

Beyond Best Practices:

How to use serviceview™ to target the right customers for retention growth

The Dealer Retention site provides in-depth information to show the Dealer where they need to focus on especially Marketing opportunity! Best part about ServiceView is the team at Urban Science as they are always there to help you and are available to answer any questions and/or attend any Dealer meetings!"

- District Manager, Western Region

ServiceView™ is the only aftersales solution that takes control of the customer service loyalty cycle, empowering Field Managers with insights critical for driving performance improvement conversations with dealers on how to keep their customers from sale to service and back again. This starts by identifying key service performance metrics and measuring them against benchmarks to build a true picture of performance.

What many users don't realize is that ServiceView's capabilities go far beyond reporting service and part sales. Our most successful Field Managers use ServiceView to dive deep into a dealership's retention data to highlight how capturing Marketing opportunities could boost retention and revenue.

To learn more about how Serviceview can help Strengthen AfterSales performance contact genesisserviceviewsupport@urbanscience.com.

step
1

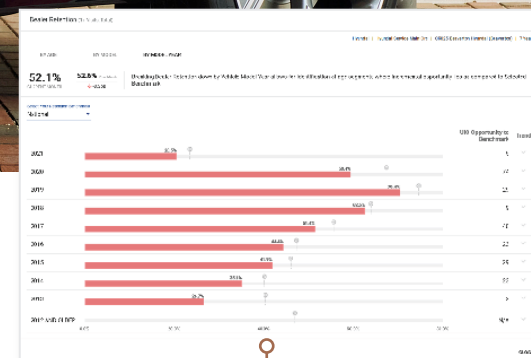


Where exactly do I need to focus my dealer retention improvement efforts to increase loyalty and grow revenue?



step
2

Navigate to details to further refine opportunity by vehicle age, include model or model year and such to understand at a high-level dealer retention metrics and opportunity by vehicle age.



step
3



"When reviewing ServiceView with my Dealers I always first review their "opportunity page". This is a great place to start as it always leads to answering questions and diving deeper into KPIs."

