

SERVICEVIEW™ RETAILER 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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Introduction

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 <u>GenesisServiceViewSupport@urbanscience.com</u>

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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

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Icons and Filtering

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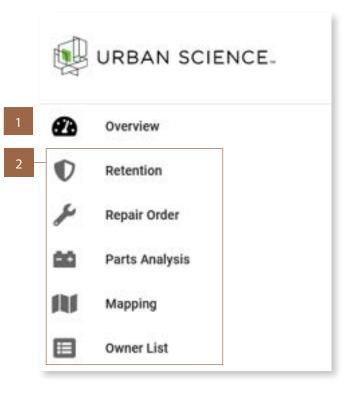
Menu Navigation

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1. Overview

- Summary 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 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

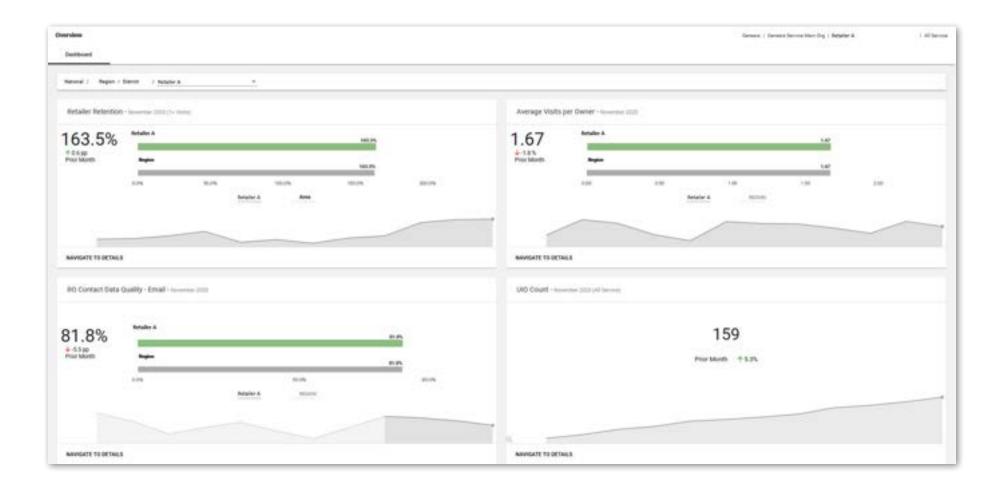


Menu Navigation

Overview

Dashboard

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



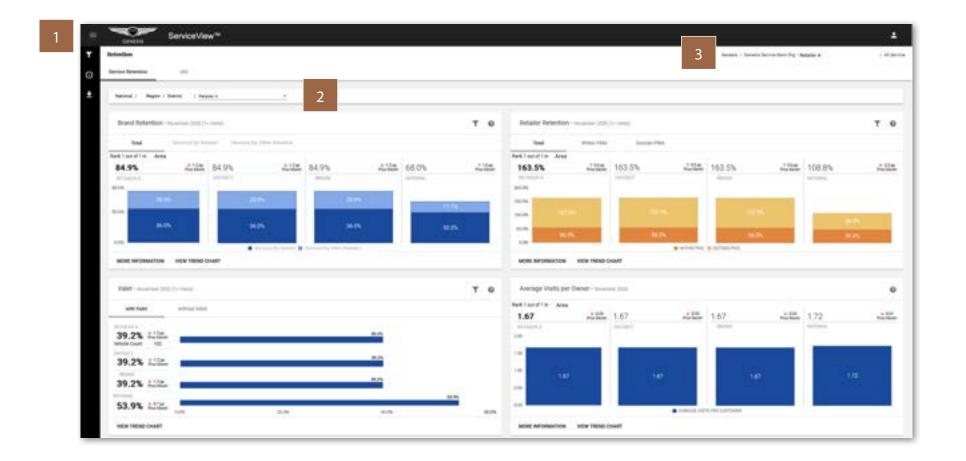
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Overview

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Retailer View

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



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System Navigation

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5. SYSTEM NAVIGATION



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

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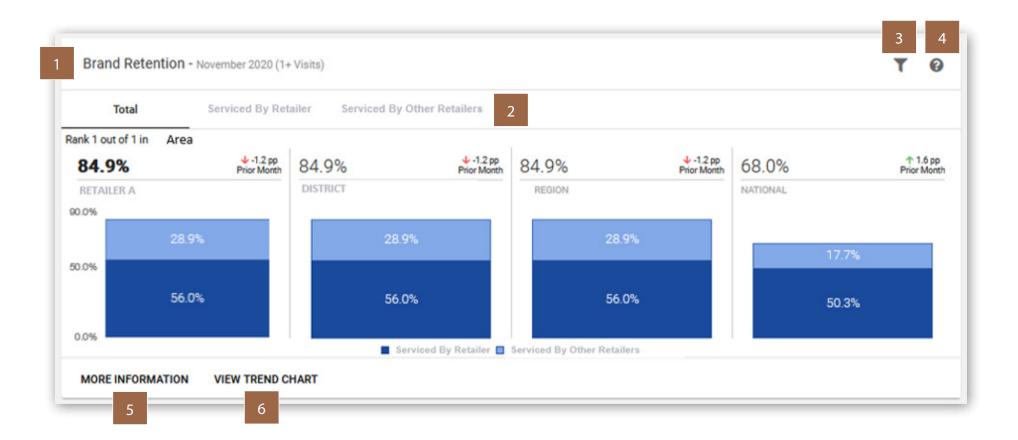
Displays basic filter information such as geography level and vehicle analysis set
Displays basic filter information such as current time period and vehicle analysis set

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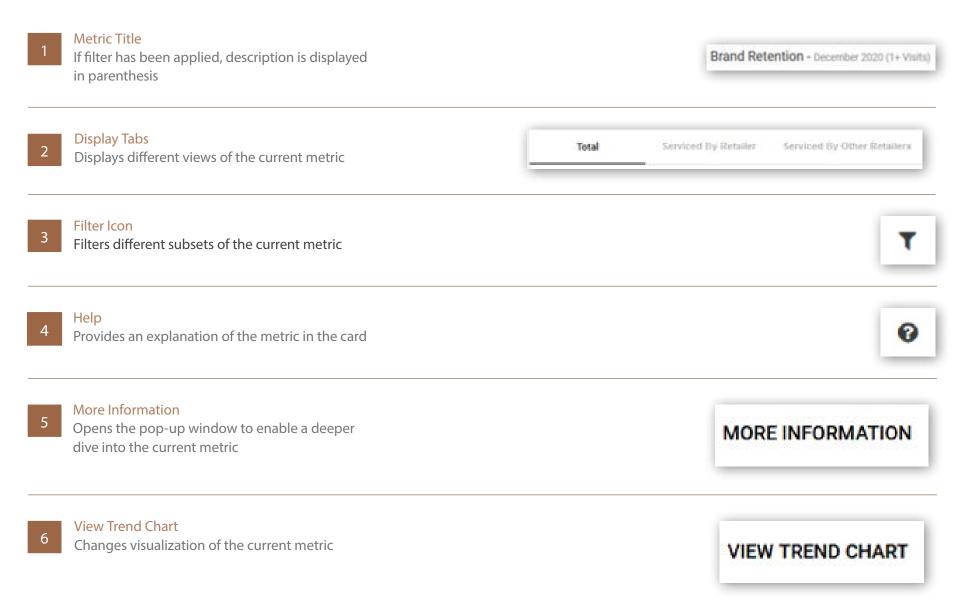
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System Navigation

Exhibits



6. EXHIBITS



Exhibits

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.



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Mapping

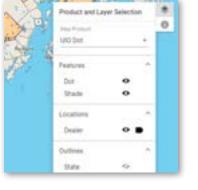
7. MAPPING



Information

Displays metrics based on the Map Product selected.

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Product and Layer Selection Switch between different map produce

Switch between different map products and adjust map layers.



Map Product

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

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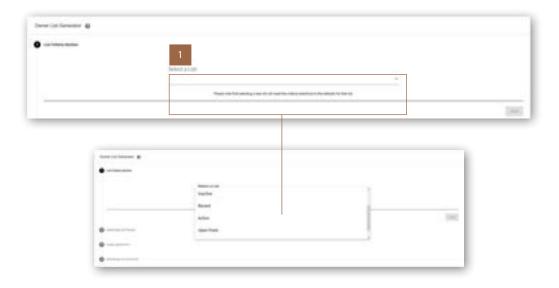
Generating Lists

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



Select List

The user can select a predefined list to create.



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Generating Lists

8. GENERATING LISTS



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.



Continue to Next

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

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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

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Continue to Next

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





8. GENERATING LISTS



Usage Agreement

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



Continue to Next

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

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9. GENERATING LISTS



Download or Send

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Back to Previous

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



Generating Lists