



SERVICEVIEW™  
HQ & AREA 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

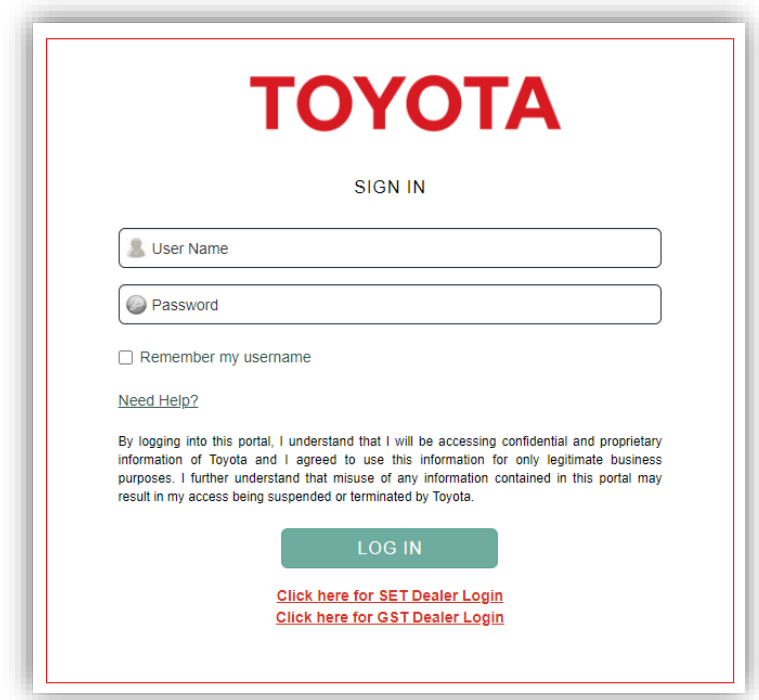
To access the application, go to:

<https://serviceview.na.urbansciencesolutions.com/home/lexus>

- Enter your Toyota Workday ID credentials and click “LOG IN”
- You will be taken to the ServiceView application

For technical questions, email

[LexusServiceViewSupport@urbanscience.com](mailto:LexusServiceViewSupport@urbanscience.com)



**TOYOTA**

SIGN IN

User Name

Password

Remember my username

[Need Help?](#)

By logging into this portal, I understand that I will be accessing confidential and proprietary information of Toyota and I agreed to use this information for only legitimate business purposes. I further understand that misuse of any information contained in this portal may result in my access being suspended or terminated by Toyota.

LOG IN

[Click here for SET Dealer Login](#)

[Click here for GST Dealer Login](#)

## 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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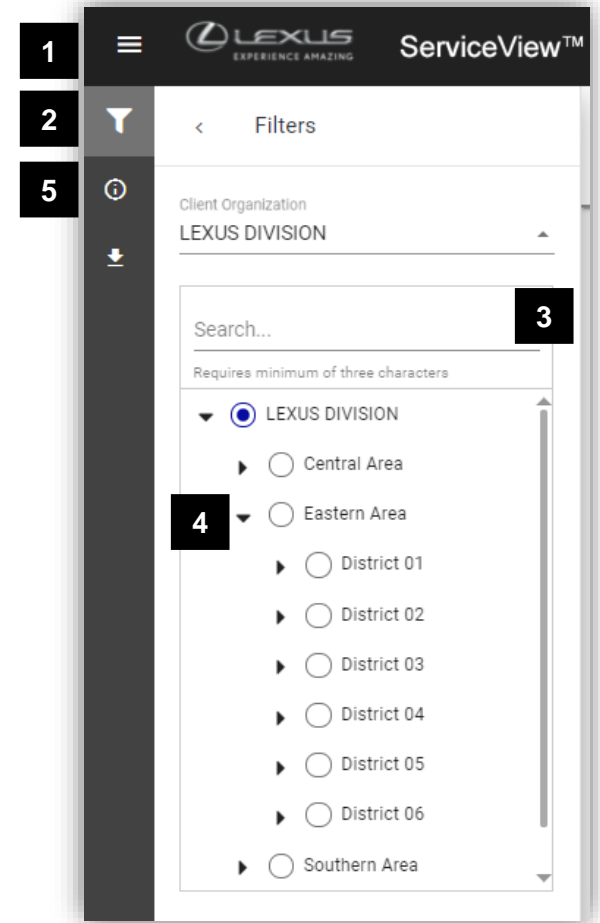
- 3 Search**  
Quickly search for specific dealers by typing in dealer code, dealer name or city

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- 4 Expand**  
Select the Expand icon to traverse to specific geography or dealer

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



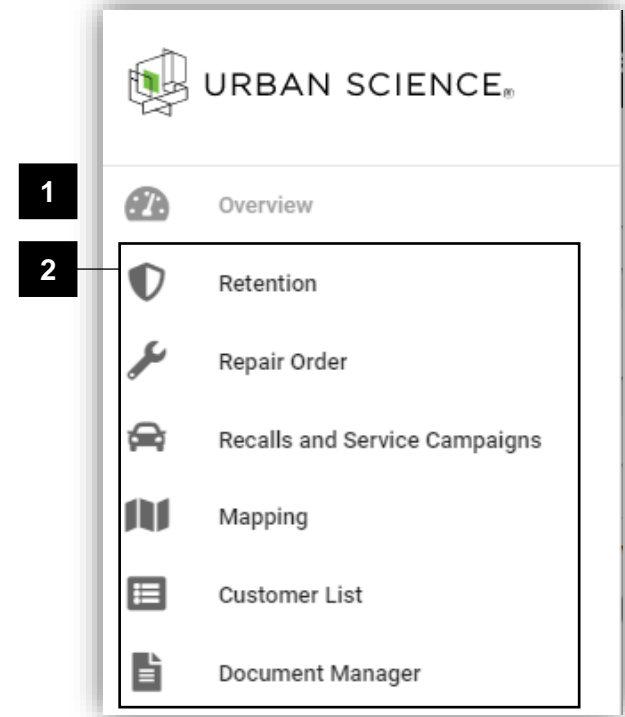
# 3. Menu Navigation

## 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

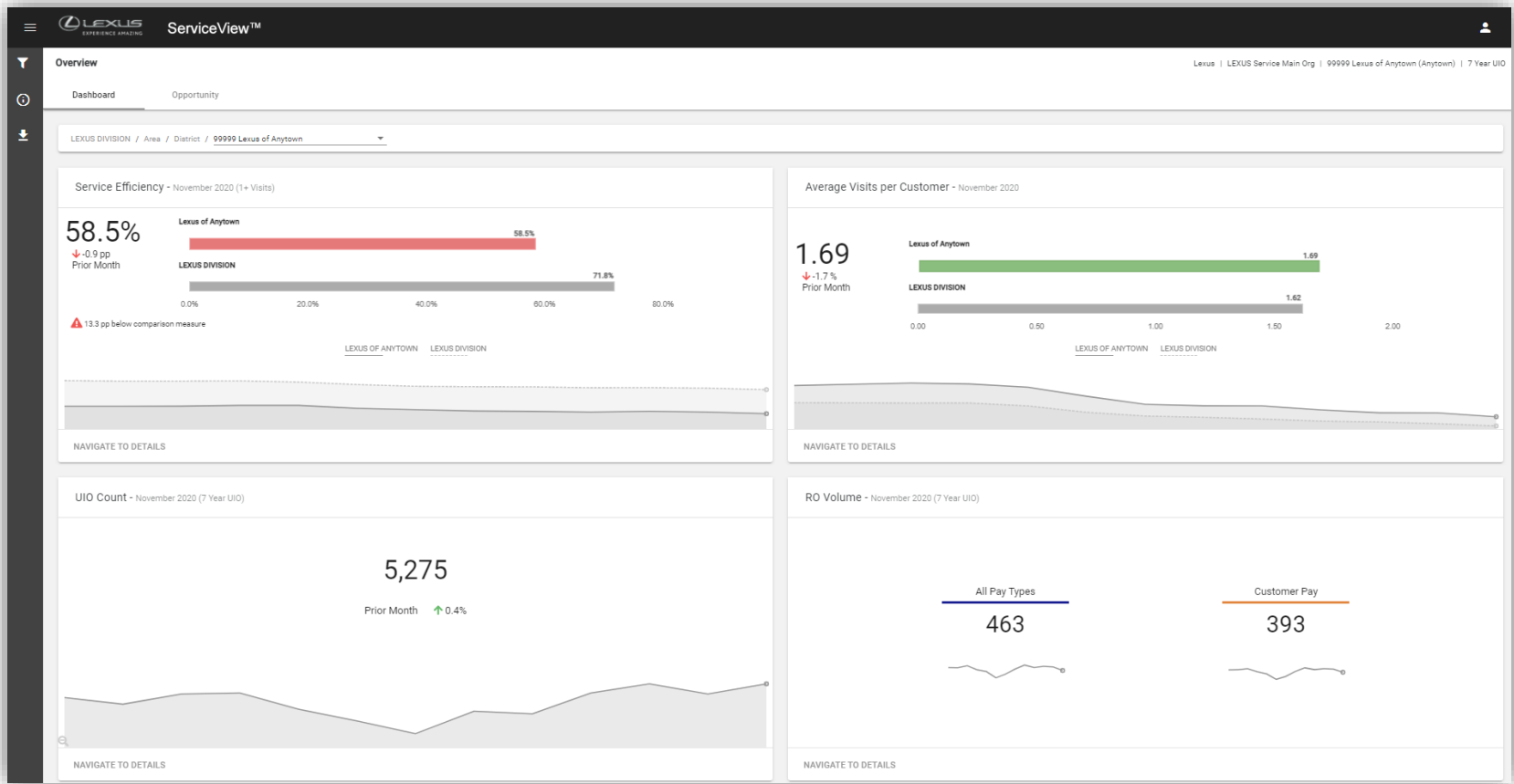


4. OVERVIEW

# 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

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%

⚠ 8.1 pp below comparison measure

**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)

**4**

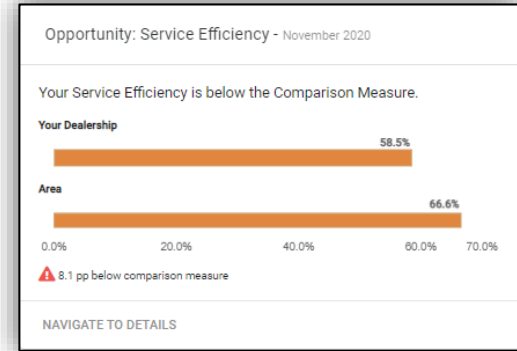
**5** NAVIGATE TO DETAILS

#### 4. OVERVIEW

1

### KPI Measurement

Indicates the KPI/Metrics where an opportunity exists

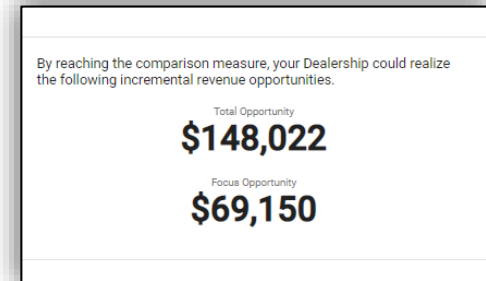


2

### Revenue Opportunity

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

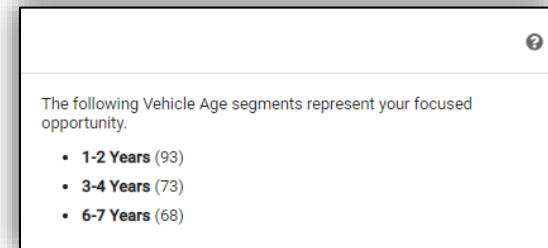
- Total Opportunity: represents the potential total revenue if the Dealer were to perform at the benchmark
- Focus Opportunity: represents the potential revenue if the Dealer were to focus on top components listed in the Opportunity Breakdown



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. FIELD VIEW

# 5. Field View

1

Retention
3
Lexus | LEXUS Service Main Org | District | 7 Year UIO

Service Retention
UIO
Complimentary Service

LEXUS DIVISION / Area / District
2

### Service Retention - November 2020

Service Retention | Sales Activity | Service Activity | Inactive UIO

Month	District	Area	LEXUS DIVISION
Nov-19	81.3%	80.5%	80.0%
Dec-19	81.2%	80.5%	80.0%
Jan-20	81.0%	80.5%	80.0%
Feb-20	80.9%	80.5%	80.0%
Mar-20	80.9%	80.5%	80.0%
Apr-20	80.1%	80.5%	80.0%
May-20	79.5%	80.5%	80.0%
Jun-20	79.1%	80.5%	80.0%
Jul-20	79.8%	80.5%	80.0%
Aug-20	79.7%	80.5%	80.0%
Sep-20	79.9%	80.5%	80.0%
Oct-20	80.2%	80.5%	80.0%
Nov-20	80.1%	80.5%	80.0%

### Service Efficiency - November 2020 (1+ Visits)

Total | Within PMA | Outside PMA

Month	District	Area	LEXUS DIVISION
Nov-19	75.2%	75.0%	72.0%
Dec-19	75.1%	75.0%	72.0%
Jan-20	75.1%	75.0%	72.0%
Feb-20	75.1%	75.0%	72.0%
Mar-20	74.8%	75.0%	72.0%
Apr-20	73.5%	75.0%	72.0%
May-20	72.4%	75.0%	72.0%
Jun-20	71.3%	75.0%	72.0%
Jul-20	70.9%	75.0%	72.0%
Aug-20	70.3%	75.0%	72.0%
Sep-20	70.2%	75.0%	72.0%
Oct-20	69.9%	75.0%	72.0%
Nov-20	69.3%	75.0%	72.0%

### Service Market Share - November 2020 (1+ Visits)

Total | Serviced By Dealer | Serviced By Other Dealers

Month	District	Area	LEXUS DIVISION
Nov-19	67.6%	66.5%	65.5%
Dec-19	67.3%	66.5%	65.5%
Jan-20	67.3%	66.5%	65.5%
Feb-20	67.1%	66.5%	65.5%
Mar-20	66.7%	66.5%	65.5%
Apr-20	65.7%	66.5%	65.5%
May-20	64.9%	66.5%	65.5%
Jun-20	64.6%	66.5%	65.5%
Jul-20	64.0%	66.5%	65.5%
Aug-20	63.9%	66.5%	65.5%
Sep-20	63.8%	66.5%	65.5%
Oct-20	63.4%	66.5%	65.5%
Nov-20	62.9%	66.5%	65.5%

### Average Visits per Customer - November 2020

Month	District	Area	LEXUS DIVISION
Nov-19	1.89	1.81	1.79
Dec-19	1.89	1.81	1.79
Jan-20	1.89	1.81	1.79
Feb-20	1.89	1.81	1.79
Mar-20	1.87	1.81	1.79
Apr-20	1.81	1.81	1.79
May-20	1.78	1.81	1.79
Jun-20	1.76	1.81	1.79
Jul-20	1.75	1.81	1.79
Aug-20	1.74	1.81	1.79
Sep-20	1.73	1.81	1.79
Oct-20	1.72	1.81	1.79
Nov-20	1.70	1.81	1.79

SERVICEVIEW™

QUICK REFERENCE GUIDE

Field View

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## 5. FIELD VIEW

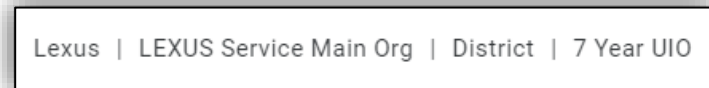
**1** Name of current module being viewed. Below it are tabs to navigate between different metric pages



**2** Displays the current geography level being viewed. Can be used to navigate to different geography levels

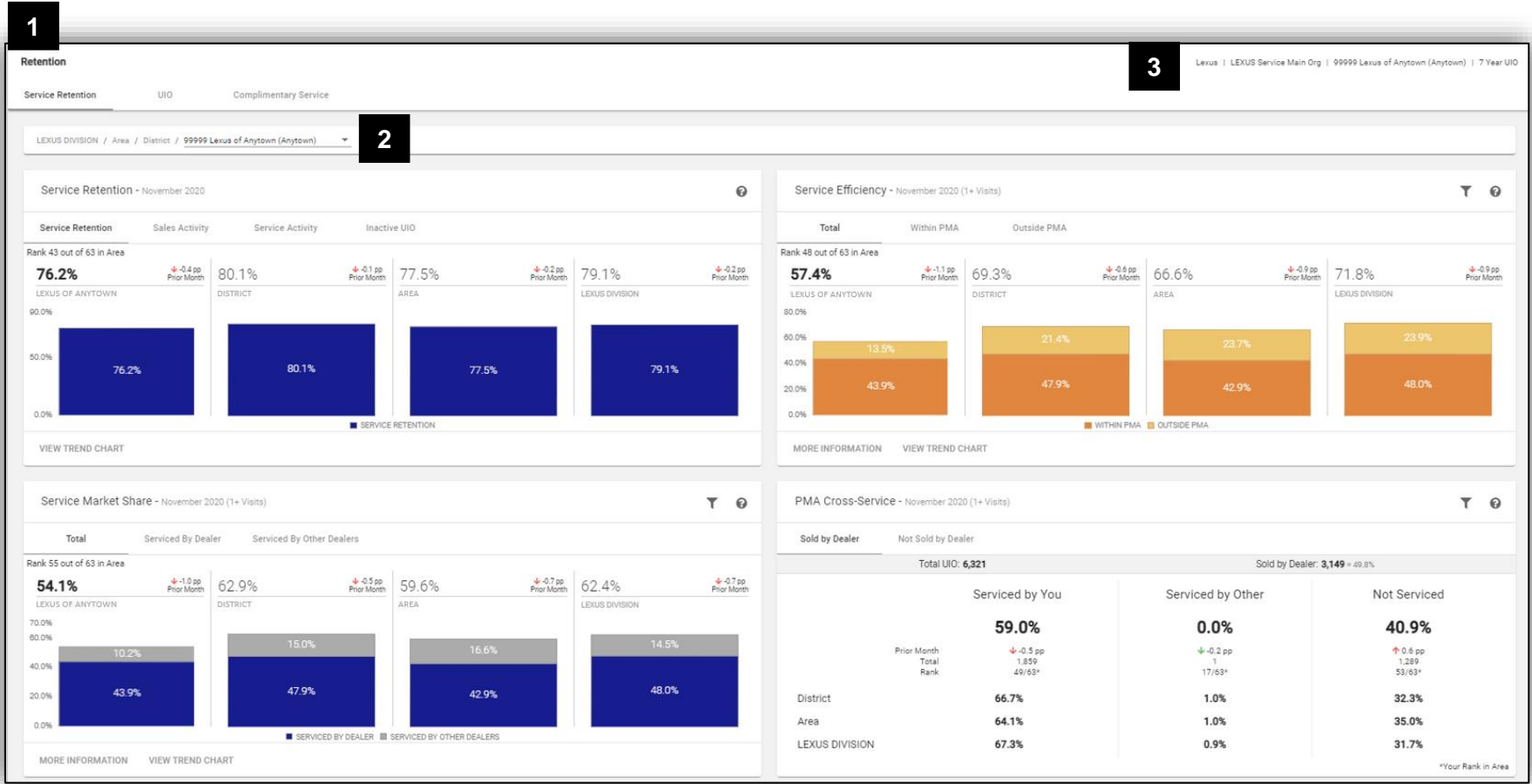


**3** Displays basic filter information such as current time period and vehicle analysis set



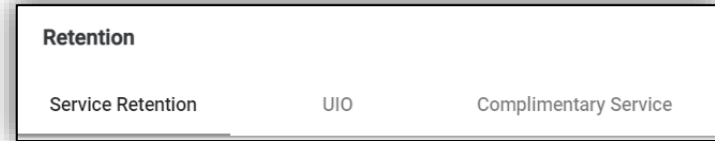
# 6. Dealer View

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

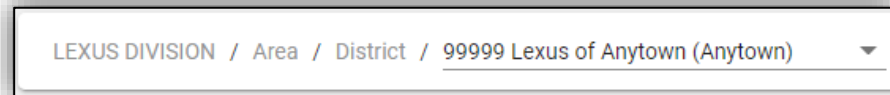


## 6. DEALER VIEW

- 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



# 7. Cards

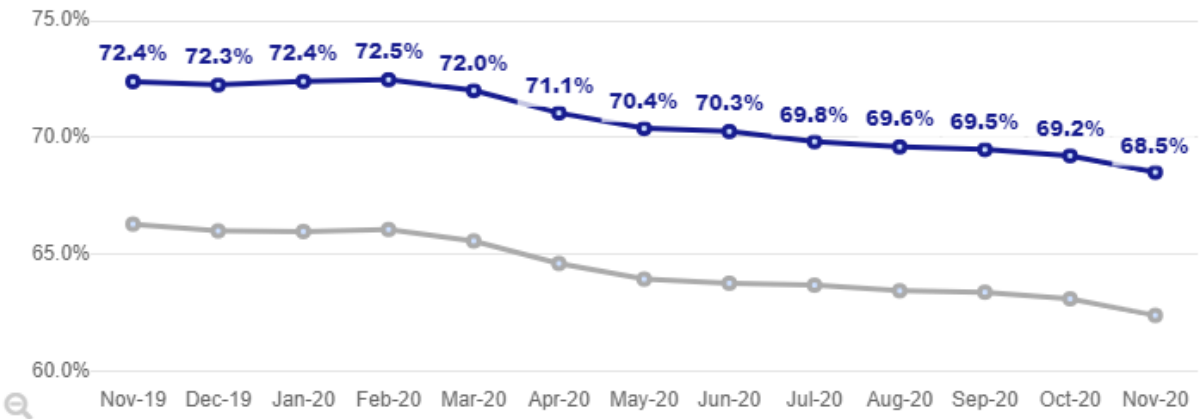
3 4



1 Service Market Share - November 2020 (1+ Visits)

Total Serviced By Dealer Serviced By Other Dealers 2

Area  
**68.5%**  
↓ -0.7 pp  
Prior Month

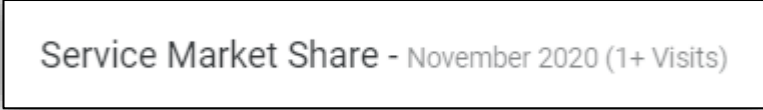


AREA  
LEXUS DIVISION

MORE INFORMATION

## 7. 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



7. CARDS

1

3 4

Retention Field Analysis - November 2020 (1+ Visits) 🔍 ⋮

2

Performance		Service Market Share	Service Efficiency	Visits	Service Retention			5		
Code	Dealer	UIO	Service Market Share	Service Market Share by Dealer	Service Market Share by Other Dealer	Service Efficiency	Average Visits	1 Visit %	2 Visits %	3+ Visits %
11111	Dealer 1	6,078	72.0% ↓	54.1%	17.9%	66.8% ↓	1.73 ↓	53.0%	29.9%	17.1%
22222	Dealer 2	5,303	74.5% ↓	61.5%	13.0%	91.4% ↓	1.74 ↓	52.5%	29.7%	17.8%
33333	Dealer 3	5,835	71.9% ↓	60.2%	11.8%	84.7% ↓	1.70 ↓	54.7%	28.6%	16.7%
44444	Dealer 4	5,040	68.9% ↓	50.7%	18.2%	67.5% ↓	1.66 ↓	55.5%	29.7%	14.8%
55555	Dealer 5	5,059	68.2% ↓	57.8%	10.4%	89.3% ↓	1.56 ↓	60.6%	27.4%	12.0%
66666	Dealer 6	4,298	70.7% ↓	63.4%	7.3%	80.3% ↓	1.67 —	55.5%	28.6%	15.9%
77777	Dealer 7	6,149	73.1% ↓	61.2%	11.8%	90.1% ↓	1.72 ↓	52.5%	30.8%	16.7%
88888	Dealer 8	4,133	65.0% ↓	54.6%	10.3%	72.8% ↑	1.52 —	64.6%	24.3%	11.1%
9999	District	41,895	70.8% ↓	58.0%	12.8%	80.6% ↓	1.68 ↓	55.5%	28.9%	15.6%
99	Area	223,024	68.5% ↓	55.3%	13.3%	79.4% ↓	1.66 ↓	56.5%	28.3%	15.3%
LEXUS DIVISION	LEXUS DIVISION	1,863,918	62.4% ↓	48.0%	14.5%	71.8% ↓	1.62 ↓	58.7%	27.2%	14.1%

6



## 7. CARDS

1

### Metric Title

If filter has been applied, description is displayed in parenthesis

Retention Field Analysis - November 2020 (1+ Visits)

2

### Metric Tabs

Switches between different data tables associated with the current metric

Performance Service Market Share Service Efficiency Visits Service Retention

3

### Filter Icon

Filters different subsets of the current metric



4

### Export to Excel

Export to an Excel spreadsheet for external use



5

### Column Headers

Sortable data columns

Average Visits 1 Visit % 2 Visits % 3+ Visits %

6

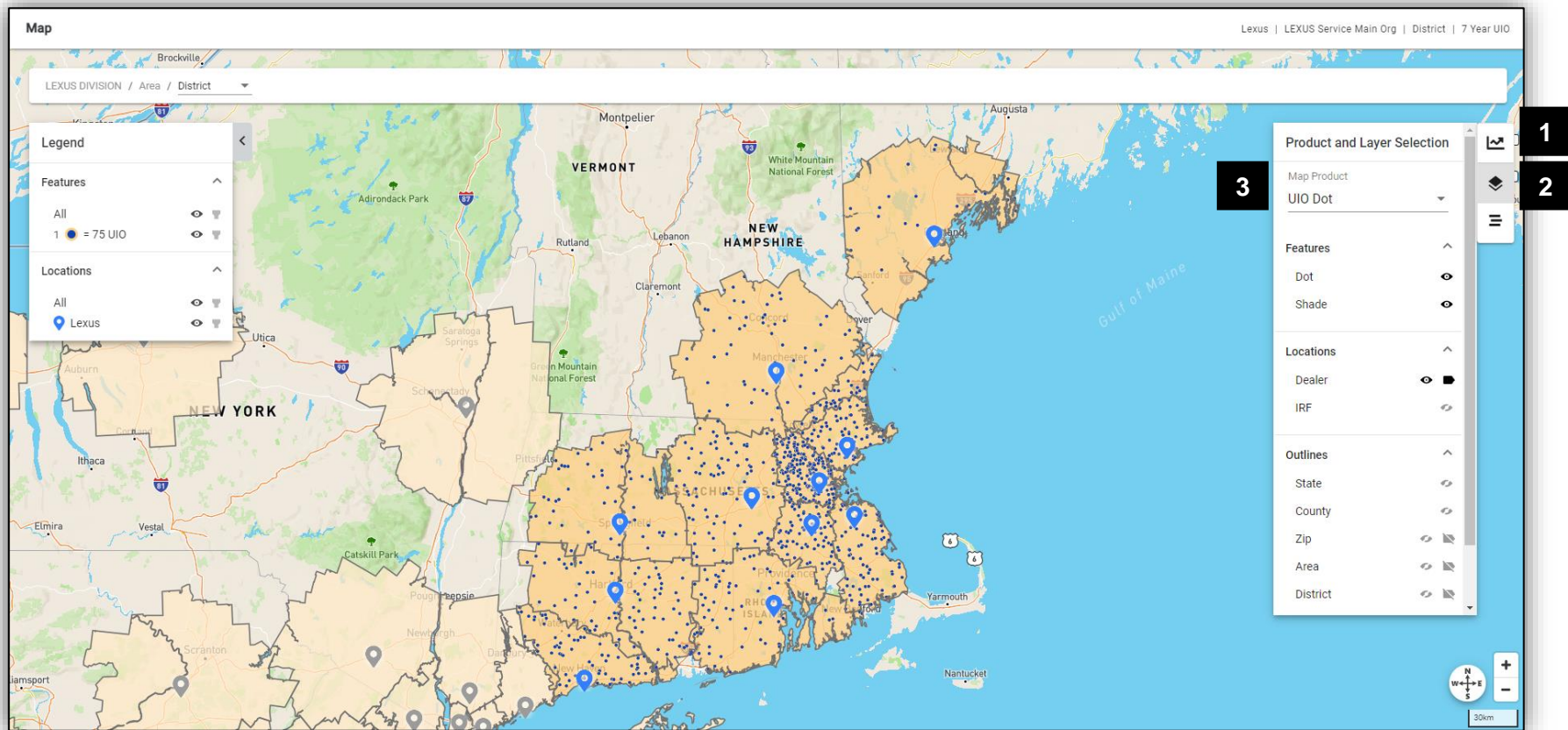
### Rows

Data rows, includes hyperlinks to navigate directly to selected geography level

77777	Dealer 7
88888	Dealer 8
9999	District
99	Area
LEXUS DIVISION	LEXUS DIVISION

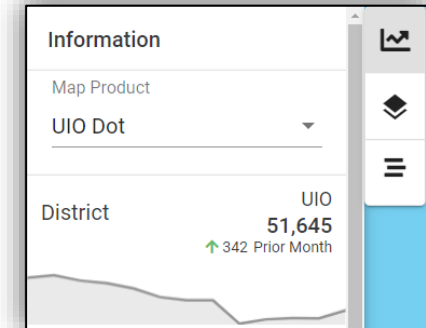
# 8. Mapping

An easy and intuitive way to visualize opportunity and evaluate performance at different geography levels. 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.

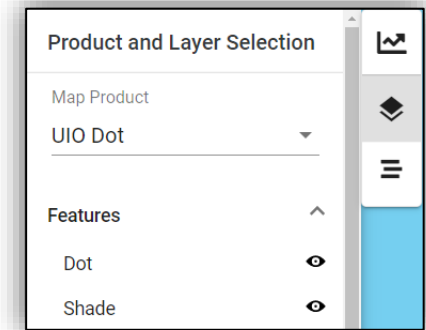


## 8. MAPPING

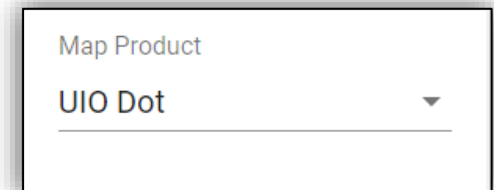
- 1 Information**  
Displays metrics based on the Map Product selected.



- 2 Product and Layer Selection**  
Switch between different map products and adjust map layers.



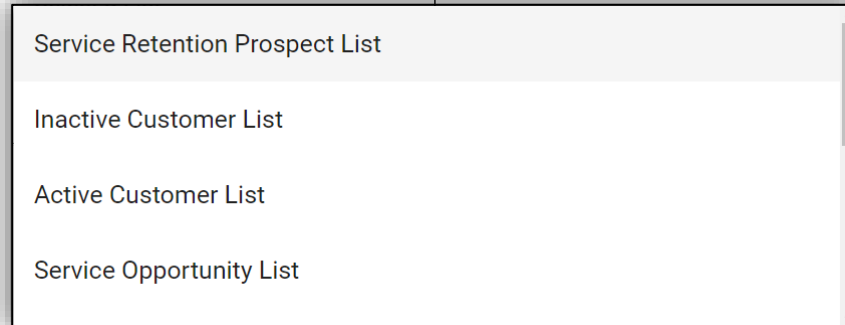
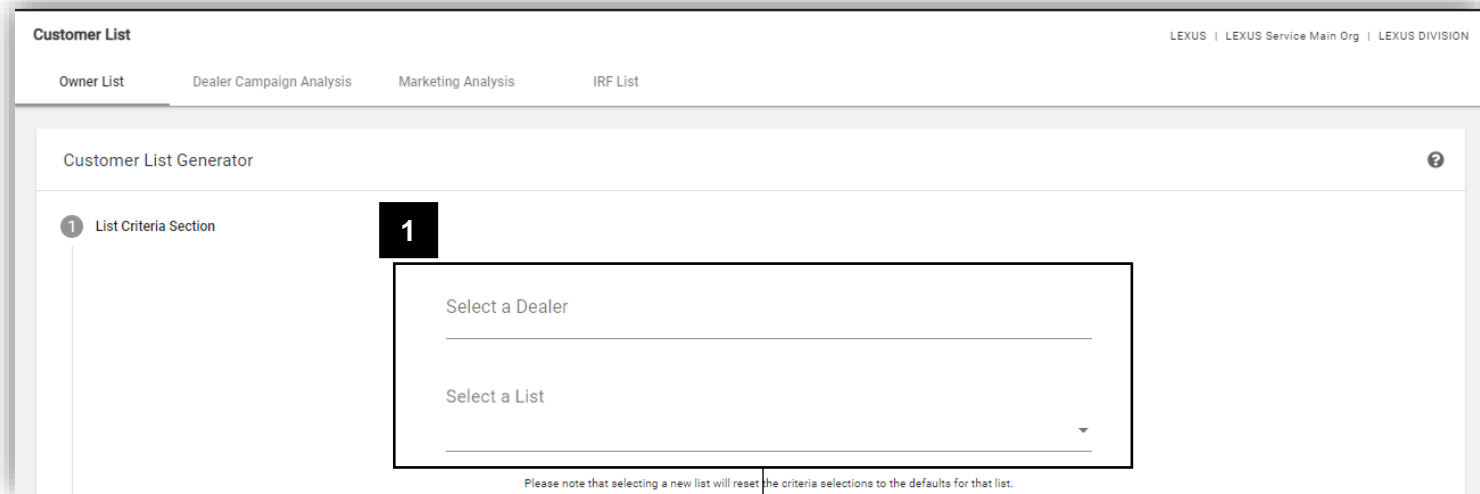
- 3 Map Product**  
Click on the drop-down menu to view different map products.



# 9. 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 dealer and a predefined list to create.



## 9. 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 sections:

- Location Selection:** Radio buttons for  All,  Mile Range, and  ZIP Code.
- Models:** A dropdown menu showing "52 of 52 selected".
- Model Years:** A dropdown menu showing "33 of 33 selected".
- From (Miles) to (Miles):** Two dropdown menus with values "0" and ">250000".
- Last Service From (Months) to (Months):** Two dropdown menus with values "0" and ">36".
- 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.
- Vehicle Age:** A dropdown menu showing "11 of 11 selected".

Callout 1 points to the "Model Years" dropdown. Callout 2 points to the "Next" button at the bottom right.

## 9. 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 titled. Under 'List criteria selection results', two summary statistics are shown: 'Total number of customers with contact details available' (2,534) and 'Total number of customers without contact details available' (0). A table below lists 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, a note states '\* Preview of up to the first 20 customers in the list is shown'. Navigation buttons for 'Previous' and 'Next' are located in the bottom right corner.

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

## 9. 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: 'Usage Agreement' (3), with previous steps 'List Criteria Section - 99999 Lexus of Anytown (Anytown)' (1) and 'Marketing List Preview' (2) completed. A red warning message states: 'You must read through the entire agreement before you may click next.' The main content area shows the 'NONDISCLOSURE AND CONFIDENTIALITY AGREEMENT FOR CUSTOMER INFORMATION'. The text reads: 'Users of the Lexus ServiceView website are expected to understand and follow the Nondisclosure and Confidentiality Agreement for Customer Information. The Agreement expressly states that:' followed by three numbered 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 second '1' is placed over the warning message, and a '2' is placed over the 'Next' button. The progress bar on the left shows steps 4 (Campaign Information) and 5 (Marketing List Download) as upcoming steps.

## 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 are three checked items: 'List Criteria Section - 99999 Lexus of Anytown (Anytown)', 'Marketing List Preview', and 'Usage Agreement'. Below these is the '4 Campaign Information' section, which is highlighted. It contains the text 'Your selection includes 9,947 customers with contact details'. A toggle switch is set to 'On' with the label 'The list will be saved for Response Rate Tracking'. A note below reads: 'NOTE! Once the list is sent/downloaded and saved no updates may be made to the list.' There are three input fields: 'Campaign Name', 'Start Date', and 'End Date', each with a calendar icon. Below these is a 'Campaign Description' text area. At the bottom right, there are 'Previous' and 'Next' buttons. At the bottom left, there is a '5 Marketing List Download' button. Three numbered callouts (1, 2, 3) are overlaid on the image: callout 1 points to the toggle switch, callout 2 points to the Campaign Name field, and callout 3 points to the Next button.



## 9. 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.

