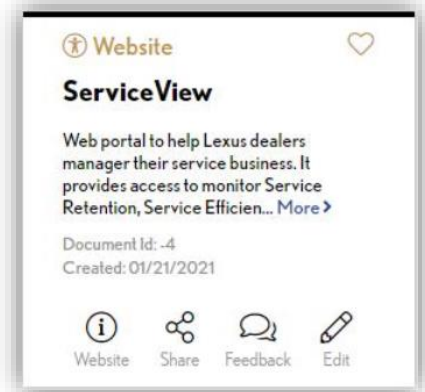
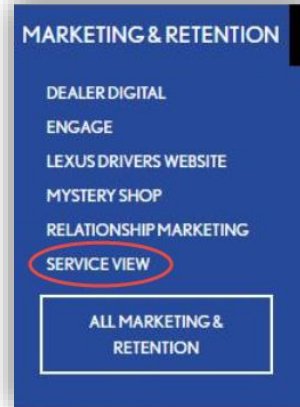
The application is accessible via DealerDaily.

- 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

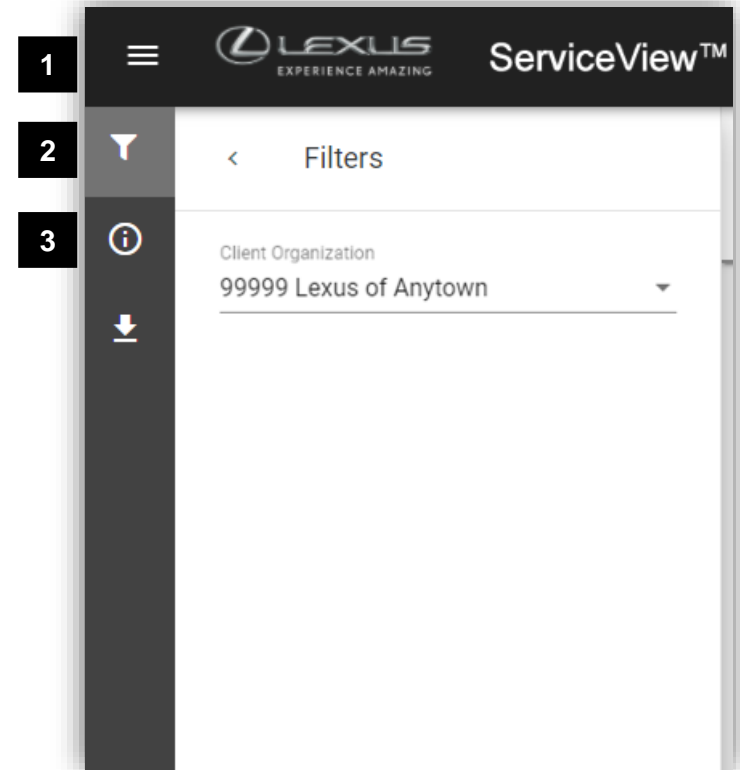
- 1 Menu**  
Navigate to any section of ServiceView

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

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



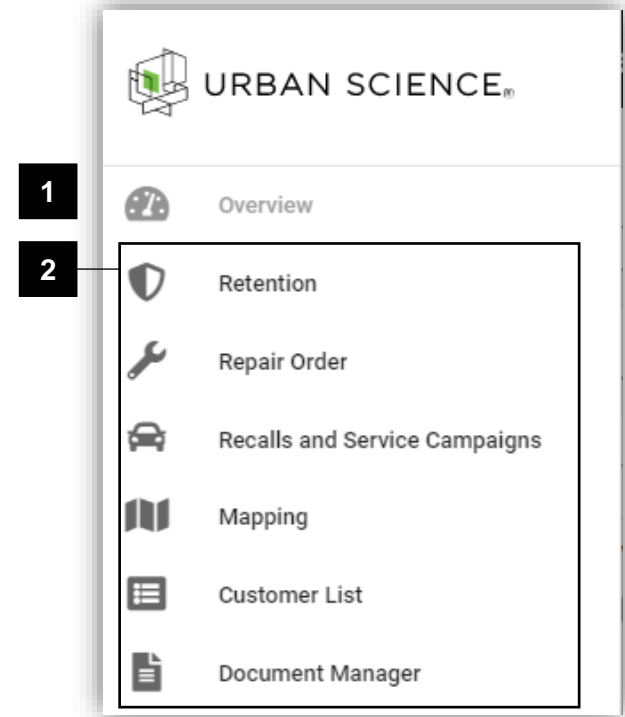
# 3. Menu Navigation

## 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
- **Document Manager** – A repository for additional reports and documents

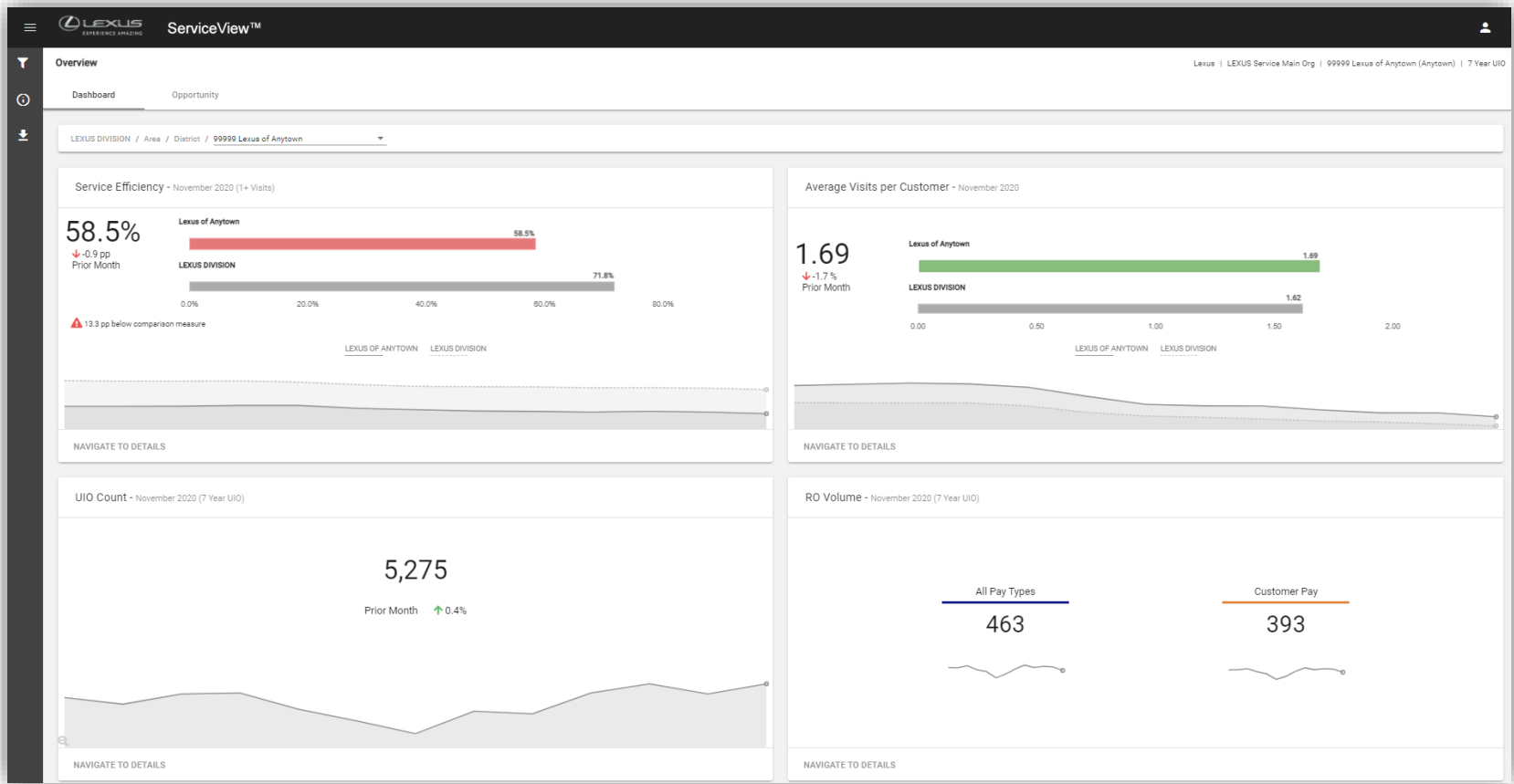


4. OVERVIEW

# 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.

**Your Dealership**

Category	Value
Your Dealership	58.5%
Area	66.6%

**Area**

0.0% 20.0% 40.0% 60.0% 70.0%

⚠ 8.1 pp below comparison measure

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

Total Opportunity

# \$148,022

Focus Opportunity

# \$69,150

The following Vehicle Age segments represent your focused opportunity.

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

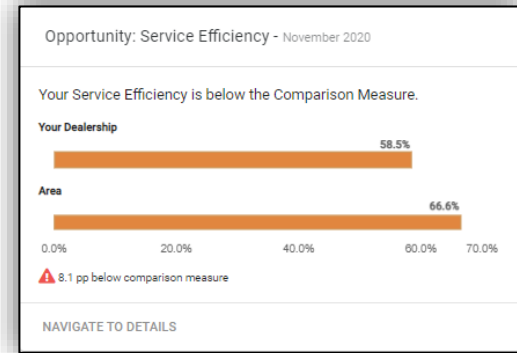
**5**NAVIGATE TO DETAILS

#### 4. OVERVIEW

1

### KPI Measurement

Indicates the KPI/Metrics where an opportunity exists

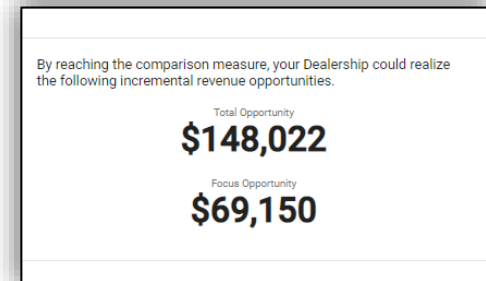


2

### Revenue Opportunity

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

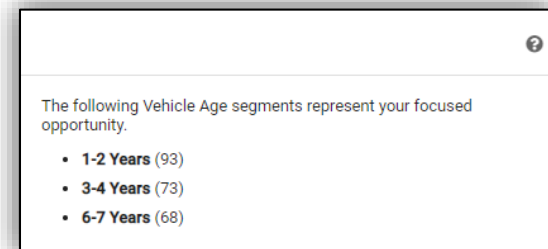
- Total Opportunity: represents the potential total revenue if the Dealer were to perform at the benchmark
- Focus Opportunity: represents the potential revenue if the Dealer were to focus on top components listed in the Opportunity Breakdown



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**

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)**

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)**

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)**

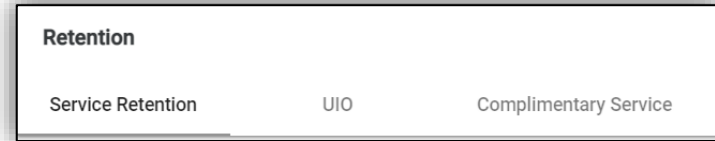
Sold by Dealer: 3,149 = 49.8%

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

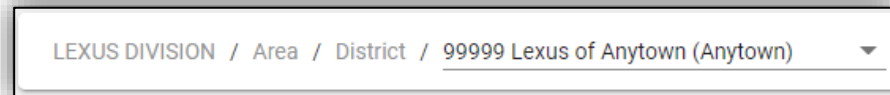
\*Your Rank in Area

## 5. SYSTEM NAVIGATION

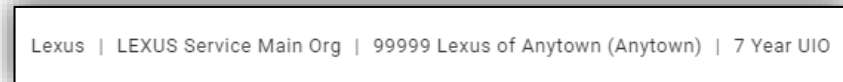
- 1** Name of current module being viewed. Below it are tabs to navigate between different metric pages



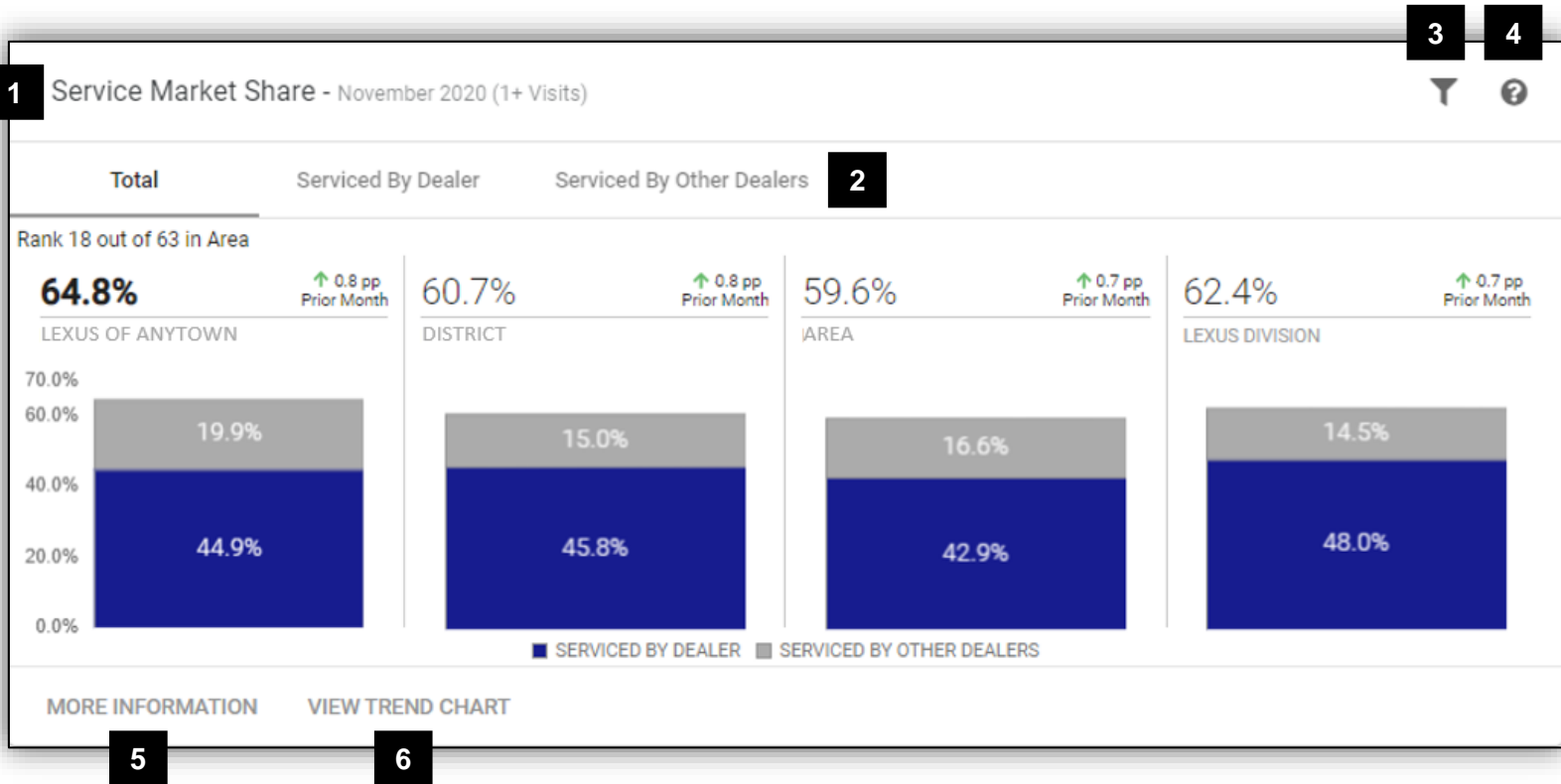
- 2** Displays geographic information/breadcrumb of the dealer currently being viewed



- 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

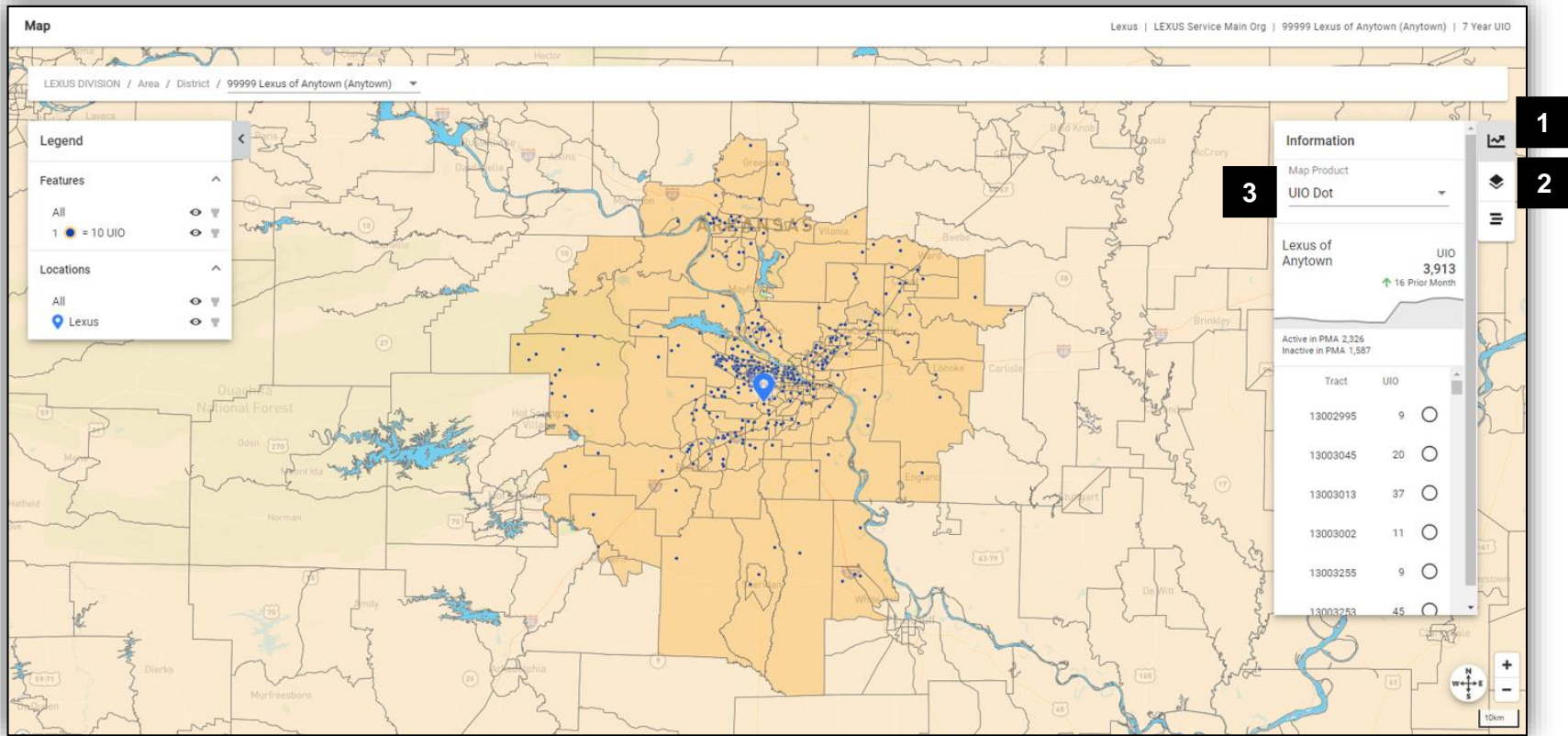
MORE INFORMATION

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

VIEW TREND CHART

# 7. Mapping

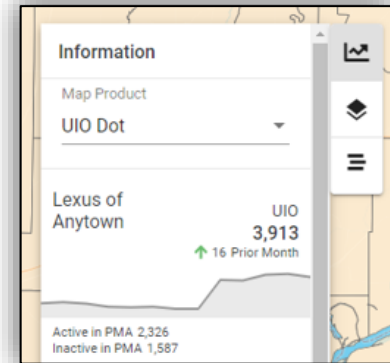
An easy and intuitive way to visualize opportunity and evaluate performance. View and switch between multiple metrics based on the latest data for a quick and comprehensive visualization that drives informed, empowered and effective decision making.



## 7. MAPPING

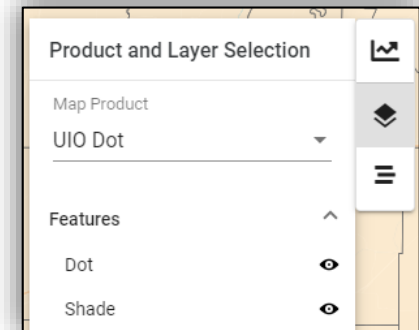
### 1 Information

Displays metrics based on the Map Product selected.



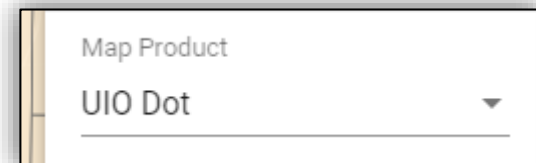
### 2 Product and Layer Selection

Switch between different map products and adjust map layers.



### 3 Map Product

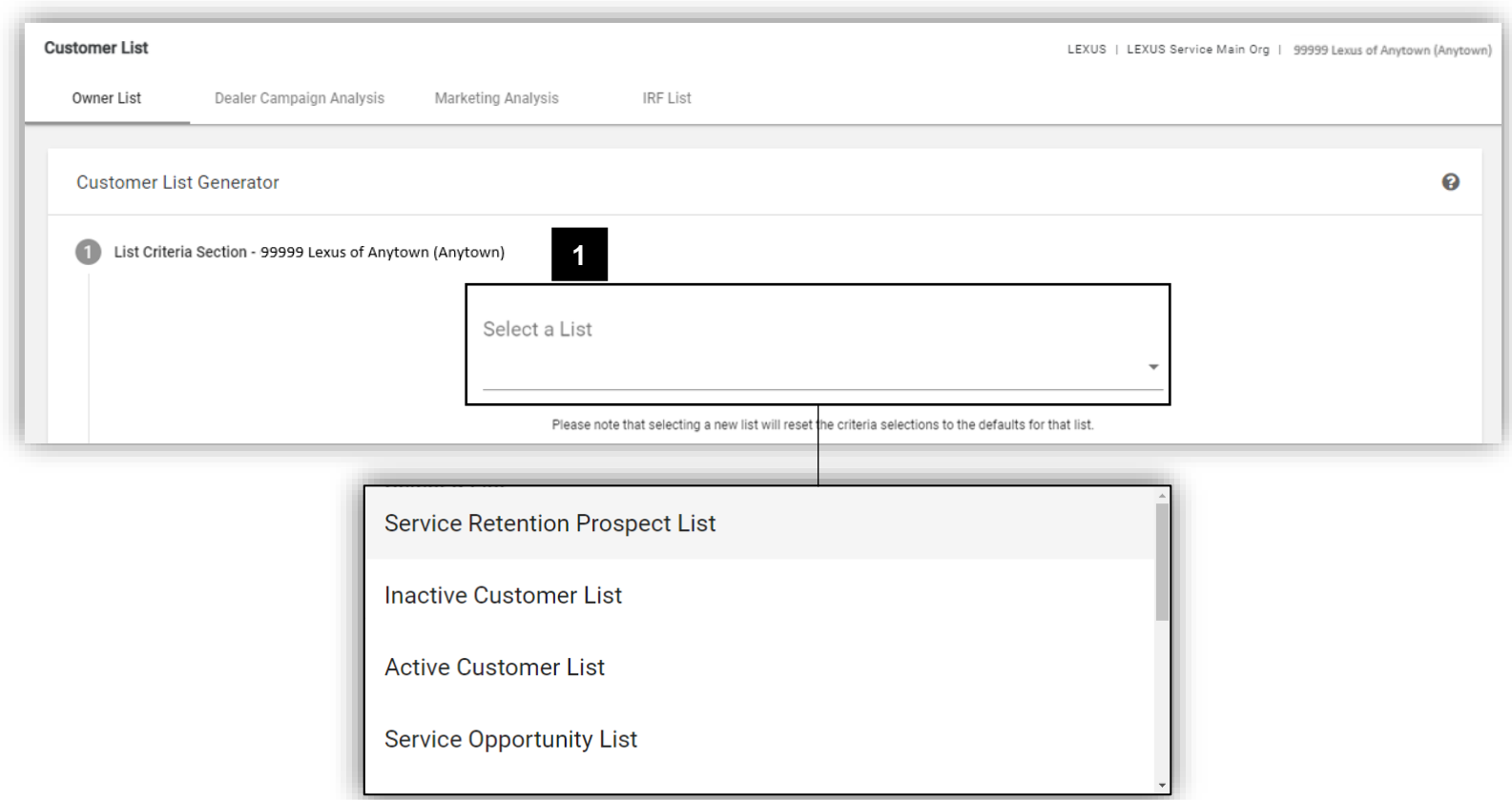
Click on the drop-down menu to view different map products.



# 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 web-based filter interface for vehicle listings. It includes several sections with dropdown menus and radio buttons. A black box with the number '1' is placed over the 'Model Years' dropdown menu. Another black box with the number '2' is placed over the 'Next' button at the bottom right of the form.

Location Selection  
 All  Mile Range  ZIP Code

Models  
52 of 52 selected

Model Years  
33 of 33 selected

From (Miles) 0 to To (Miles) >250000

Last Service From (Months) 0 to Last Service To (Months) >36

Sold by Dealer  
 All  Sold  Not Sold

Sale Types  
4 of 4 selected

In PMA  
 All  Yes  No

Vehicle Age  
11 of 11 selected

Next

## 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.

List Criteria Section - 99999 Lexus of Anytown (Anytown)

Marketing List Preview

List criteria selection results

Total number of customers **with** contact details available 2,534

Total number of customers **without** contact details available 0

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

\* Preview of up to the first 20 customers in the list is shown

Previous Next

## 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 displays the 'Customer List Generator' interface. A progress bar on the left indicates the current step: 1. Usage Agreement. The main content area shows a red warning message: 'You must read through the entire agreement before you may click next.' Below this is a section titled 'NONDISCLOSURE AND CONFIDENTIALITY AGREEMENT FOR CUSTOMER INFORMATION'. The text states that users of the Lexus ServiceView website are expected to understand and follow the agreement. It lists three points: 1. All information on the Lexus ServiceView website, including personally identifiable customer information, is confidential and proprietary; and 2. Customer information obtained from the Lexus ServiceView website shall only be used for Lexus' benefit and for the specific purpose of marketing Lexus Products or related services and for no other purpose; 3. Each transmittal of Customer Information is provided for a one-time use only in connection with a specific marketing promotion, and shall not be used to create, add to or delete from any substitute, parallel or other database housed or maintained by you. Below the text, there is a checkbox labeled 'Agree' which is checked. At the bottom right, there are 'Previous' and 'Next' buttons. A large number '2' is overlaid on the 'Next' button area. The progress bar on the left also shows steps 4. Campaign Information and 5. Marketing List Download.

## 8. GENERATING LISTS

### 1 Tracking Campaigns

The user can toggle the button to the left to disable tracking of the current campaign that they are pulling. By default, the toggle will be set to track the campaign.

### 2 Campaign Information

If the user chooses to track the campaign, they can fill out the campaign information, including its name, when they would like to start tracking, and when tracking should end. The user is also able to put in the campaign's description for future reference.

### 3 Next

Once user has filled out the campaign information, or has disabled tracking, the user can continue to the next section.

The screenshot shows the 'Customer List Generator' interface. At the top, there is a progress bar with five steps: 1. Tracking Campaigns, 2. Campaign Information, 3. Next, 4. Marketing List Download, and 5. Marketing List Download. The 'Campaign Information' section is currently active and highlighted. It contains a toggle switch for 'The list will be saved for Response Rate Tracking' which is turned on. Below this is a 'NOTE!' stating 'Once the list is sent/downloaded and saved no updates may be made to the list.' The form includes a 'Campaign Name' text field, 'Start Date' and 'End Date' date pickers, and a 'Campaign Description' text area. At the bottom right, there are 'Previous' and 'Next' buttons. The 'Marketing List Download' button is located at the bottom left of the form area.

## 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.

