



SERVICEVIEW™  
RETAILER QUICK REFERENCE GUIDE



# Introduction

This document was designed to highlight the various functions, features and advantages of the new Genesis 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.

- Introduction ..... 2
- 1. Getting Started ..... 3
  - 1.1 Connecting ..... 3
- 2. Icons and Filtering ..... 4
- 3. Menu Navigation ..... 5
- 4. Overview ..... 6
- 5. System Navigation ..... 10
- 6. Exhibits ..... 12
- 7. Mapping ..... 14
- 8. Generating Lists ..... 16

# Getting Started

## 1.1 | Connecting

The application is accessible via [GenesisDealerUSA.com](https://GenesisDealerUSA.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 [GenesisServiceViewSupport@urbanscience.com](mailto:GenesisServiceViewSupport@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

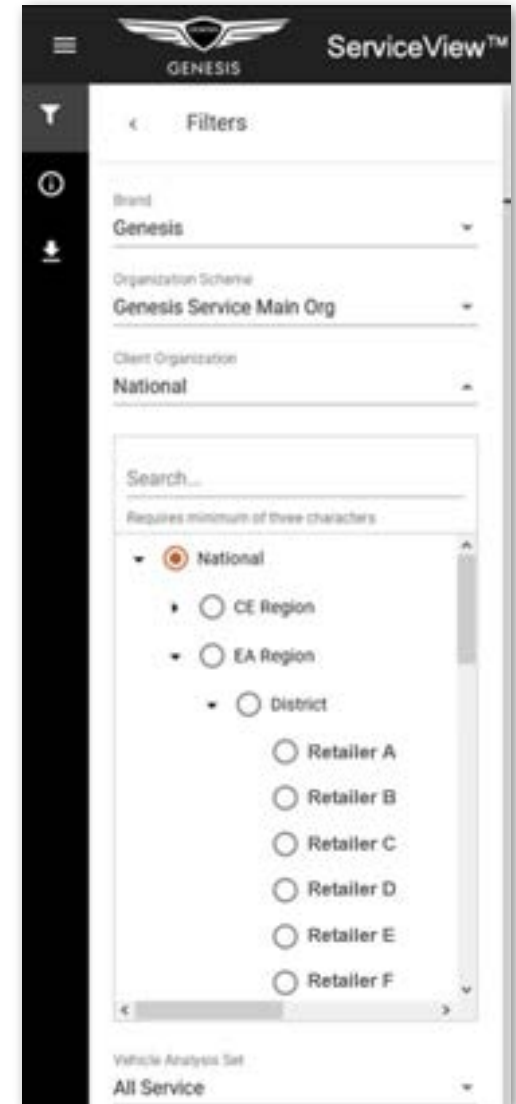
### Data Source

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

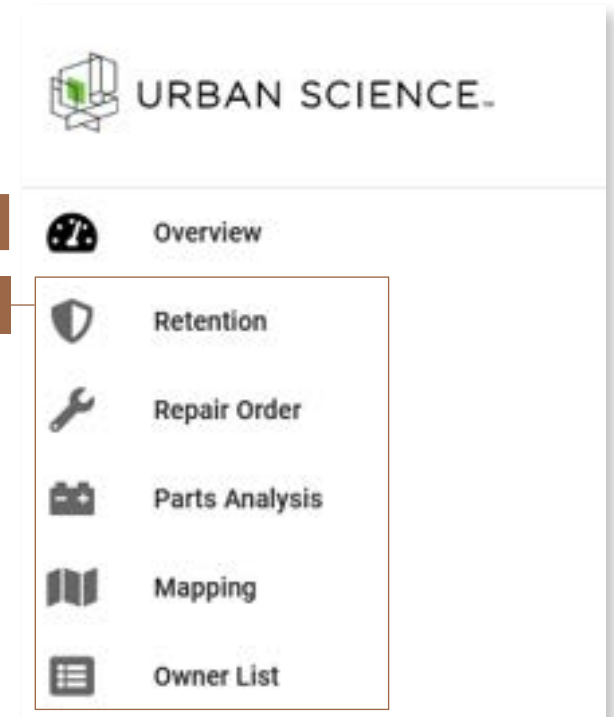
### 1. Overview

- 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

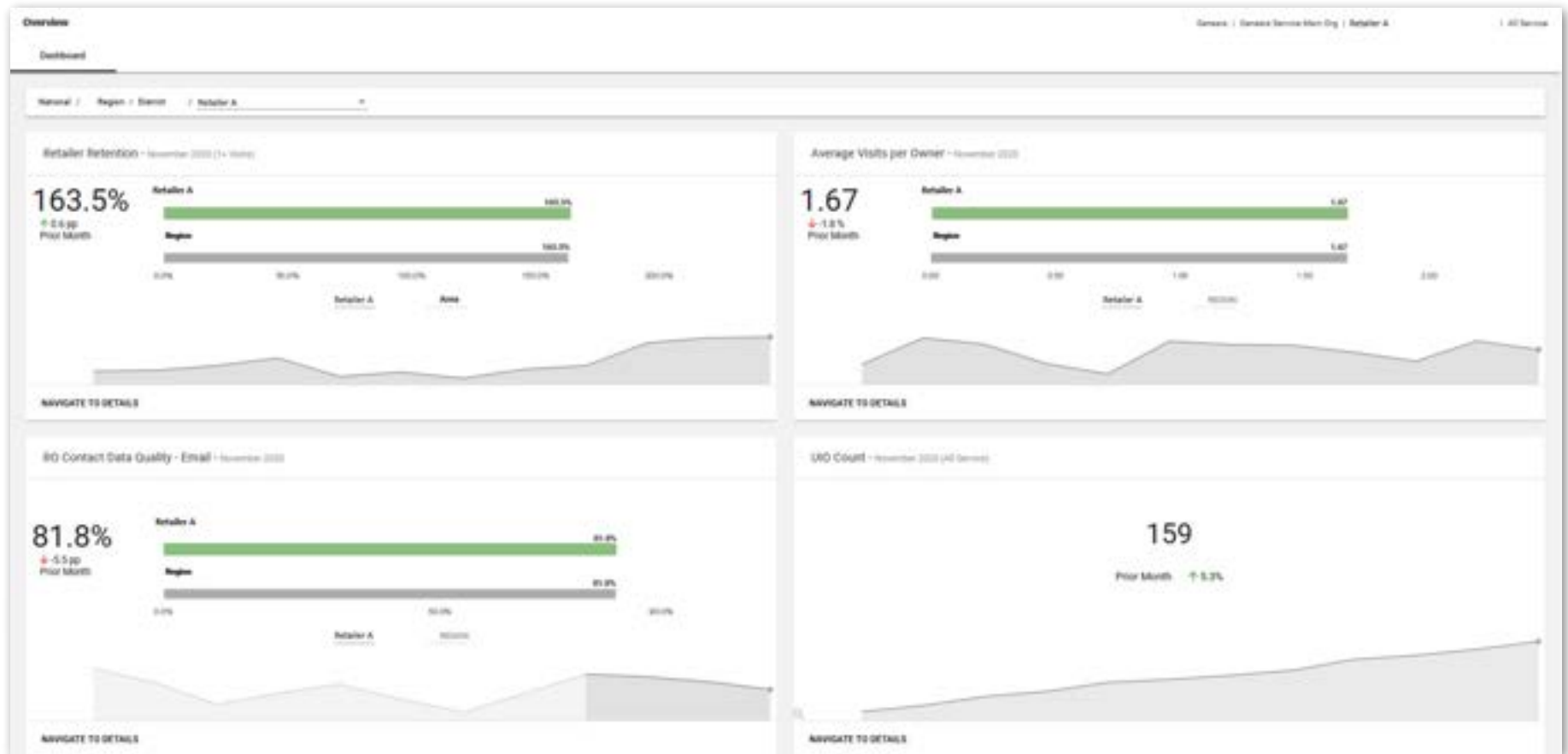


#### 4. OVERVIEW

# Overview

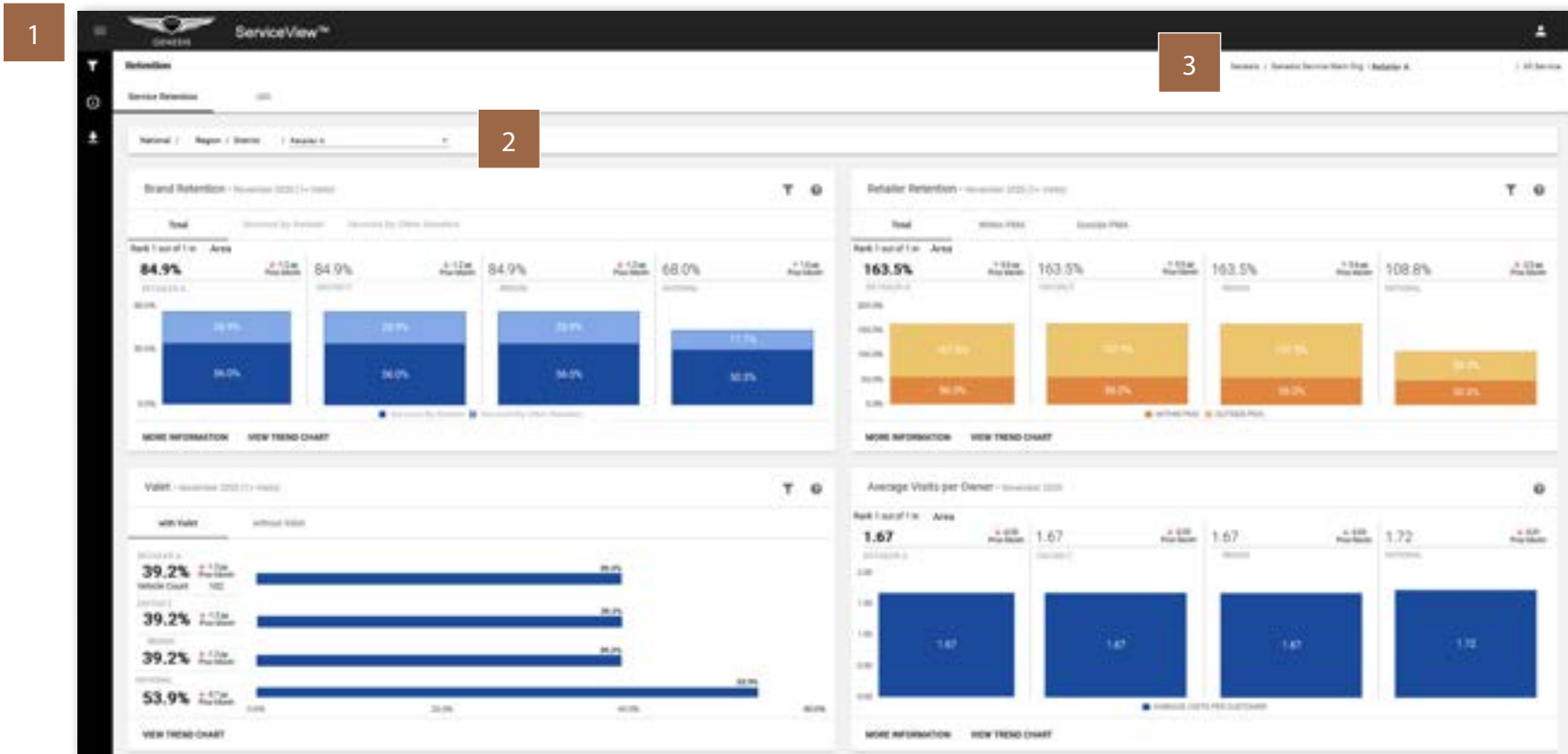
Dashboard

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



# Retailer 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



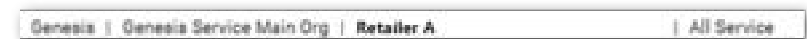
2

Displays basic filter information such as geography level and vehicle analysis set



3

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











# Exhibits

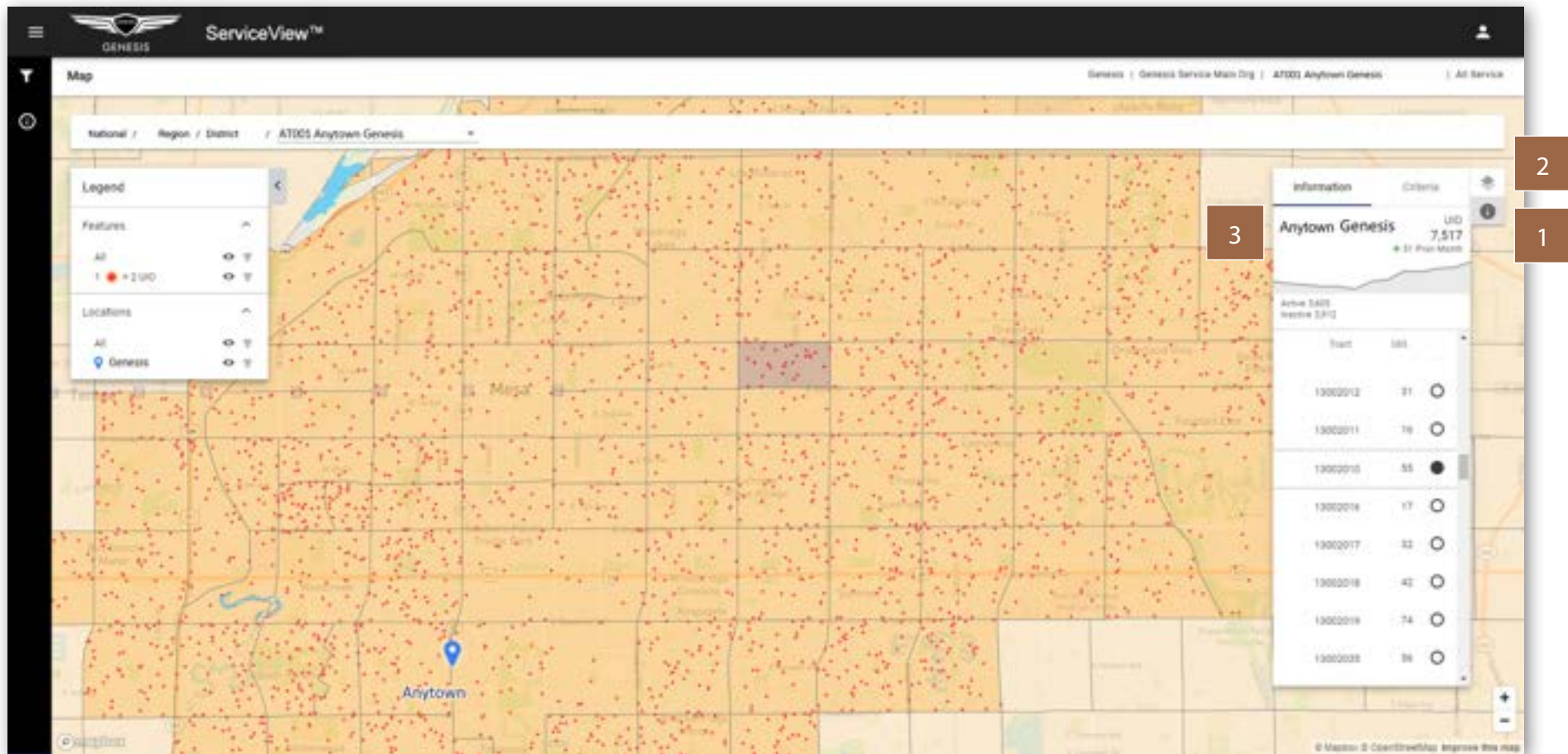


## 6. EXHIBITS

- 1** **Metric Title**  
If filter has been applied, description is displayed in parenthesis  

- 2** **Display Tabs**  
Displays different views of the current metric  

- 3** **Filter Icon**  
Filters different subsets of the current metric  

- 4** **Help**  
Provides an explanation of the metric in the card  

- 5** **More Information**  
Opens the pop-up window to enable a deeper dive into the current metric  

- 6** **View Trend Chart**  
Changes visualization of the current metric  


# 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.

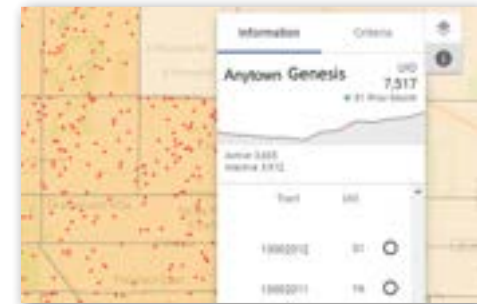


## 7. MAPPING

1

### Information

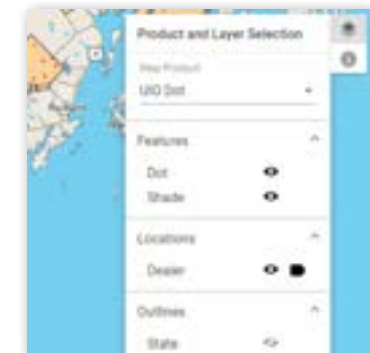
Displays metrics based on the Map Product selected.



2

### Product and Layer Selection

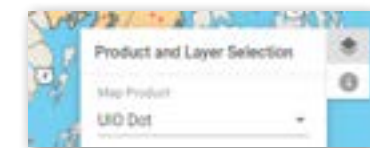
Switch between different map products and adjust map layers.



3

### Map Product

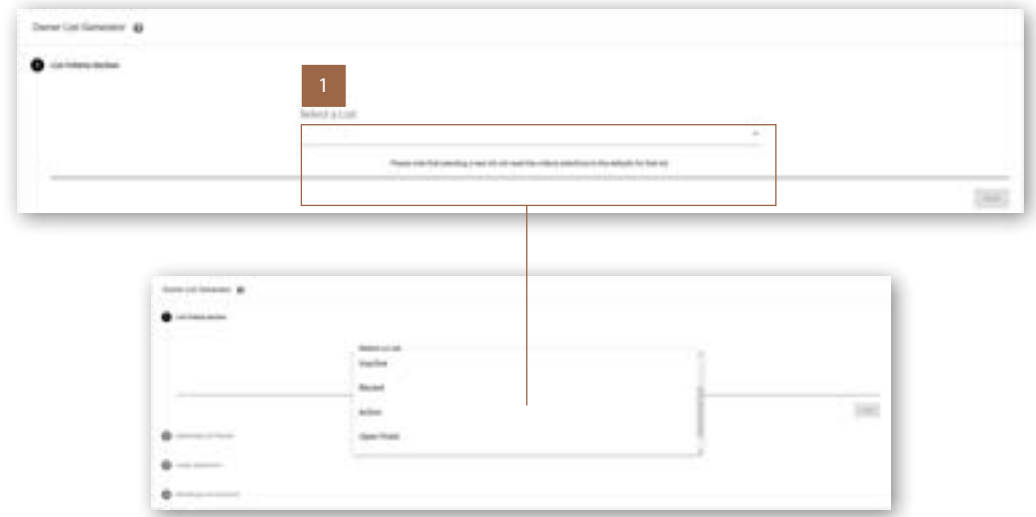
Click on the drop down menu to view different map products.



# 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

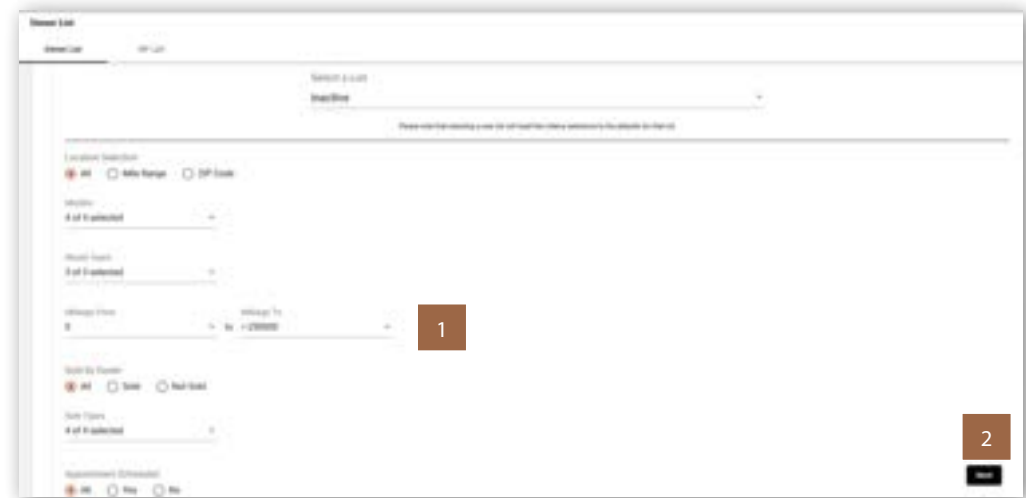
The Filter criteria has been pre-populated for the selected list.

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.



## 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.

The screenshot displays a software interface for generating lists. At the top, it shows 'Marketing List Preview'. Below this, there are two summary statistics: 'Total number of contacts with contact details available' (28) and 'Total number of contacts without contact details available' (8). A table follows with columns for 'List ID', 'List Name', 'Status', 'Number of Contacts', and 'Created Date'. The table contains 20 rows of data. At the bottom right, there are 'Previous' and 'Next' buttons. A red box with the number '1' is placed over the summary statistics, and another red box with the number '2' is placed over the 'Next' button.

List ID	List Name	Status	Number of Contacts	Created Date
20001	20001-01	2018	28	2018-01-01
20002	20002-01	2018	15	2018-01-01
20003	20003-01	2018	10	2018-01-01
20004	20004-01	2018	12	2018-01-01
20005	20005-01	2018	18	2018-01-01
20006	20006-01	2018	14	2018-01-01
20007	20007-01	2018	16	2018-01-01
20008	20008-01	2018	11	2018-01-01
20009	20009-01	2018	13	2018-01-01
20010	20010-01	2018	17	2018-01-01
20011	20011-01	2018	9	2018-01-01
20012	20012-01	2018	14	2018-01-01
20013	20013-01	2018	12	2018-01-01
20014	20014-01	2018	15	2018-01-01
20015	20015-01	2018	11	2018-01-01
20016	20016-01	2018	13	2018-01-01
20017	20017-01	2018	10	2018-01-01
20018	20018-01	2018	16	2018-01-01
20019	20019-01	2018	14	2018-01-01
20020	20020-01	2018	12	2018-01-01

## 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.





## 9. GENERATING LISTS

1

### Download or Send

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



2

### Back to Previous

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