

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.

Introduction	2
1. Getting Started	3
1.1 Connecting	3
2. Icons and Filtering	4
3. Menu Navigation	5
4. Overview	6
5. System Navigation	10
6. Exhibits	12
7. Mapping	14
8. Generating Lists	16

SERVICEVIEW™

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>

SERVICEVIEW™



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

τ	Filters	
0 (mar		
Gen	vesis	3
	nization Scheme	
Ger	sesis Service Main Org	1
- 10 C - 10	t Organization	
Nat	ional	2
100		
Se	which	
Pier.	quires minimum of three cha	actors
-	National	1
	• O CE Region	
	O EA Region	
	• O District	
	() Re	tailer A
	O Re	tailer B
	O Re	tailer C
	O Re	tailer D
	O Re	tailer E
	O Re	tailer F
4		>

Icons and Filtering

SERVICEVIEW™

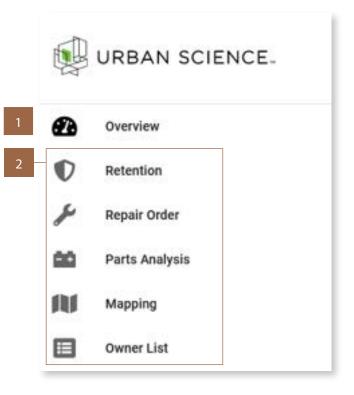
Menu Navigation

1

2

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

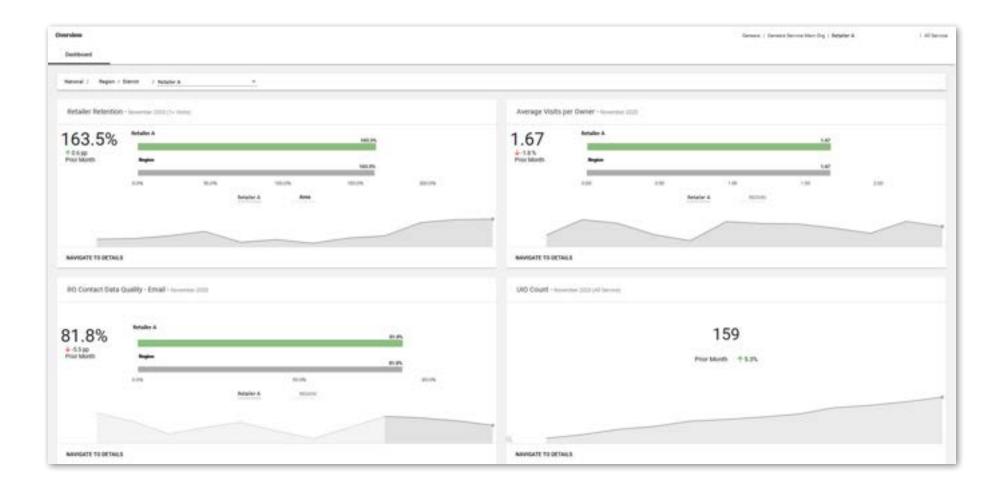


Menu Navigation

Overview

Dashboard

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



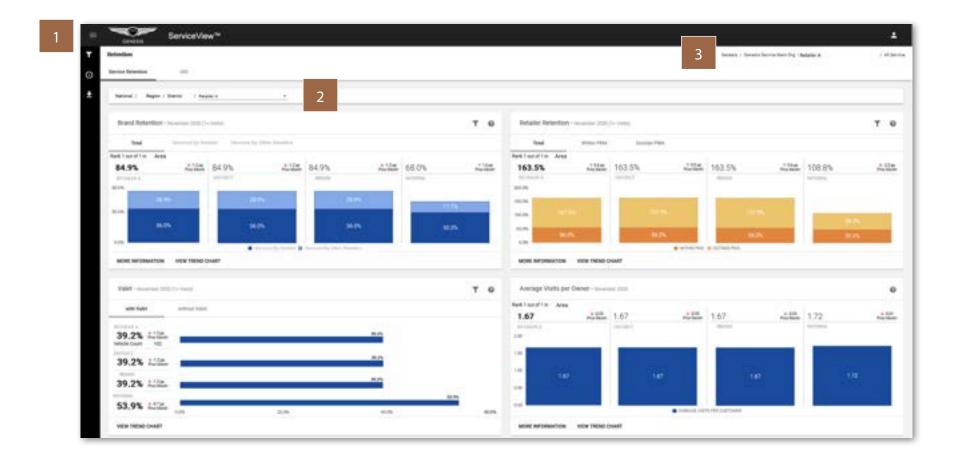
SERVICEVIEW™

Overview

QUICK REFERENCE GUIDE

Retailer View

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



SERVICEVIEW™

System Navigation

QUICK REFERENCE GUIDE

5. SYSTEM NAVIGATION



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

	Orietza	Service/View*	
т	Retarilian		
0	Invite Reaction	144	

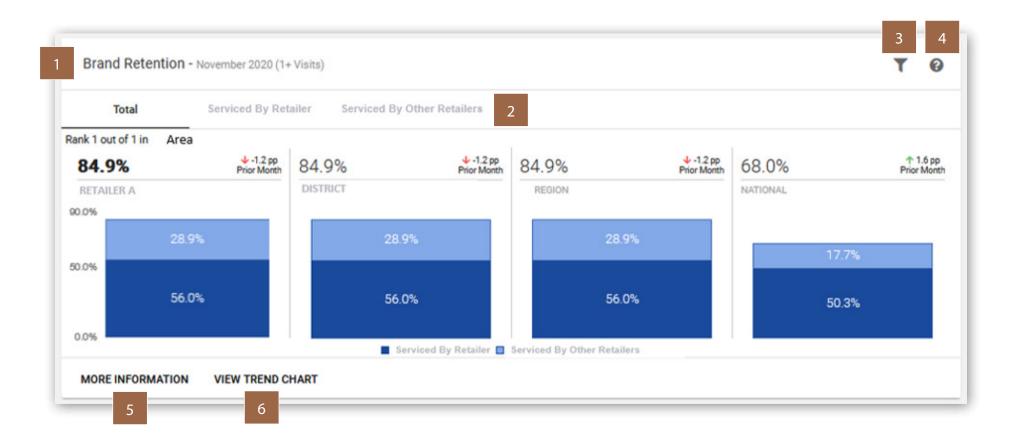
Displays basic filter information such as geography level and vehicle analysis set
Displays basic filter information such as current time period and vehicle analysis set

Geography
99483
99480
99482
99481
99000
99484
99488
99492
99497
99493

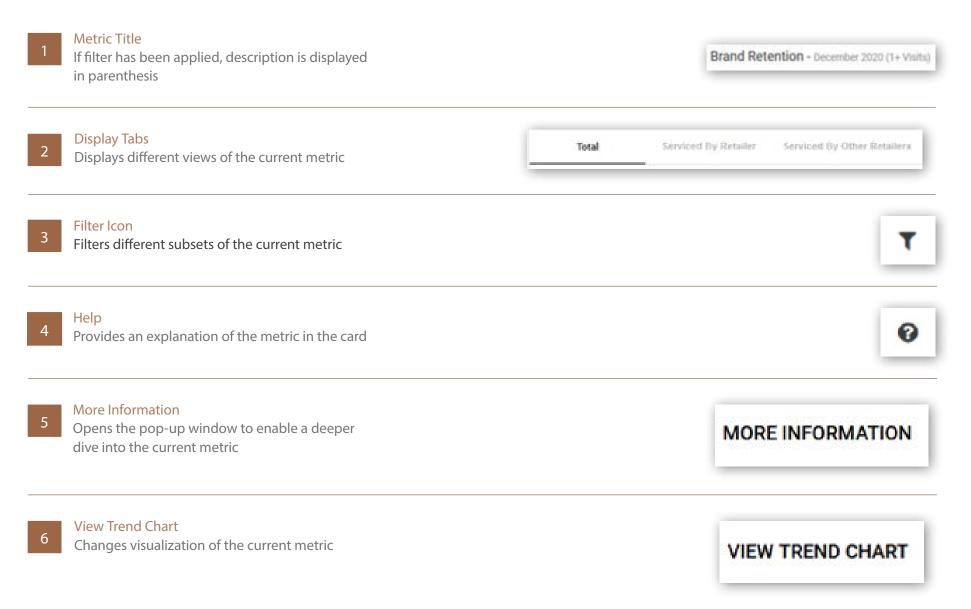
SERVICEVIEW™

System Navigation

Exhibits



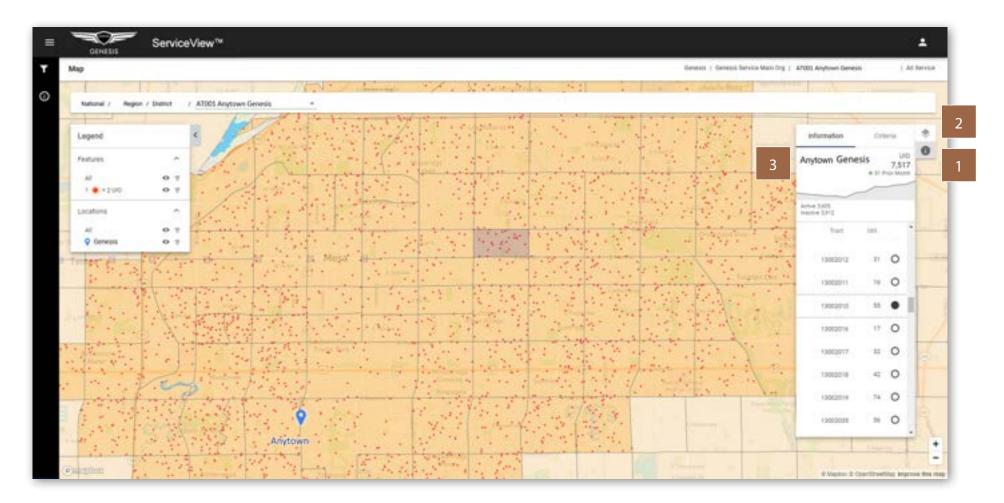
6. EXHIBITS



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.



SERVICEVIEW™

Mapping

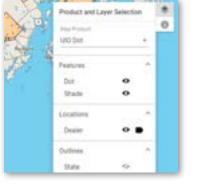
7. MAPPING



Information

Displays metrics based on the Map Product selected.

1300 1	Information		ene :	2
1998 - 1999 1999 - 1999 - 1999	Anytown Genes	45 • ***	7,517	•
	Arrier 2005 manuel 2012			
and the	141	101		-
(1000201	.01	0	
A Strawn the se	10002211	10	0	









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.

SERVICEVIEW™

QUICK REFERENCE GUIDE

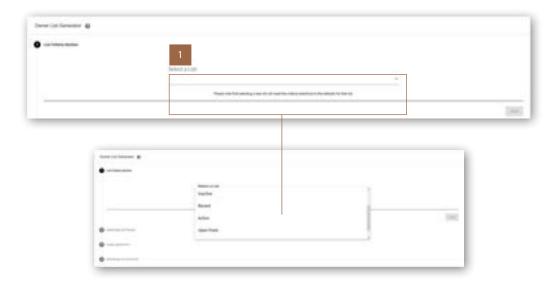
Generating Lists

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.



SERVICEVIEW™

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.

develop of the			
	Second and an		
	Institut		
		The other presents in the state in the state	
Location Searchure			
and Contenan Confirms			
Marine And Projected			
d of Calender -			
And instant			
Ref Fasterial 9			
diagona de la companya de la compa			
8	S 1		
NAME OF TAXABLE			
RM Cam Charten			
See Special			
# of It sales had			
Augustines Division			

SERVICEVIEW™



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

Automa ini Autom				
(ini selari) selarita made				
	1			
field tomber of course with a	mart mende wanten	14		
Total Andrew of survey with the	and the second second			
	Contract Instant Instantion			
1410.00			10000 - 1000 - 1000	Tolline.
and the second s	UPPEDIA DIA		10.00	attents.
1420	1000000-070	10.0	1.00	10014-078
00140	000001010			000000
(main)	production.	2014		101-102
1049	10424-175	30.4	147	Married .
14871	000000.075	100	147	10010
10.04	and an and a second sec	- 2010		100.01
mpet.	00404.079	344	87	810-815
(mark)	00000-010	10.4	2.0	between the second
1000	000012-01	804	141	
(make	00430-03		14	destant .
100	000201219	10.1	(14)	per se de la companya
and the	00000007	- 101	140.	10114.0
0.000	0006331-079	100	14	10110.000
	00430-019	10.4	14	1074-000
101-10	00000000	- 10.0	10	(07/1-40)
1.00			100	00000
	101404-00			and the local data
1104	00412-00	101	5.m	and the second s
17 Mart 17 (200)		10	49	maar



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.

	a Tana Inter
•	alam jar basin
	and become
	The must mail through the centre approximation participation with some
1	File Download Disclaimer
	Place where the residue is the second by a contrast the start and a second biological start and a second sta
	Disclateer regarding owner telormation during login
	Nepture and Small fait the Declarate
	Process with fail use are required in the second superior present and second first area followed in pro. You and the second relative present and and not second relative area and second relative area and second relative area and second relative area.
	To lead up you, you must comply with all wall and not impainly that you may name while 12 hoursess bag contract out agriculture fromget energy to the treat a bibliotest
	The lengthme set was your have primptly compt with all each sphere length for your hap before white a reasonable time of according 10 days (where set) and an according to the conding to the conding set and a set of the conding set of the con
	history Bucketer
	Place shifted as an labor of any labor to say the memory and an it saw an an and saw
	Apre



9. GENERATING LISTS



Download or Send

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

New of Second Colorest			
9			
That addresses includes 14 years	enterine claims function (the pr		
	Send Los	1 Download List	
	The system of the state of the state	The strength for a reason of another	2
			2



Back to Previous

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



Generating Lists