



SERVICEVIEW™

CASE STUDY

Combat Declining Brand Loyalty with Daily ServiceView Usage

**HOW ENGAGED DEALERS REDUCED THEIR RATE OF BRAND
DEFECTION IN A DECLINING LOYALTY ENVIRONMENT.**



URBAN SCIENCE®





The Challenge

A major automotive brand was experiencing measurable decline in customer loyalty as consumers become more price-sensitive and willing to switch providers. Our research shows that, **64% of consumers list vehicle affordability as their top concern, and 47% worry about the cost to service a vehicle** – making them more likely to shop around and defect from the dealer service network. Compounding the challenge, **65% of consumers say they would choose a dealership based solely on price**, making loyalty increasingly difficult to maintain.

To help protect loyalty in this environment, the brand needed its dealer network to deliver consistent, value-driven service experiences that helped retain customers who may otherwise leave for perceived lower-cost alternatives. This mattered because we have seen that **57% of buyers say their impression of the service department influences where they purchase or lease** – meaning strong service experiences today support both loyalty and future sales.

*This survey was conducted online by The Harris Poll on behalf of Urban Science among 3,026 U.S. adults aged 18+ who currently own or lease or plan to purchase or lease a new or used vehicle in the next 12 months (between January 10 to February 4, 2025) and among 254 U.S. OEM automotive dealers, whose titles were Sales Manager, General Manager, or Principal/VP/Owner (between January 9 to January 30, 2025.)





The Solution

ServiceView™ provides dealers clear visibility into customer engagement patterns and return-to-service behaviors, helping advisors stay connected with customers throughout their ownership cycle. With greater awareness of who is returning, who isn't, and which customers may be at risk, service teams can initiate timely outreach and create more meaningful, personalized interactions that strengthen trust and encourage repeat visits – critical drivers of ongoing loyalty.



ServiceView Delivers:

- **Visibility into customer return and defection patterns** so service departments can identify at-risk customers early and take proactive steps to retain them.
- **Retention-focused insights that bring more customers back into the service lane**, giving advisors consistent opportunities to engage and reconnect.
- **Context that strengthens advisor–customer relationships** by enabling more personalized, trusted, and meaningful interactions over time.

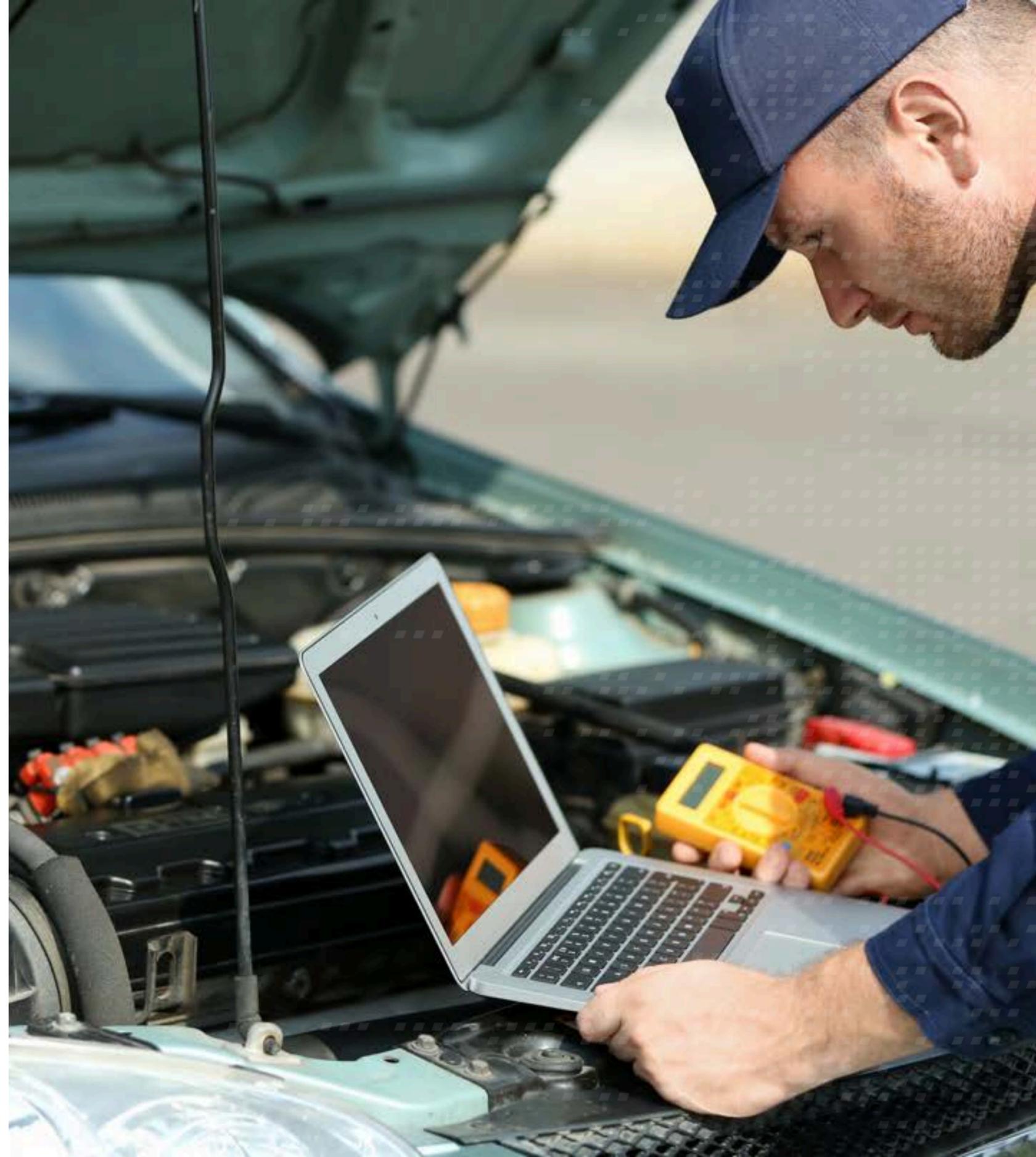


The Action

To understand how ServiceView™ impacts this brand's loyalty performance, Urban Science **analyzed Service Loyalty results from Q3 (July–Sept.) 2024 against Q3 2025**, grouping dealers into usage tiers based on:

- **Average Monthly Logins to ServiceView**
- **Average YoY Service Loyalty Change**

A chi-square test—a statistical method used to determine whether two variables are meaningfully connected rather than correlated by chance—confirmed a significant link between higher ServiceView usage and improved service loyalty outcomes.

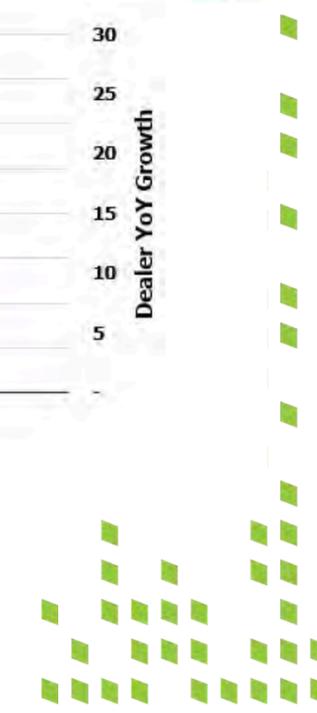




The Results

While brand service loyalty continued to decline, **dealers who used ServiceView™ more frequently retained more customers**, demonstrating that ServiceView helped the brand soften loyalty loss.

Three Month Service Loyalty Lift & Incremental Revenue





Key Takeaways



- **Higher ServiceView™ usage directly translates to stronger loyalty and revenue impact.** Daily users retained an average of 12 more customers than non-users, generating \$36,085 in incremental revenue in just three months.
- **Proactive visibility improves retention.** ServiceView helps dealers identify return-to-service gaps and service defection trends early, enabling timely outreach that keeps more customers in the brand's network.
- **Stronger advisor-customer relationships support loyalty.** By giving advisors the context they need to reconnect meaningfully with customers, ServiceView helps maintain trust and reduce defection to competitive alternatives.

+12 Customers
and
+\$36K Revenue
in just 3 months.

Powered by daily ServiceView usage.



URBAN SCIENCE®



Business Outcomes

Customer loyalty directly impacts long-term service revenue, dealership growth, and brand strength, so by helping more customers return for service, ServiceView™ supported the brand in:

- Maintaining a larger, more stable customer base
- Increasing repeat service visits and service revenue
- Reducing defection to general repair shops
- Strengthening customer relationships over the ownership cycle

As the brand worked to stabilize loyalty performance, **ServiceView served as a critical tool that helped retain more customers** simply by being used more consistently across the dealer network.





Ready to Drive Loyalty?

Let's discuss how ServiceView™ can reinforce your network's customer loyalty strategy. By enabling advisors to anticipate needs and guide every visit with data-driven confidence, ServiceView creates the consistent experiences that strengthen long-term retention and help increase revenue across your network.

Connect with an Urban Scientist Today!

Or discover more at UrbanScience.com/serviceview

