



SERVICEVIEW™  
DEALER 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 Hyundai 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 [HyundaiDealer.com](https://HyundaiDealer.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 [HyundaiServiceViewSupport@urbanscience.com](mailto:HyundaiServiceViewSupport@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

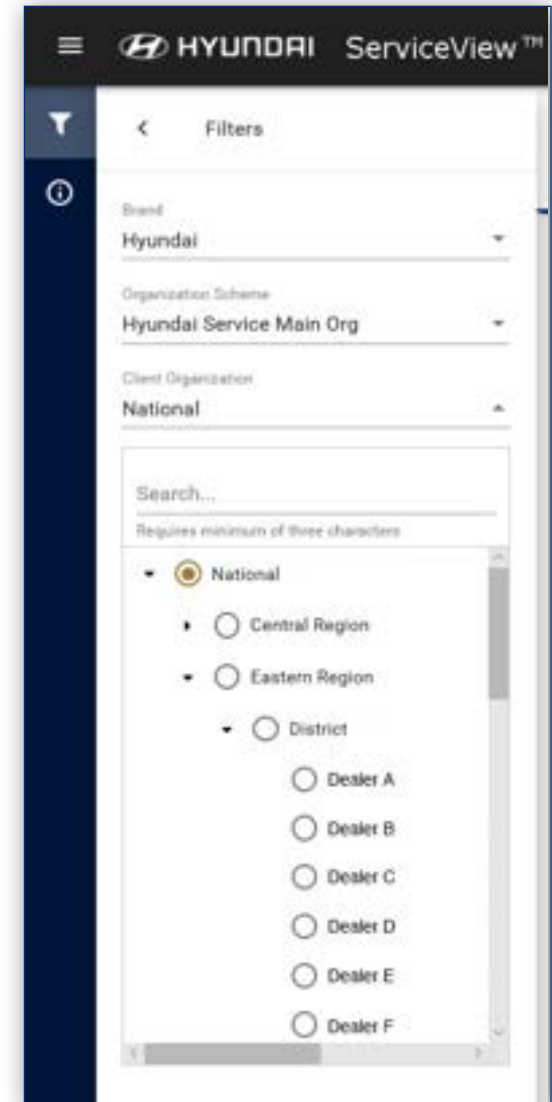
Data Source

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

1

2

3



## 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

1



Retention

2



Repair Order



Parts Analysis



Mapping



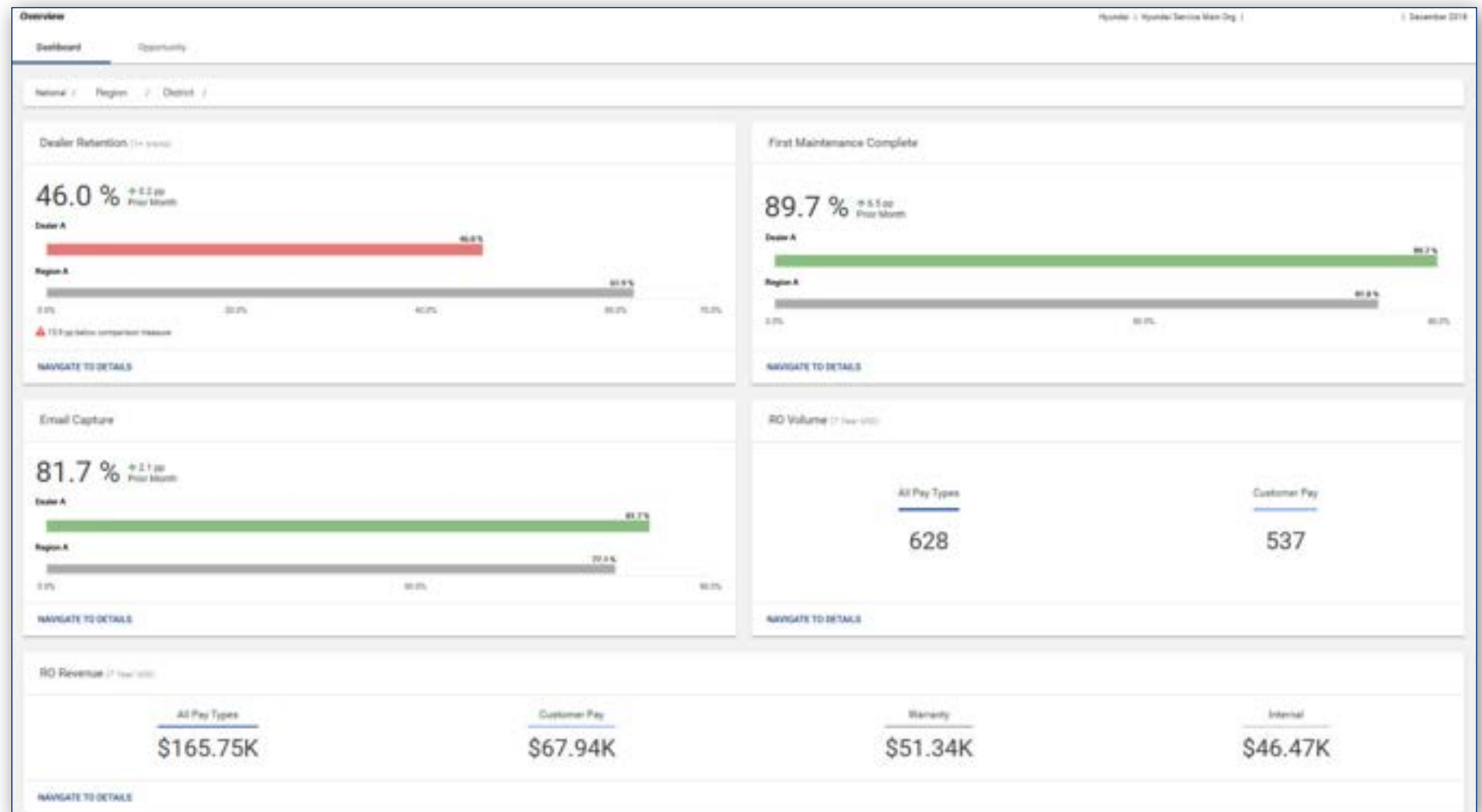
Customer List

#### 4. OVERVIEW

## Overview

### Dashboard

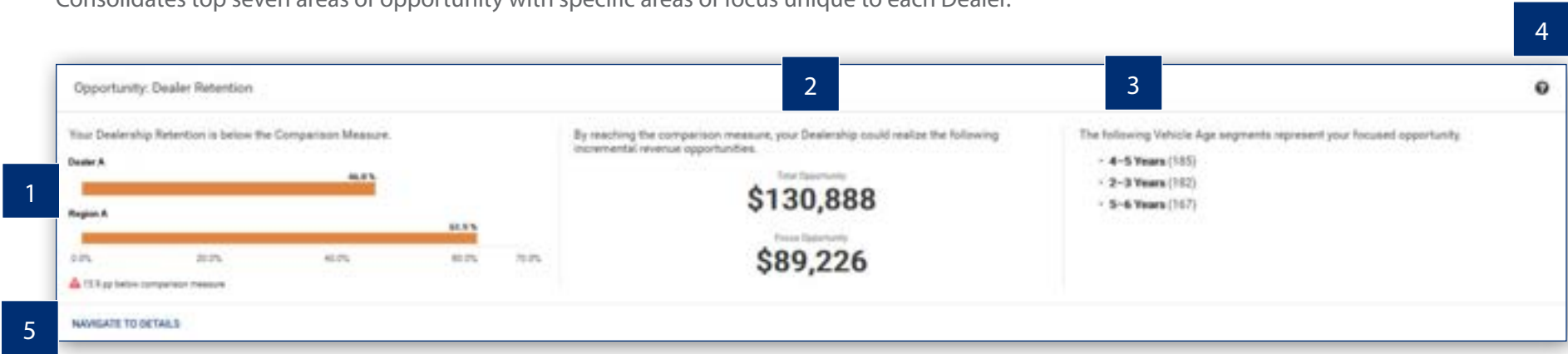
Consolidates the Key Performance Indicators (KPIs) for measuring service performance.



# Overview

## Opportunity

Consolidates top seven areas of opportunity with specific areas of focus unique to each Dealer.



## 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

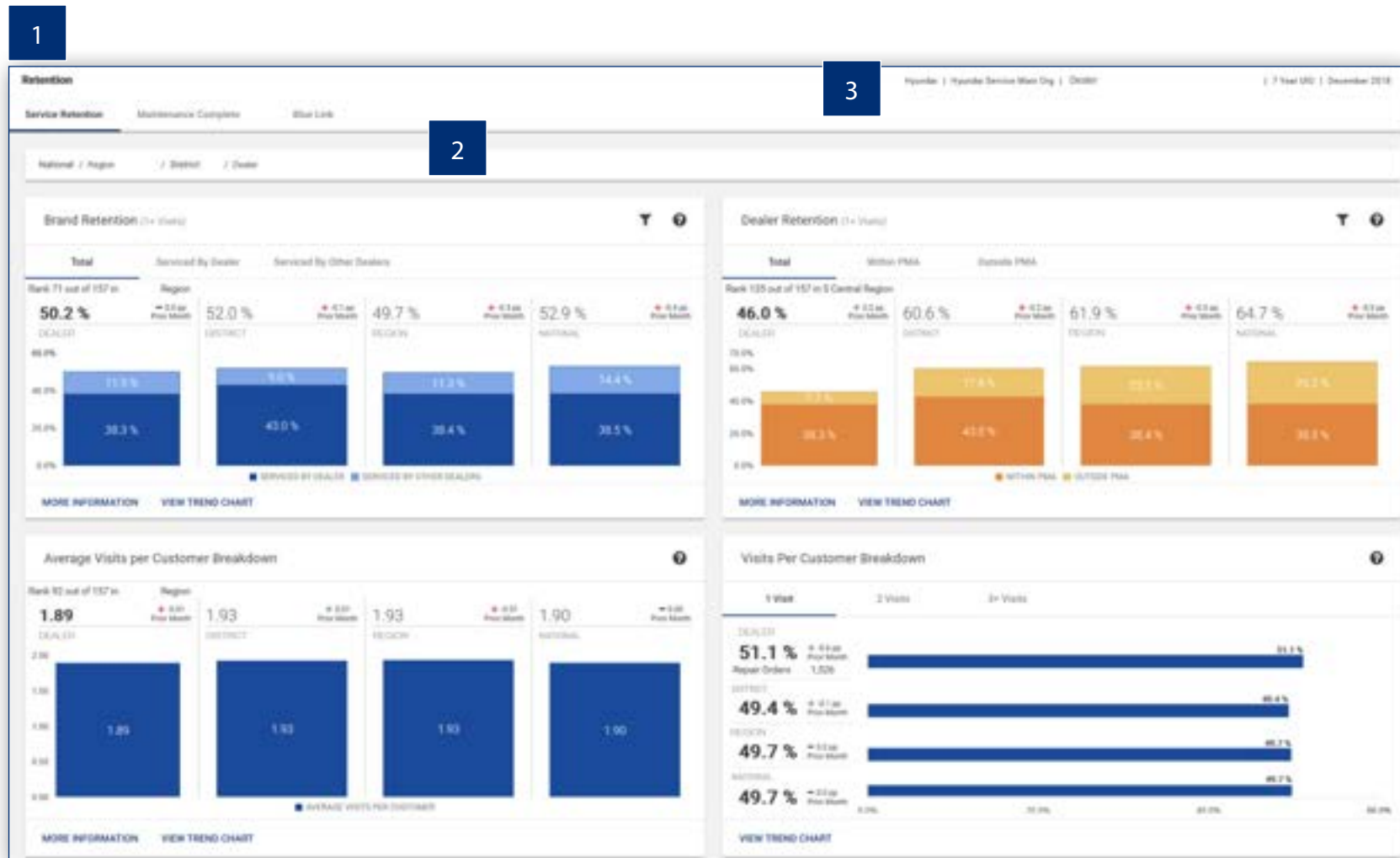
##### Navigate To Details

Links directly to the exhibits for more in-depth analysis

NAVIGATE TO DETAILS

## Dealer View

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



5. SYSTEM NAVIGATION

1

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

Retention

Service RetentionMaintenance CompleteBlue Link

2

Displays geographic information/breadcrumb of the dealer currently being viewed

National / Region / District / Dealer

3



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

Hyundai | Hyundai Service Main Org | District | 7 Year USQ | December 2018

# Exhibits

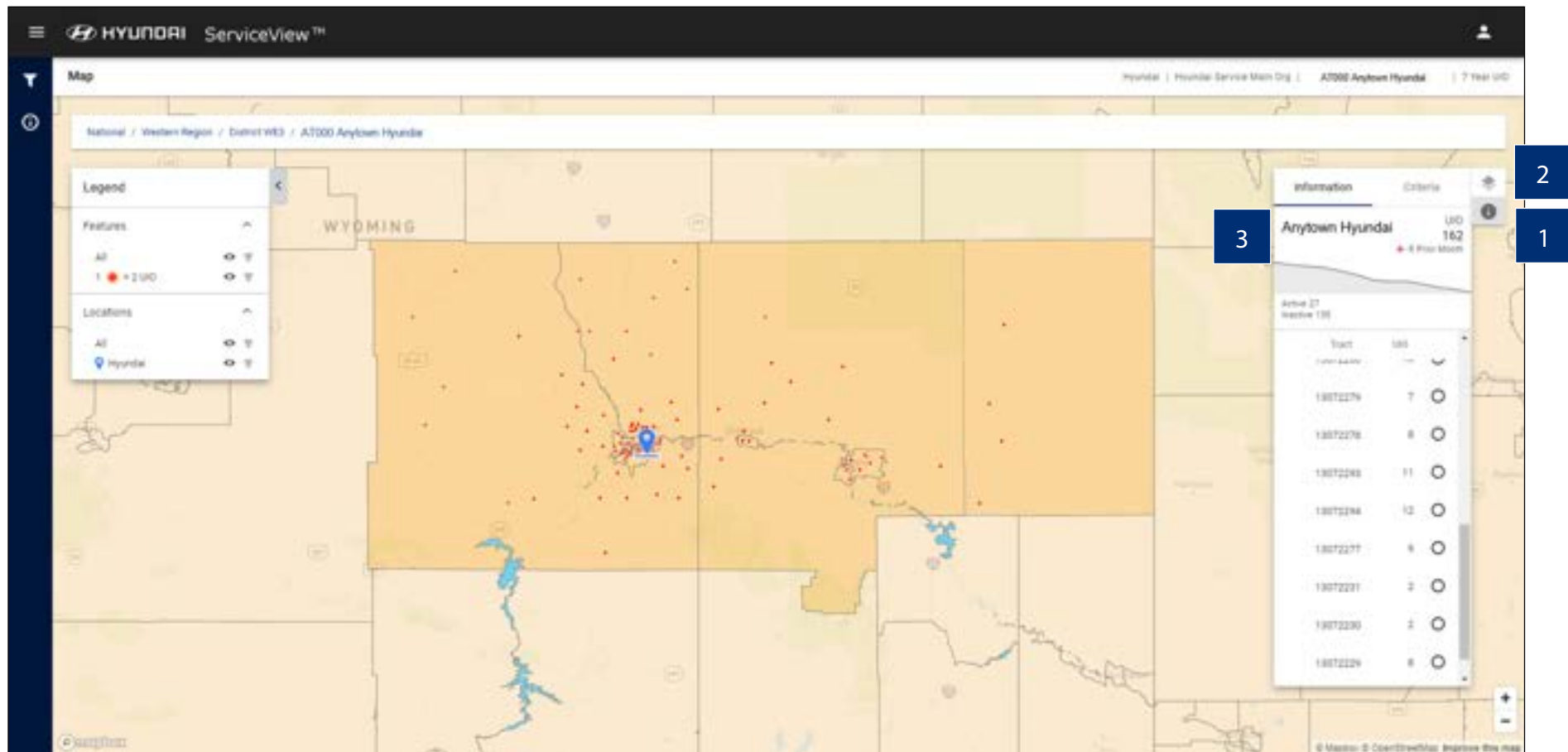


6. EXHIBITS

1	<b>Metric Title</b> If filter has been applied, description is displayed in parenthesis	<b>Brand Retention (1+ Visits)</b>
2	<b>Display Tabs</b> Displays different views of the current metric	<b>Total</b> <b>Serviced By Dealer</b> <b>Serviced By Other Dealers</b>
3	<b>Filter Icon</b> Filters different subsets of the current metric	
4	<b>Help</b> Provides an explanation of the metric in the card	
5	<b>More Information</b> Opens the pop-up window to enable a deeper dive into the current metric	<b>MORE INFORMATION</b>
6	<b>View Trend Chart</b> Changes visualization of the current metric	<b>VIEW TREND CHART</b>

# 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.



## 7. MAPPING

1

### Information

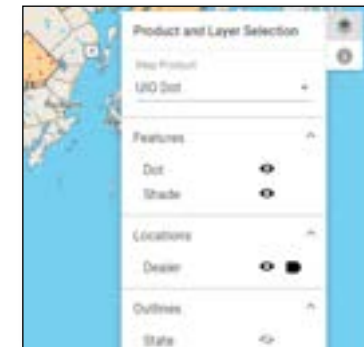
Displays metrics based on the Map Product selected.



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.



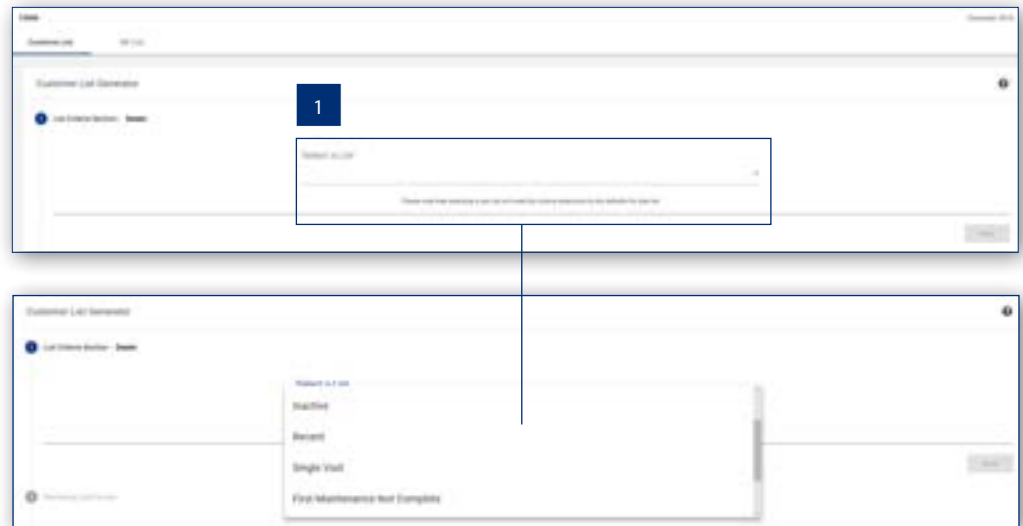
## Generating Lists

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

[Continue to Next](#)

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

The screenshot shows the AWS IAM console 'Groups' page. The 'Groups' list table has columns for Name, Status, and Actions. A group named 'Group1' is listed with a status of 'Active'. A red box highlights the 'Group1' group name. A red box with the number '1' is placed over the 'Group1' group name. A red box with the number '2' is placed over the 'Add users to group' button.

## 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

### Continue to Next

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

Generating List Preview

1

Total number of customers with contacts available: 1,000

Total number of customers without contacts available: 1,000

Customer ID	Customer Name	Phone Number	Email Address	Status
000001	JOHN DOE	555-123-4567	john.doe@example.com	Active
000002	JANE SMITH	555-234-5678	jane.smith@example.com	Active
000003	JOHN DOE	555-345-6789	john.doe@example.com	Active
000004	JANE SMITH	555-456-7890	jane.smith@example.com	Active
000005	JOHN DOE	555-567-8901	john.doe@example.com	Active
000006	JANE SMITH	555-678-9012	jane.smith@example.com	Active
000007	JOHN DOE	555-789-0123	john.doe@example.com	Active
000008	JANE SMITH	555-890-1234	jane.smith@example.com	Active
000009	JOHN DOE	555-901-2345	john.doe@example.com	Active
000010	JANE SMITH	555-012-3456	jane.smith@example.com	Active
000011	JOHN DOE	555-123-4567	john.doe@example.com	Active
000012	JANE SMITH	555-234-5678	jane.smith@example.com	Active
000013	JOHN DOE	555-345-6789	john.doe@example.com	Active
000014	JANE SMITH	555-456-7890	jane.smith@example.com	Active
000015	JOHN DOE	555-567-8901	john.doe@example.com	Active
000016	JANE SMITH	555-678-9012	jane.smith@example.com	Active
000017	JOHN DOE	555-789-0123	john.doe@example.com	Active
000018	JANE SMITH	555-890-1234	jane.smith@example.com	Active
000019	JOHN DOE	555-901-2345	john.doe@example.com	Active
000020	JANE SMITH	555-012-3456	jane.smith@example.com	Active

2

Continue to Next

## 8. 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.

Customer List Generation

1 Look Through Results 2 Processing List Process 3 Usage Agreement

You must read through the entire agreement before you may click 'Agree'

**File Download Disclaimer:**

Please note that you have full responsibility to maintain the customer and prospective customer list data delivered to you. IBM will no longer assume the duty to deliver customer or prospective data that have opted out of sending communications. This does not imply, with all such opt-out requests that you must remove within 10 business days (whether such opt-out is through email, on line, chat or telephone) and fully comply with all applicable federal and state laws, rules and regulations. Please note that you have full responsibility to maintain and use the customer and prospective customer list data delivered to you. Please be aware that attachments to the Telephone Consent Process are subject to the FCC's effective October 16, 2017 require prior express written consent before a telemarketing call may be made to a consumer's cell phone using an auto-dialer and/or pre-recorded messages. Any future use of all phone numbers on these lists is subject to the above requirements. IBM takes no responsibility for any use of these lists or your failure to take any steps to delete or delete pre-recorded messages for telemarketing. It is up to you to ensure that your actions are in full compliance with all applicable federal and state laws, rules and regulations.

**Disclaimer regarding customer information during login:**

**Telephone and Email Opt Out Disclaimer**

Please note that you are responsible for correctly maintaining customer and prospective customer lists when delivered to you. You are also responsible for updating any telephone or email opt-out data you receive and be fully abiding with all applicable federal and state laws, rules and regulations requiring you to honor all opt-out requests.

For email opt-outs you must comply with all such opt-out requests that you may receive within 10 business days (whether such opt-out is through email, on line, chat or telephone). On a monthly basis, you must provide IBM with the list of new telephone opt-outs you receive during the month.

**Telephone Disclaimer**

Please note that you are fully and solely liable for your maintenance and use of customer and prospective customer lists when delivered to you. Please be aware that attachments to the Telephone Consent Process are subject to the FCC's effective October 16, 2017 require prior express written consent before a telemarketing call or text may be made to a consumer's cell phone using an auto-dialer and/or pre-recorded system and that you must keep a record of all such written consent for at least five years after releasing a call or text.

☒ Agree 1

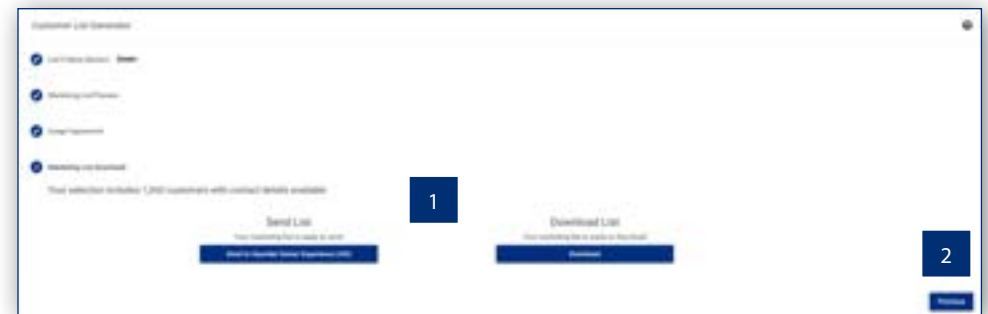
Next 2

## 9. GENERATING LISTS

1

### Download or Send

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



2

### Back to Previous

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