



SERVICEVIEW™

CASE STUDY

Increase Repair Order Value with Consistent ServiceView Usage

**HOW ACTIVE DEALERS DROVE BIGGER GAINS IN AVERAGE
REPAIR ORDER REVENUE.**



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The Challenge

A major automotive brand was navigating mounting pressure to maintain profitability amid shifting consumer expectations and increasing competitive alternatives for service. 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. Against this backdrop, growing revenue per service visit was critical for long-term success.

As affordability concerns grew, service revenue could no longer be driven by visit volume alone. The brand needed its dealer network to maximize the value of each Repair Order (RO) to sustain profitability without compromising customer trust or experience. This was especially important as customers increasingly compared dealership service to lower-cost or perceived higher-value alternatives.

*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™ provided the brand and its dealers with a unified, analytical foundation that simplified complex service data and accelerated better decision-making. By turning fragmented information into clear, actionable insights, ServiceView helped dealers identify appropriate revenue opportunities that improved RO value.



ServiceView Delivers:

- **Clear visibility into RO performance and revenue drivers** to quickly see where value is being missed and focus on the opportunities that matter most within each visit.
- **Actionable, revenue-focused insights reduce guesswork** by prioritizing the right service opportunities, leading to more consistent and higher-value RO without relying on aggressive upsell behavior.
- **A shared, trusted view of service performance across a network** that aligns decision-making, improves execution consistency, and enables dealers to convert everyday service activity into predictable revenue gains.



The Action

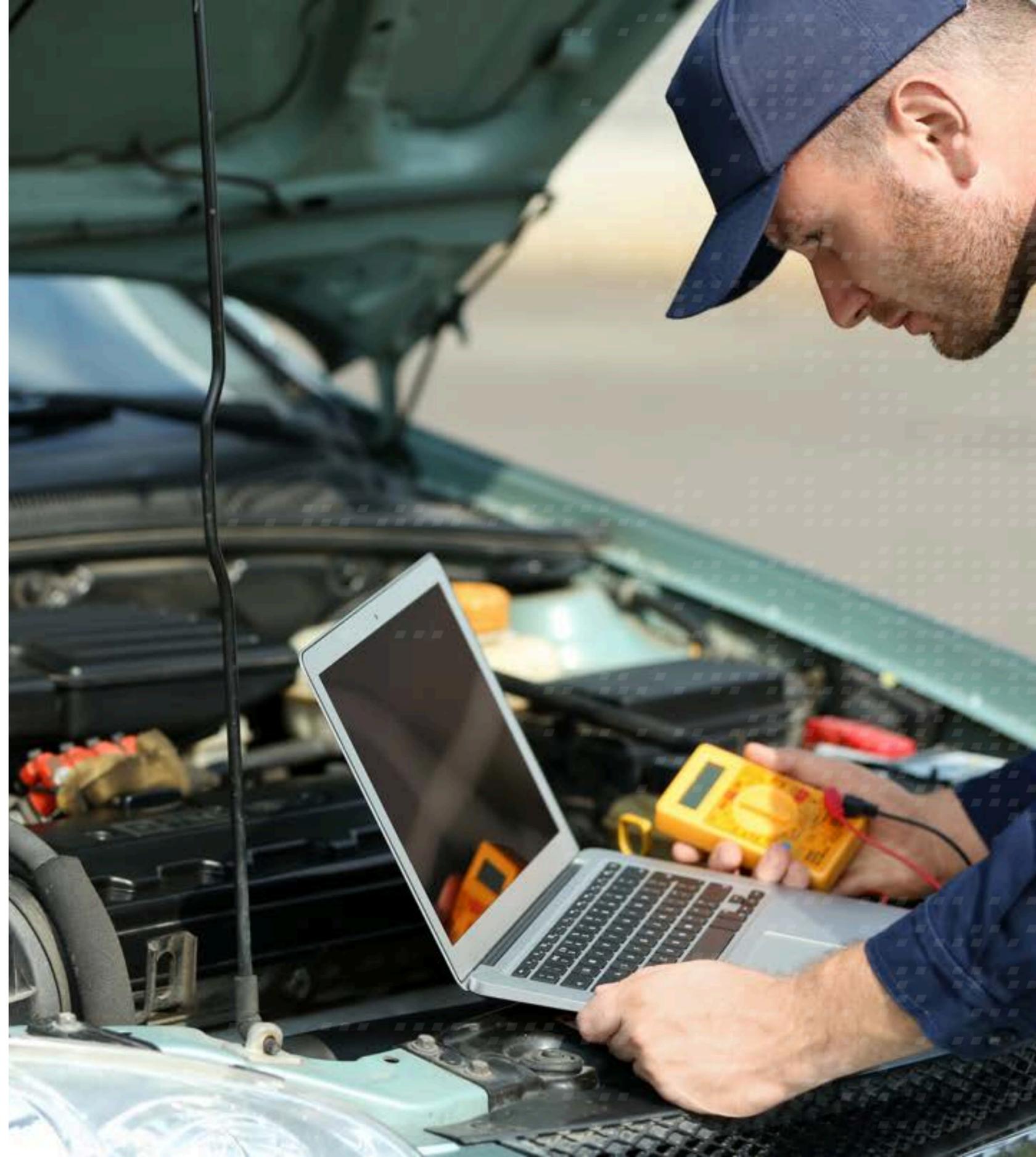
To validate the relationship between ServiceView™ usage and RO revenue, Urban Science analyzed dealer results from Q3 (July-September) 2024 against Q3 2025, grouping dealers into usage tiers based on:

- **Average Monthly Logins to ServiceView**
- **Average YoY change in Average Dollars per Repair Order (RO)**

A chi-square test—a statistical method used to determine whether two variables are meaningfully connected rather than correlated by chance—confirmed a significant relationship between higher ServiceView usage and YoY improvement in Average Dollars per RO.



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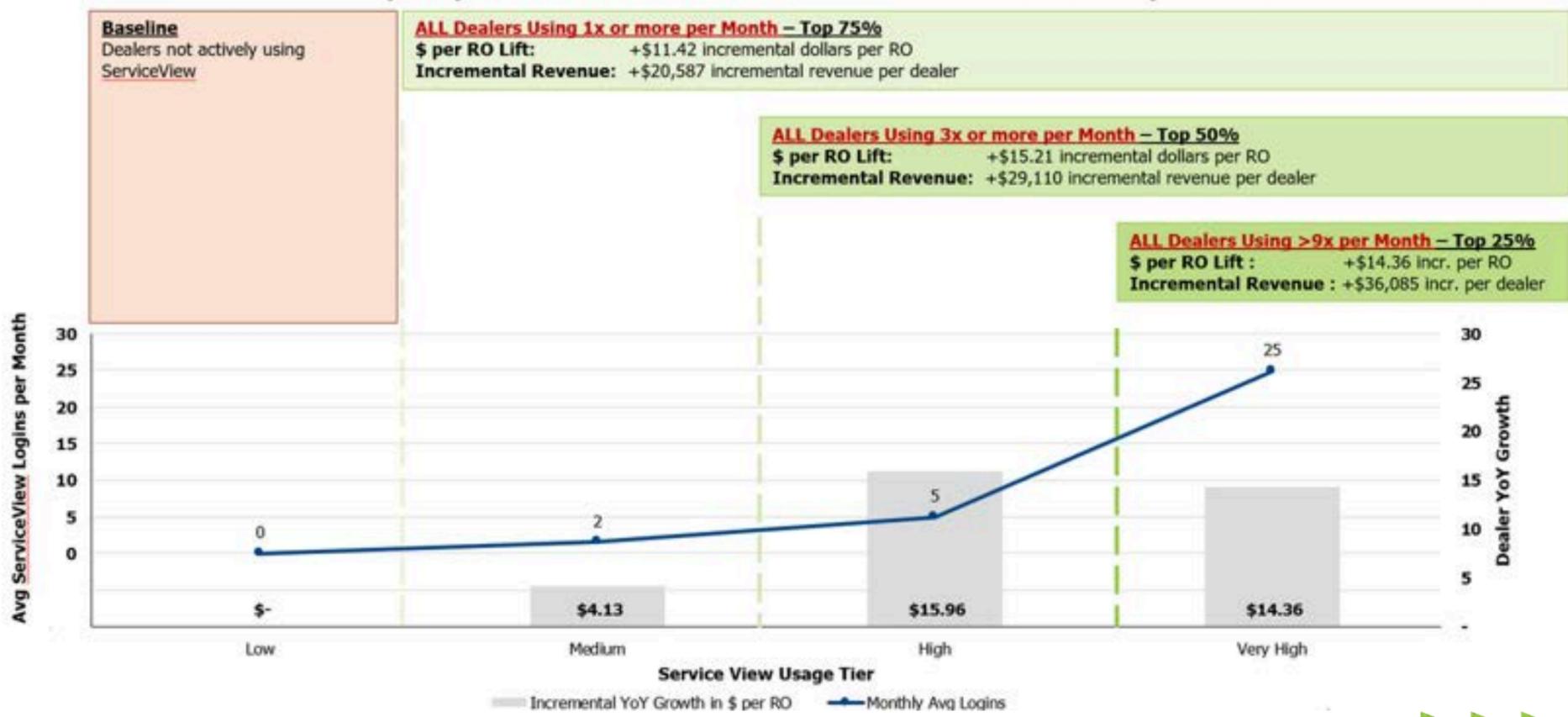




The Results

Over three months, even minimal ServiceView™ engagement delivered measurable RO lift, but consistent usage unlocked even greater gains, proving that ServiceView helped strengthen aftersales profitability in a price-sensitive market.

Three Month Service Repair Order Lift & Incremental Revenue





Key Takeaways

- **Higher ServiceView™ usage delivers immediate lift.** Dealers don't need heavy usage to see impact. Once per month achieved a +\$4.13 increase in dollars per RO.
- **Consistency changed behavior and outcomes.** As ServiceView became part of regular service workflows, dealers were better positioned to identify and act on service opportunities, resulting in stronger and more repeatable improvements in RO value.
- **High engagement maximized total revenue impact.** Dealers using ServiceView multiple times per week saw the greatest overall gains, producing an average of +\$36,085 in incremental revenue per dealer, with a sustained +\$14.36 lift per RO.

+\$14 Lift per RO

and

+\$36K Revenue

in just 3 months.

Powered by regular ServiceView usage.



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Business Outcomes

By increasing average dollars per repair order, **the brand strengthened aftersales profitability without relying on additional service volume.** In just three months, consistent ServiceView™ usage delivered more than \$20,000 in incremental revenue per dealer, proving **ServiceView to be a critical tool for increasing RO revenue.** Even modest engagement generated measurable financial value, while regular use embedded insight-driven decision-making across the dealer network.





Ready to Drive Repair Order Revenue?

Let's discuss how ServiceView™ can help your dealer network maximize the value of every service visit. By turning complex service data into clear, actionable insight, ServiceView enables confident decision-making that increases RO value and strengthens aftersales profitability at scale.

Connect with an Urban Scientist Today!

Or discover more at UrbanScience.com/serviceview

