



SERVICEVIEW™
FIELD QUICK REFERENCE GUIDE



Introduction

This document was designed to highlight the various functions, features and advantages of the new Genesis 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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Getting Started

1.1 | Connecting

The application is accessible via GenesisDealerUSA.com

→ Click on the Service Tab

→ Under the Service Programs section, click on the ServiceView link

→ A new window will open. Accept the Terms and Conditions and click Continue on the news page to get to the ServiceView solution

For technical questions, email GenesisServiceViewSupport@urbanscience.com

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

Search

Quickly search for specific retailers by typing in retailer code, retailer name or city

4

Expand

Select the Expand icon to traverse to specific geography or retailer

5

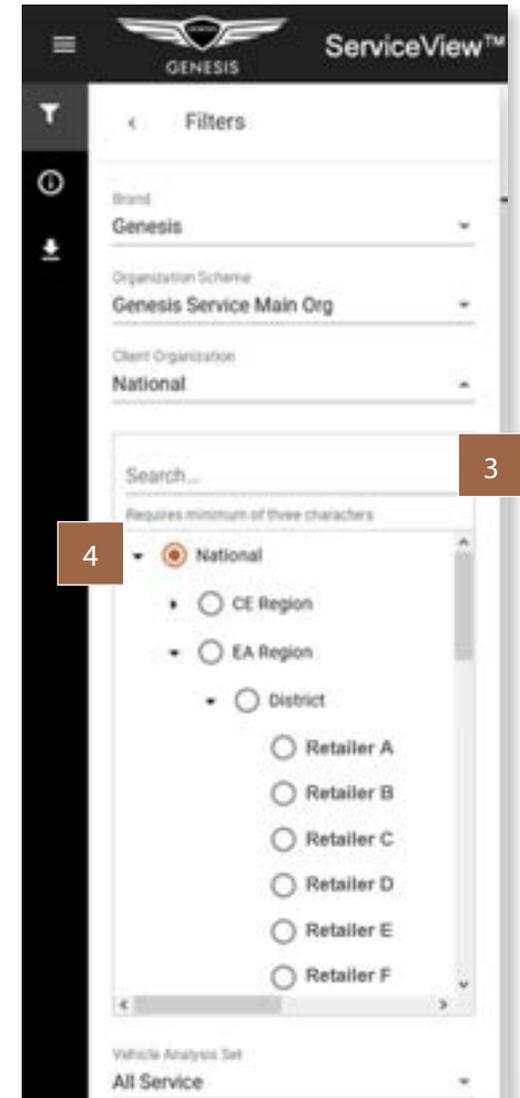
Data Source

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

1

2

5



Menu Navigation

1

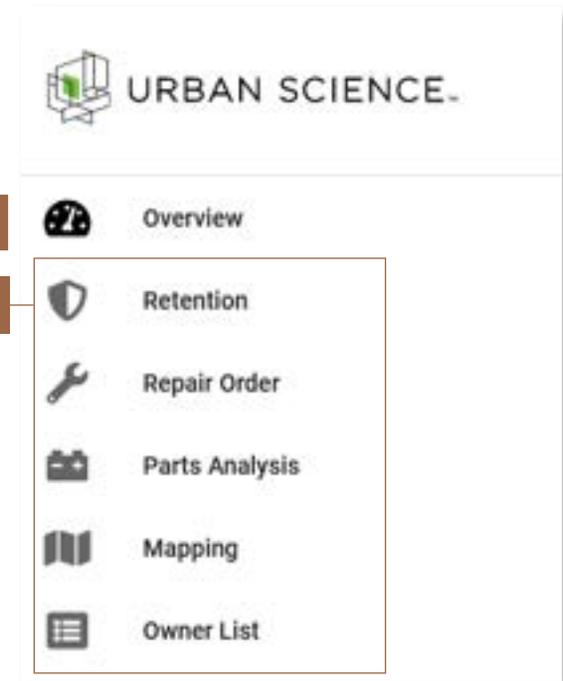
1. Overview

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

2

2. Module

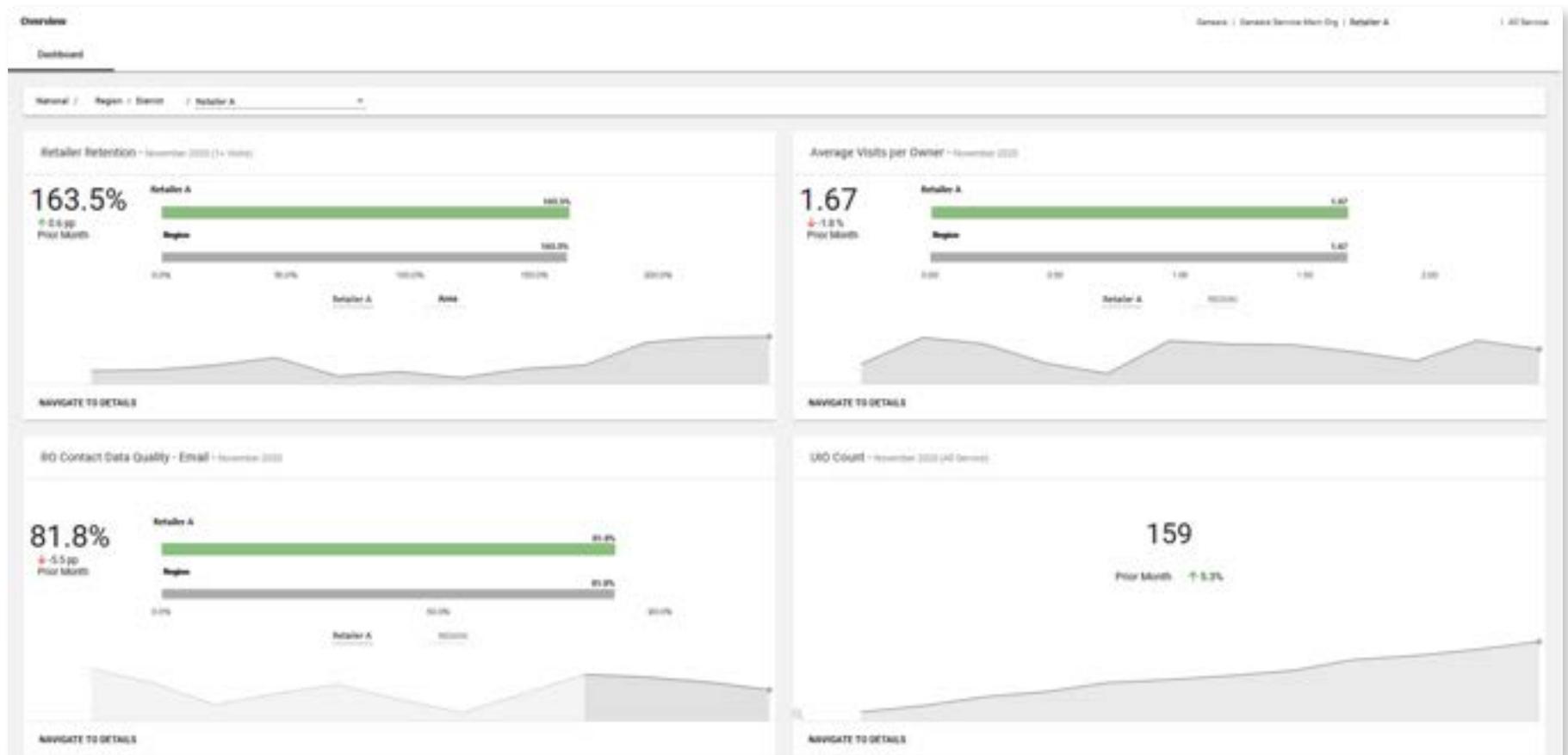
- Retention Module – Provides a holistic view of service performance to enhance customer satisfaction and long-term loyalty
- Repair Order Analysis Module – Provides an understanding of service department operations to find opportunity for additional revenue
- Parts Analysis Module - Provides insight into Parts sales including trending over time and tracking to set objectives for both Month End and Year-To-Date values
- Mapping – Enables the ability to visualize an area, identify opportunity and evaluate performance
- Customer List Module – Enables enhanced customer targeting to act on your opportunity



Overview

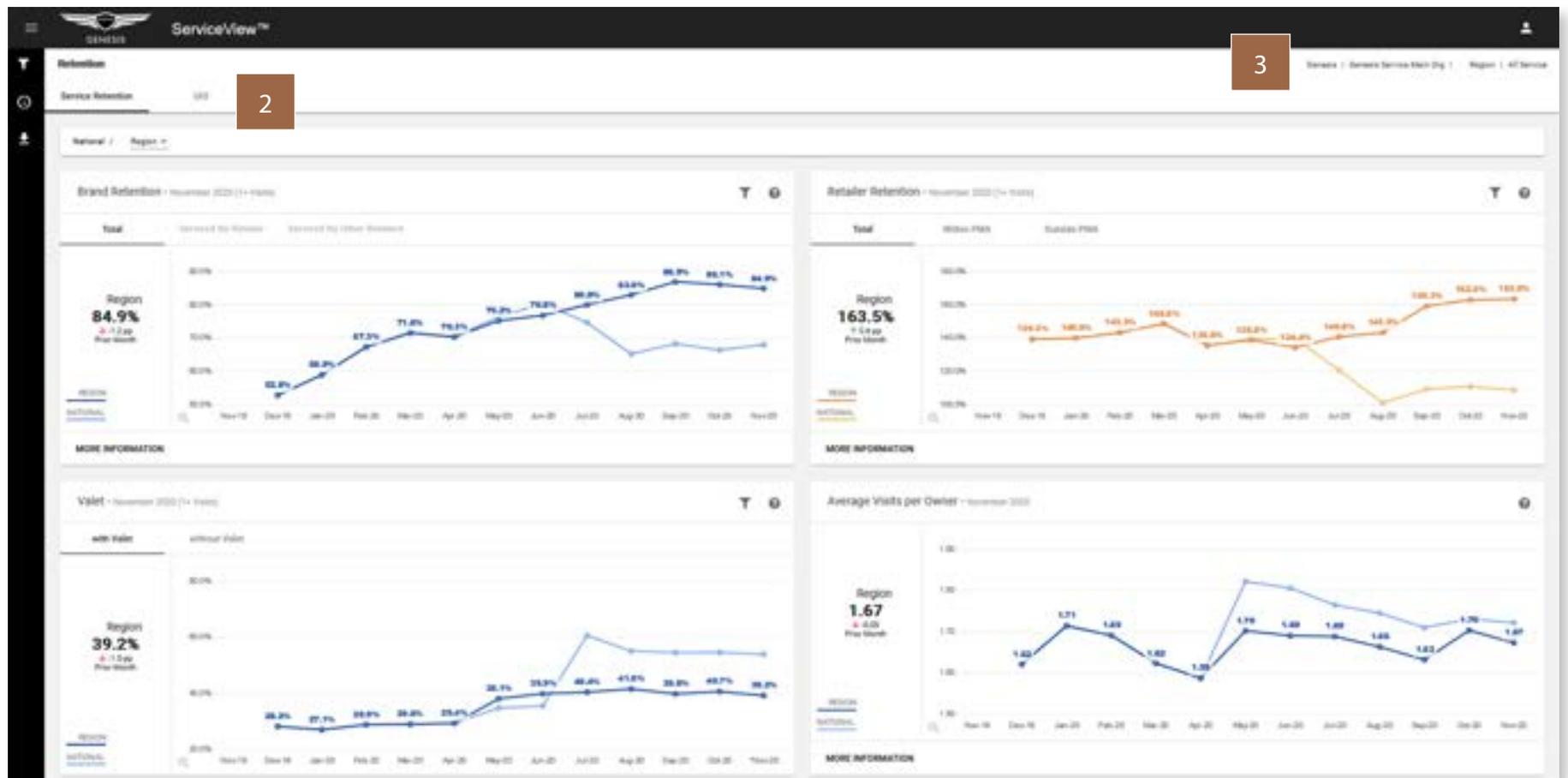
Dashboard

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



Field View

1



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 geography level and vehicle analysis set



Retailer View

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



6. RETAILER VIEW

1

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



2

Displays basic filter information such as geography level and vehicle analysis set



3

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



Exhibits

3 4

1

Brand Retention - December 2020 (1+ Visits)



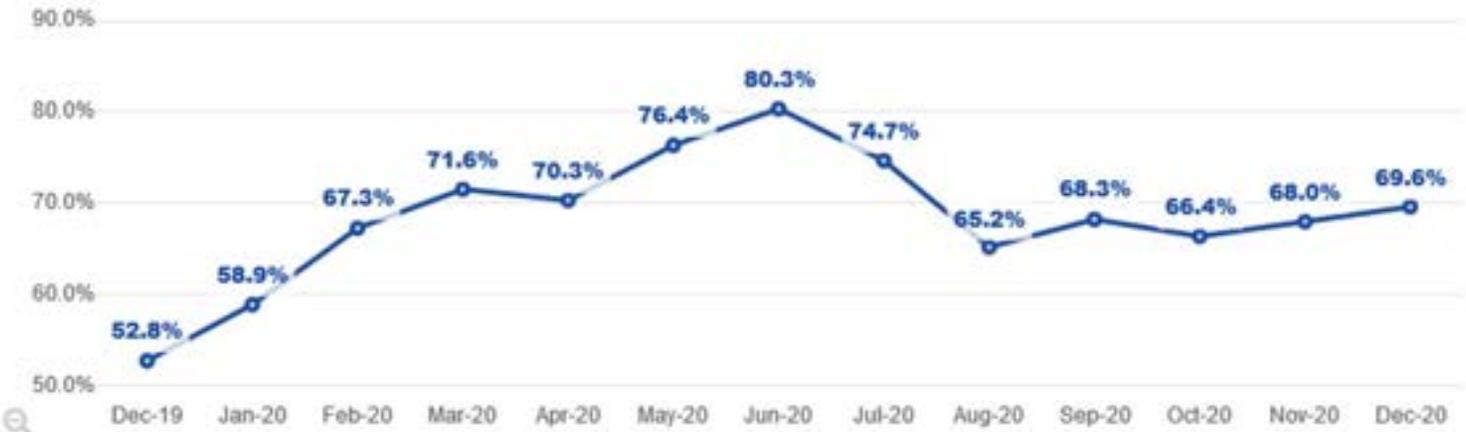
Total

Serviced By Retailer

Serviced By Other Retailers

2

National
69.6%
↑ 1.6 pp
Prior Month



NATIONAL

MORE INFORMATION

7. EXHIBITS

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

Brand Retention - December 2020 (1+ Visits)

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

Total

Serviced By Retailer

Serviced By Other Retailers

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



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



7. EXHIBITS

1

3

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2

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6

Retention Field Analysis - September 2018 (14 Visits)

Performance		Brand Retention	Retailer Retention			Visits				
Code	Retailer	UID ↓	Brand Retention	Brand Retention by Retailer	Brand Retention by Other Retailer	Retailer Retention	Average Visits	1 Visit %	2 Visits %	3+ Visits %
HYD037	Retailer 0037	9,121	52.9% +	40.9%	12.0%	84.3% +	1.88 +	48.8%	27.6%	23.6%
HYD035	Retailer 0035	8,361	52.8% +	25.5%	27.4%	43.8% +	1.84 +	53.3%	24.3%	22.4%
HYD030	Retailer 0030	7,590	56.0% +	39.3%	16.7%	78.4% +	1.82 -	47.1%	33.1%	19.8%
HYD039	Retailer 0039	7,469	54.6% +	38.9%	15.7%	59.6% +	1.98 +	47.8%	25.5%	26.8%
HYD048	Retailer 0048	7,229	47.2% +	0.0%	47.2%	0.0% =	---	---	---	---
HYD040	Retailer 0040	6,946	61.4% +	49.3%	12.2%	86.7% +	1.88 =	47.8%	28.8%	23.4%
HYD042	Retailer 0042	6,778	52.0% +	35.1%	16.9%	75.1% +	1.66 +	54.9%	29.5%	15.6%
HYD043	Retailer 0043	5,708	50.3% +	25.1%	25.2%	54.6% +	1.77 +	56.4%	23.5%	20.2%
HYD033	Retailer 0033	5,434	53.3% +	28.7%	24.5%	44.4% +	1.74 -	54.6%	26.8%	18.6%
HYD045	Retailer 0045	4,391	62.5% +	36.2%	26.3%	61.8% +	2.02 -	46.9%	26.4%	26.6%
HYD038	Retailer 0038	3,478	54.2% +	25.9%	28.3%	82.1% +	1.86 +	59.0%	25.1%	15.9%
HYD044	Retailer 0044	2,875	71.6% +	69.4%	2.2%	81.7% +	2.23 +	35.1%	30.5%	34.4%
DST34	District 34	88,151	55.5% +	36.7%	18.8%	67.9% +	1.85 +	50.0%	27.8%	22.2%
RG7	Region #7	216,584	54.7% +	48.5%	14.2%	66.3% +	1.90 -	48.6%	28.0%	23.4%
National	National	3,314,153	52.1% +	37.8%	14.2%	63.4% +	1.88 +	50.1%	27.2%	22.8%

7. EXHIBITS

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

A white rectangular box with a thin border containing the text "Retention Field Analysis - January 2021 (1+ Visits)".

- 2** **Metric Tabs**
Switches between different data tables associated with the current metric

A horizontal row of four tabs: "Performance", "Brand Retention", "Retailer Retention", and "Visits". The "Performance" tab is highlighted with a dark underline.

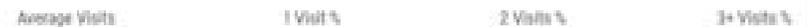
- 3** **Filter Icon**
Filters different subsets of the current metric



- 4** **Export to Excel**
Export to an Excel spreadsheet for external use



- 5** **Column Headers**
Sortable data columns

A horizontal row of four column headers: "Average Visits", "1 Visit %", "2 Visits %", and "3+ Visits %".

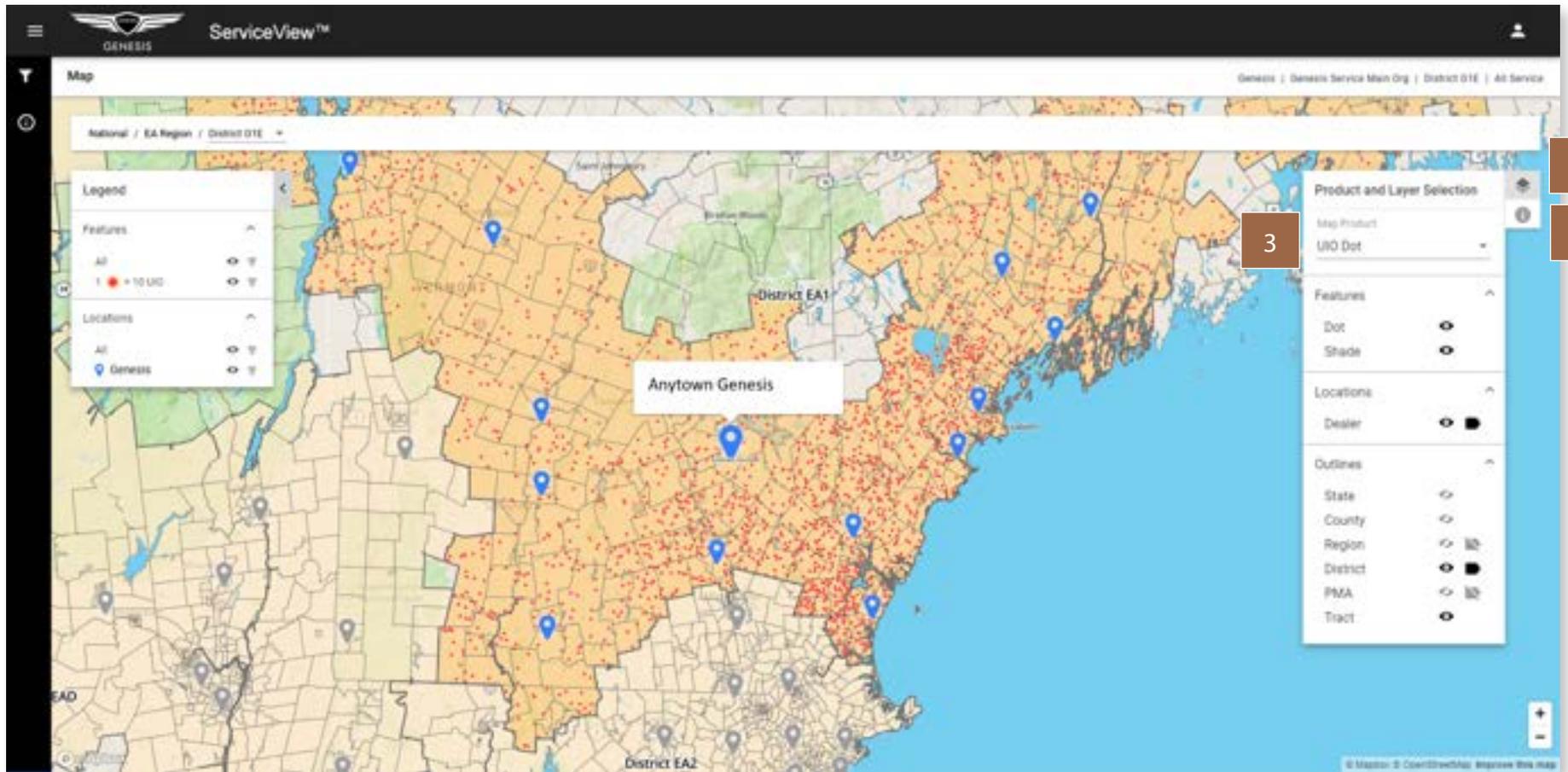
- 6** **Rows**
Data rows, includes hyperlinks to navigate directly to selected geography level



HY0038	Retailer 0038
HY0044	Retailer 0044
DST34	District 34
RG7	Region #7
National	National

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.

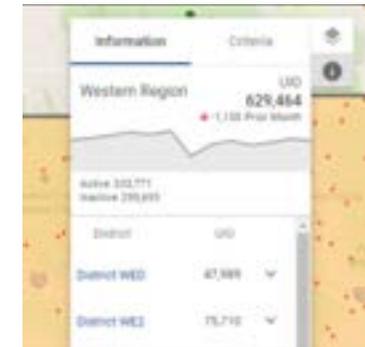


8. MAPPING

1

Information

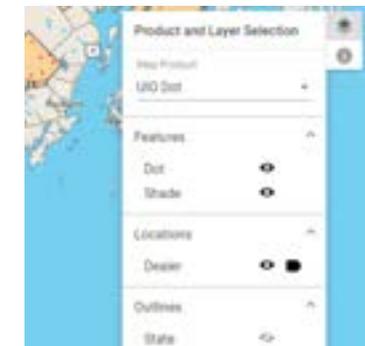
Displays metrics based on the Map Product selected.



2

Product and Layer Selection

Switch between different map products and adjust map layers.



3

Map Product

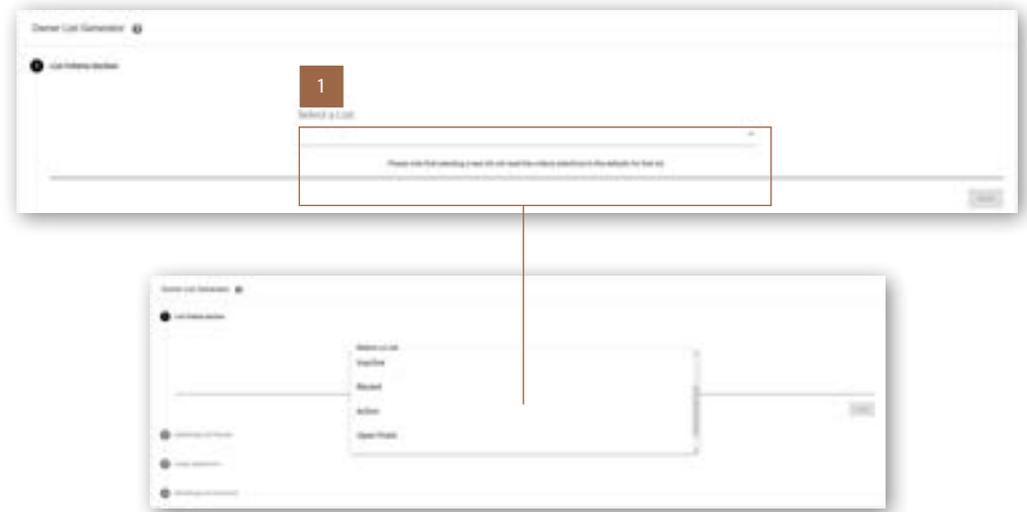
Click on the drop down menu to view different map products.



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.



9. GENERATING LISTS

1

Additional Filter Options

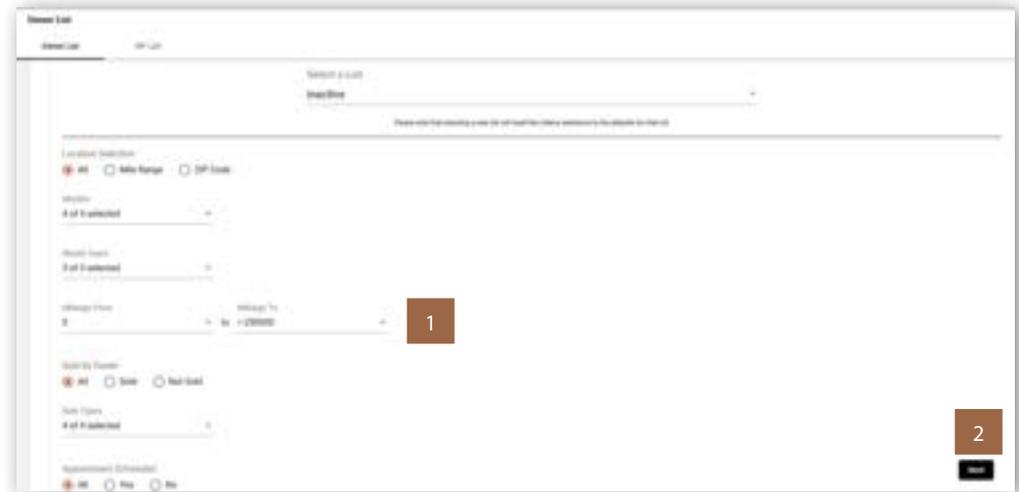
The Filter criteria has been pre-populated for the selected list.

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

2

Continue to Next

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



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

Continue to Next

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

The screenshot displays a 'Marketing List Preview' window. At the top, it shows 'Total number of contacts with contact details available' as 28 and 'Total number of contacts without contact details available' as 0. Below this is a table with columns for 'List ID', 'List Name', 'Status', 'Number of Contacts', and 'Created Date'. The table contains 28 rows of data. At the bottom right, there are 'Previous' and 'Next' buttons. Callout box '1' highlights the summary statistics, and callout box '2' highlights the 'Next' button.

List ID	List Name	Status	Number of Contacts	Created Date
202474	2024001-010	2014	28750	2014-08-19
202475	2024001-010	2014	1000	2014-08-19
202476	2024001-010	2014	1000	2014-08-19
202477	2024001-010	2014	1000	2014-08-19
202478	2024001-010	2014	1000	2014-08-19
202479	2024001-010	2014	1000	2014-08-19
202480	2024001-010	2014	1000	2014-08-19
202481	2024001-010	2014	1000	2014-08-19
202482	2024001-010	2014	1000	2014-08-19
202483	2024001-010	2014	1000	2014-08-19
202484	2024001-010	2014	1000	2014-08-19
202485	2024001-010	2014	1000	2014-08-19
202486	2024001-010	2014	1000	2014-08-19
202487	2024001-010	2014	1000	2014-08-19
202488	2024001-010	2014	1000	2014-08-19
202489	2024001-010	2014	1000	2014-08-19
202490	2024001-010	2014	1000	2014-08-19
202491	2024001-010	2014	1000	2014-08-19
202492	2024001-010	2014	1000	2014-08-19
202493	2024001-010	2014	1000	2014-08-19
202494	2024001-010	2014	1000	2014-08-19
202495	2024001-010	2014	1000	2014-08-19
202496	2024001-010	2014	1000	2014-08-19
202497	2024001-010	2014	1000	2014-08-19
202498	2024001-010	2014	1000	2014-08-19
202499	2024001-010	2014	1000	2014-08-19

9. GENERATING LISTS

1

Usage Agreement

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

2

Continue to Next

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



9. GENERATING LISTS

1

Download or Send

The user has the option to download the list or send to Genesis Owner Experience.



2

Back to Previous

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