

# SERVICEVIEW<sup>™</sup> FIELD QUICK REFERENCE GUIDE





# Introduction

This document was designed to highlight the various functions, features and advantages of the new Hyundai ServiceView<sup>™</sup> system, one of the most powerful performance benchmarking and opportunity targeting tools available in the industry.

With ServiceView<sup>™</sup>, 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

- → 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



Menu

# **Icons and Filtering**

## 1

Navigate to any section of ServiceView

## 2 Filter

Expands and collapses the sidebar used to select filter criteria for viewing data

## 3 S

## Search

Quickly search for specific dealers by typing in dealer code, dealer name or city

### Expand

Select the Expand icon to traverse to specific geography or dealer



4

### 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

#### SERVICEVIEW™

QUICK REFERENCE GUIDE

# Menu Navigation

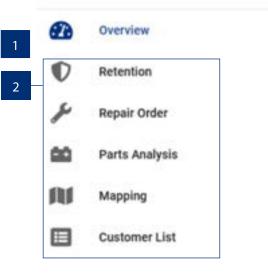
# 1

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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

**SERVICEVIEW<sup>™</sup>** 

# Overview

### Dashboard

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

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SERVICEVIEW™

Overview

# Overview

### Opportunity

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

	Opportunit	ty: Dealer Retention				2	3	0
1	Your Dealers) Dealer A Region A	hip Retention is below the	Comparison Messure.	8.55		By reacting the comparison measure, your Dealership could realize the following incommental revenue opportunities.	The following Vehicle Age segments represent your focused opportunity + 4-5 Years (185) + 2-3 Years (182) + 5-6 Years (187)	
	ain. A titi printee	2025. Сопцинал ликоня	675	875	70	\$89,226		
5	NAVIGATE TO	DETALS						



#### 4. OVERVIEW



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#### **KPI** Measurement

Indicates the KPI/Metrics where an opportunity exists

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Dealer A		6675		
Region A			11.0 %	
-	2015	wight -	0.75	
100				

### Revenue Opportunity

- Displays the potential revenue opportunity the Dealership can realize by performing at the comparison measure
- a. Total Opportunity: represents the potential total revenue if the Dealer were to perform at the benchmark
- b. Focus Opportunity: represents the potential revenue if the Dealer were to focus on top components listed in the Opportunity Breakdown



#### **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

The following Vehicle Age segments represent your focused opportunity.
<ul> <li>4-5 Years (105)</li> </ul>
<ul> <li>2-3 Years (182)</li> </ul>

#### · 5-6 Vears (157)

## Overview

#### SERVICEVIEW™

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#### 4. OVERVIEW



## Help

Provides the user an explanation of opportunity card features



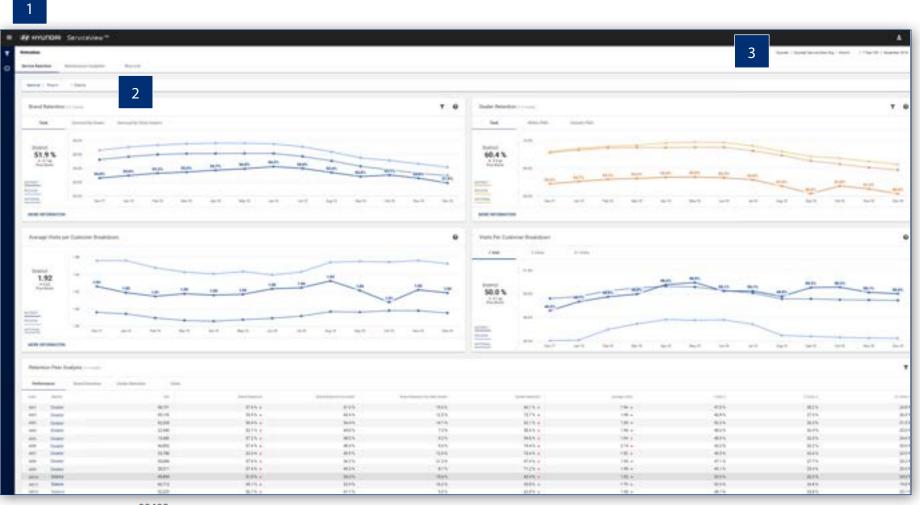
5 Na Lin

Navigate To Details Links directly to the exhibits for more in-depth analysis

NAVIGATE TO DETAILS



# **Field View**



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99493

### SERVICEVIEW™

Field View

#### 5. FIELD VIEW



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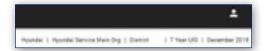
Name of current module being viewed. Below it are tabs to navigate between different metric pages

	HYUПОRI	Service/lew**		
т	Retention			
0	Service Intention	Maintenansi Cangtate	15ar (14)	_

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

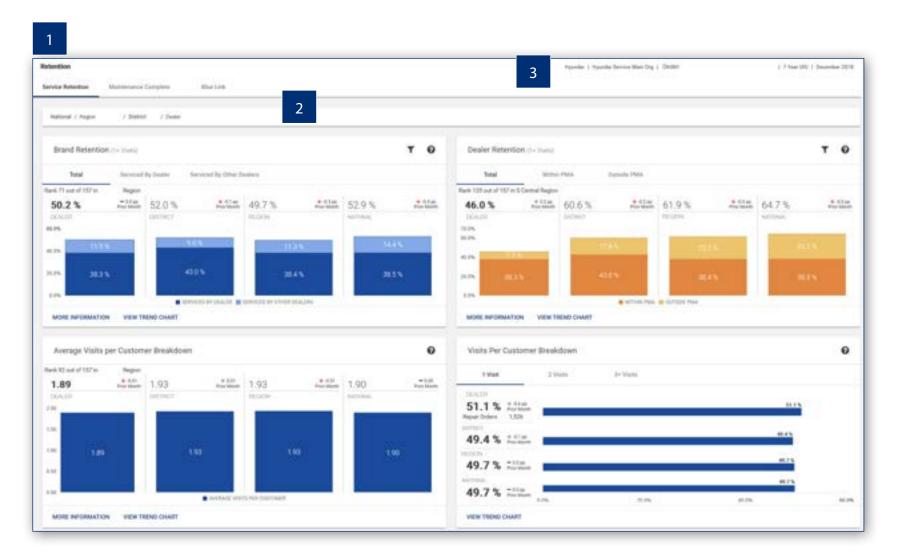
Displays basic filter information such as current time period and vehicle analysis set





# **Dealer View**

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



#### SERVICEVIEW™

## System Navigation

#### 6. DEALER VIEW

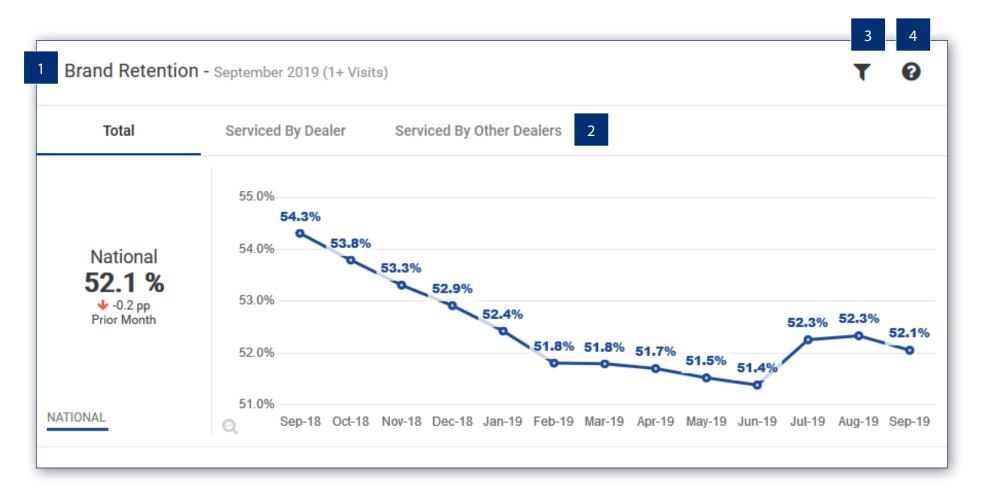
1	Name of current module being viewed. Below it are tabs to navigate between different metric pages	Retention Service Retention Maintenance Complete Blue Link
2	Displays geographic information/breadcrumb of the dealer currently being viewed	National / Region / District / Dealer
3	Displays basic filter information such as current time period and vehicle analysis set	Hyundel   Hyundel Service Main Grg   Desiler   7 Year URO   December 2018

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SERVICEVIEW™

# System Navigation

# **Exhibits**



Exhibits

#### 7. EXHIBITS



## Metric Title

If filter has been applied, description is displayed in parenthesis



2

Display Tabs Displays different views of the current metric

Total Serviced By Dealer Serviced By Other Dealer	Total	Serviced By Dealer	Serviced By Other Dealers
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## Filter Icon

Filters different subsets of the current metric



## Help

Provides an explanation of the metric in the card

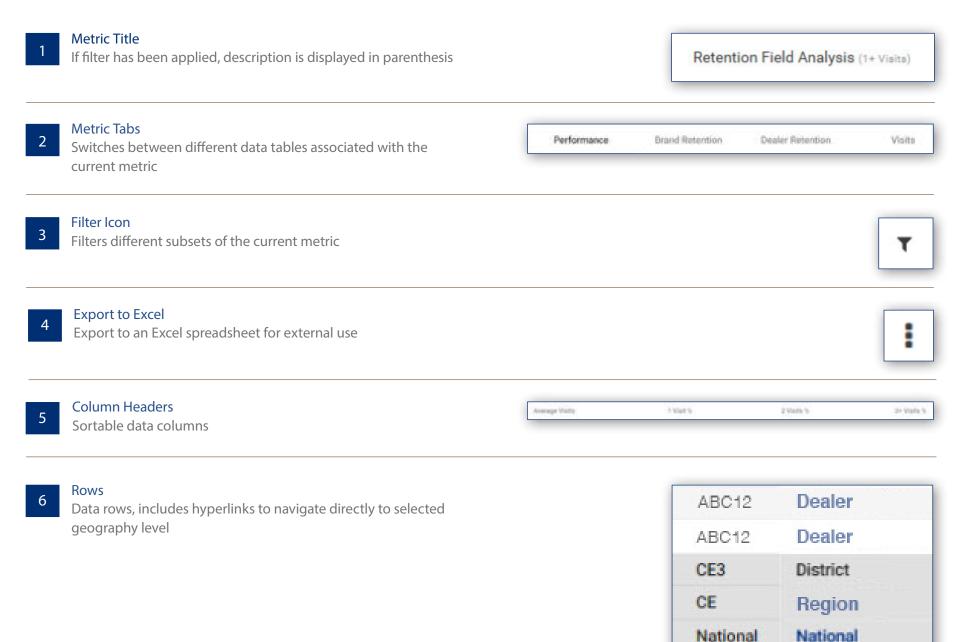


#### SERVICEVIEW™

## Exhibits

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HY0035	Dealer 0035	8,361	52.8 % #	25.5 %	27.4%	43.8 % #	1.84 +	53.3 N	24.3 %	22.4 %
00001	Dealer 0030	7,590	50.0% +	39.3 %	16.7 %	78.4 % +	1.82 -	47.1%	33.1 %	19.8 %
HYD039	Dealer 0039	7,469	54.6 % +	38.9 %	15.7 %	59.6 % +	1.98 +	47.8 %	23.5 %	26.8 %
HY0948	Dealer 0948	7,229	47.2% +	0.0%	47.2 %	0.0% -				
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HY0042	Dealer 0042	6,778	52.0 % +	35.1 %	16.9 %	75.1 % +	1.68 +	54.9 %	29.5 %	15.6%
10'0043	Dealer 0045	5,708	50.3 % +	25.1%	25.2 %	54.0 % +	1.77 +	56.4 %	23.5%	20.2%
HY0033	Dealer 0033	5,434	53.3 % +	28.7 %	24.3 %	44.4 % +	1.74 -	54.5%	25.8 %	18.6%
HY0045	Dealer 0045	4,091	62.5 % +	36.2 %	26.3 %	61.8% +	2.02 -	46.9 %	25.4 %	26.6 %
HYDODB	Dealer 0038	3,478	54.2 % +	25.9%	28.3 N	82.1% +	1.66 +	59.0 %	25.1 %	15.9%
HY0044	Dealer 0044	2,875	71.6% #	82.4%	22%	81.7% +	2.73 +	35.1%	30.5 %	34.4 %
DST34	District 34	68,151	55.5 % +	367%	18.8 %	67.9 % +	1.85 +	50.0 %	27.8%	22.2 %
RG7	Region #7	216,564	547% #	40.5 %	14.2 %	66.3 % <del>+</del>	1.90 -	48.6 %	28.0 %	23.4 %
National	National	3,314,153	52.1 % +	37.8 %	142.5	63.4 % +	1.68 +	50.1 %	27.2 %	22.8 %

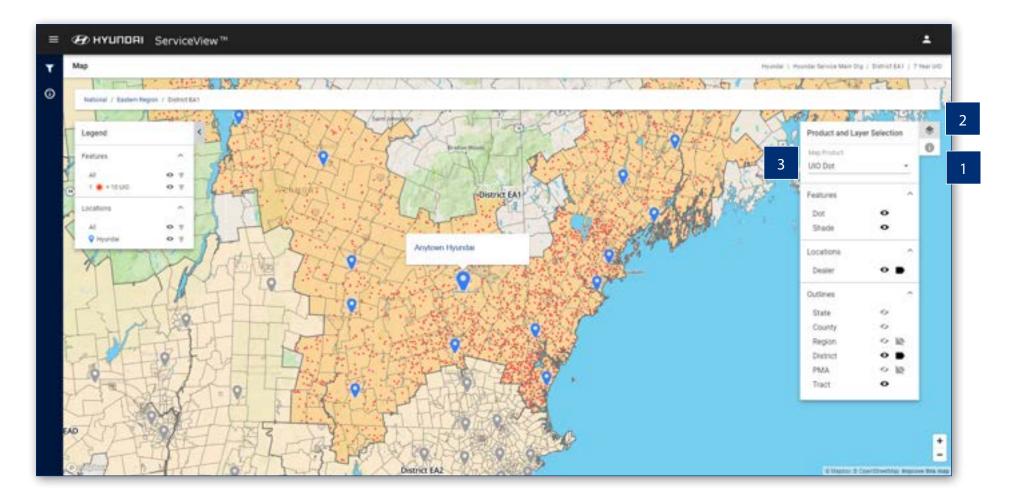
#### 7. EXHIBITS



## 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.



## Mapping

#### 8. MAPPING



2

3

### Information

map layers.

Map Product

map products.

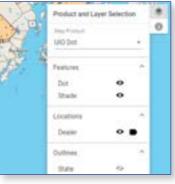
Displays metrics based on the Map Product selected.

Switch between different map products and adjust

Click on the drop down menu to view different

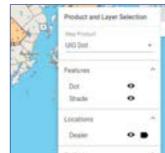
Product and Layer Selection













## Mapping

## SERVICEVIEW™

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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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#### 9. 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



#### Continue to Next

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

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### 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.



#### 9. GENERATING LISTS



## Download or Send

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

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### Back to Previous

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



**Generating Lists**