



SERVICEVIEW™
FIELD QUICK REFERENCE GUIDE



URBAN SCIENCE®
GUIDING BUSINESS THROUGH SCIENCE

Introduction

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

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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

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

Search

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

4

Expand

Select the Expand icon to traverse to specific geography or dealer

5

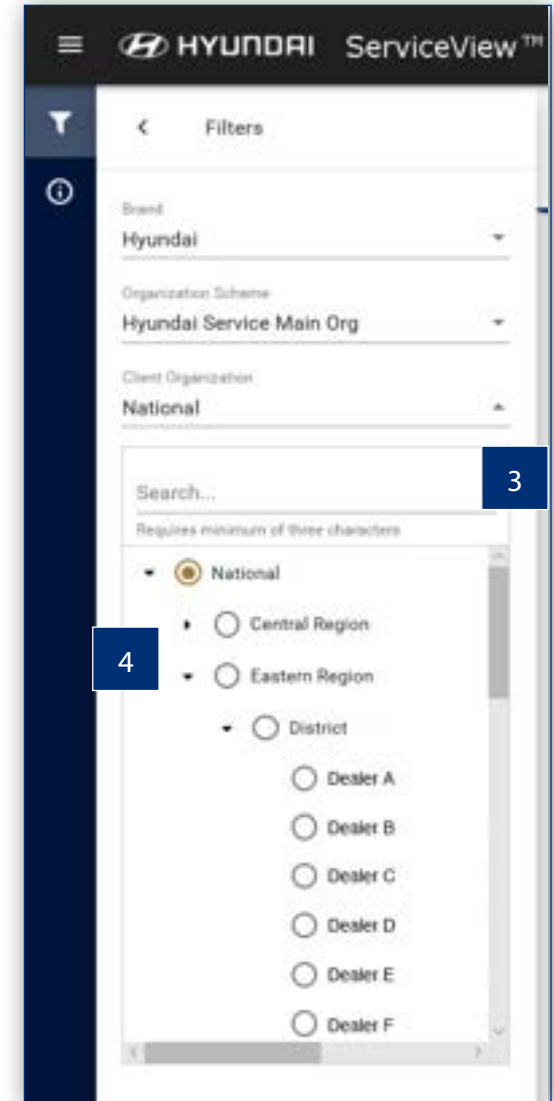
Data Source

Open the Data Source icon to see information on when the data was last updated for each source listed

1

2

5



Icons and Filtering

Menu Navigation

1

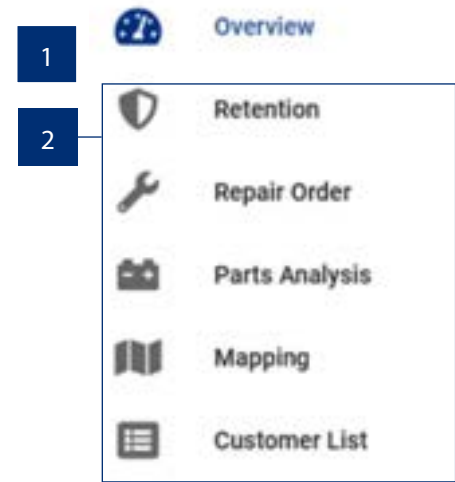
1. Overview

- 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

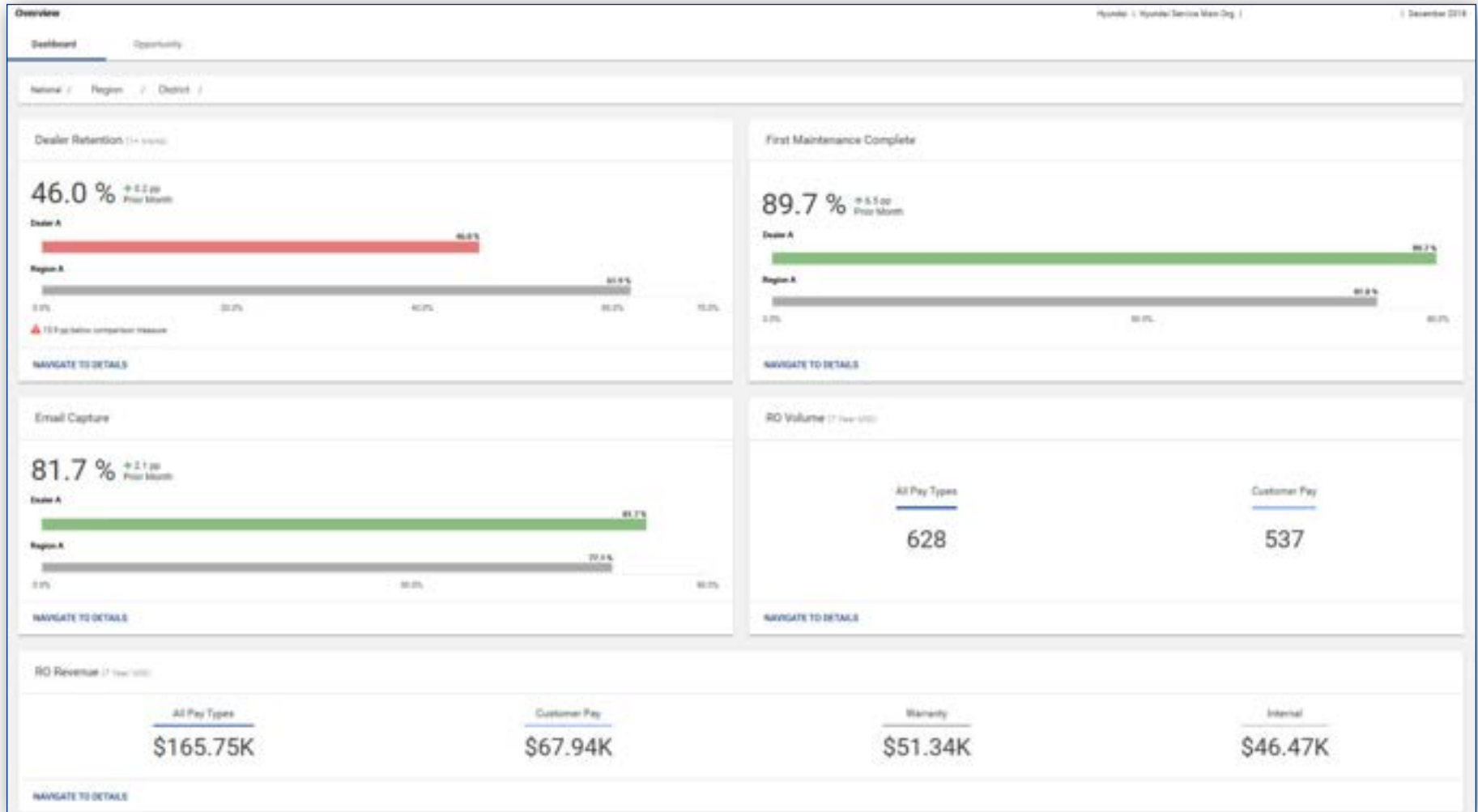


4. OVERVIEW

Overview

Dashboard

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



Overview

Opportunity

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

4



4. OVERVIEW

1

KPI Measurement

Indicates the KPI/Metrics where an opportunity exists



2

Revenue Opportunity

Displays the potential revenue opportunity the Dealership can realize by performing at the comparison measure

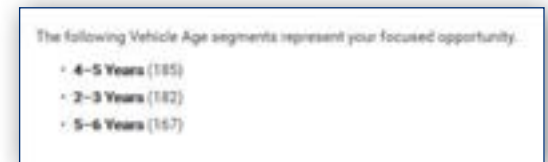
- Total Opportunity: represents the potential total revenue if the Dealer were to perform at the benchmark
- Focus Opportunity: represents the potential revenue if the Dealer were to focus on top components listed in the Opportunity Breakdown



3

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



4. OVERVIEW

4

Help

Provides the user an explanation of opportunity card features



5

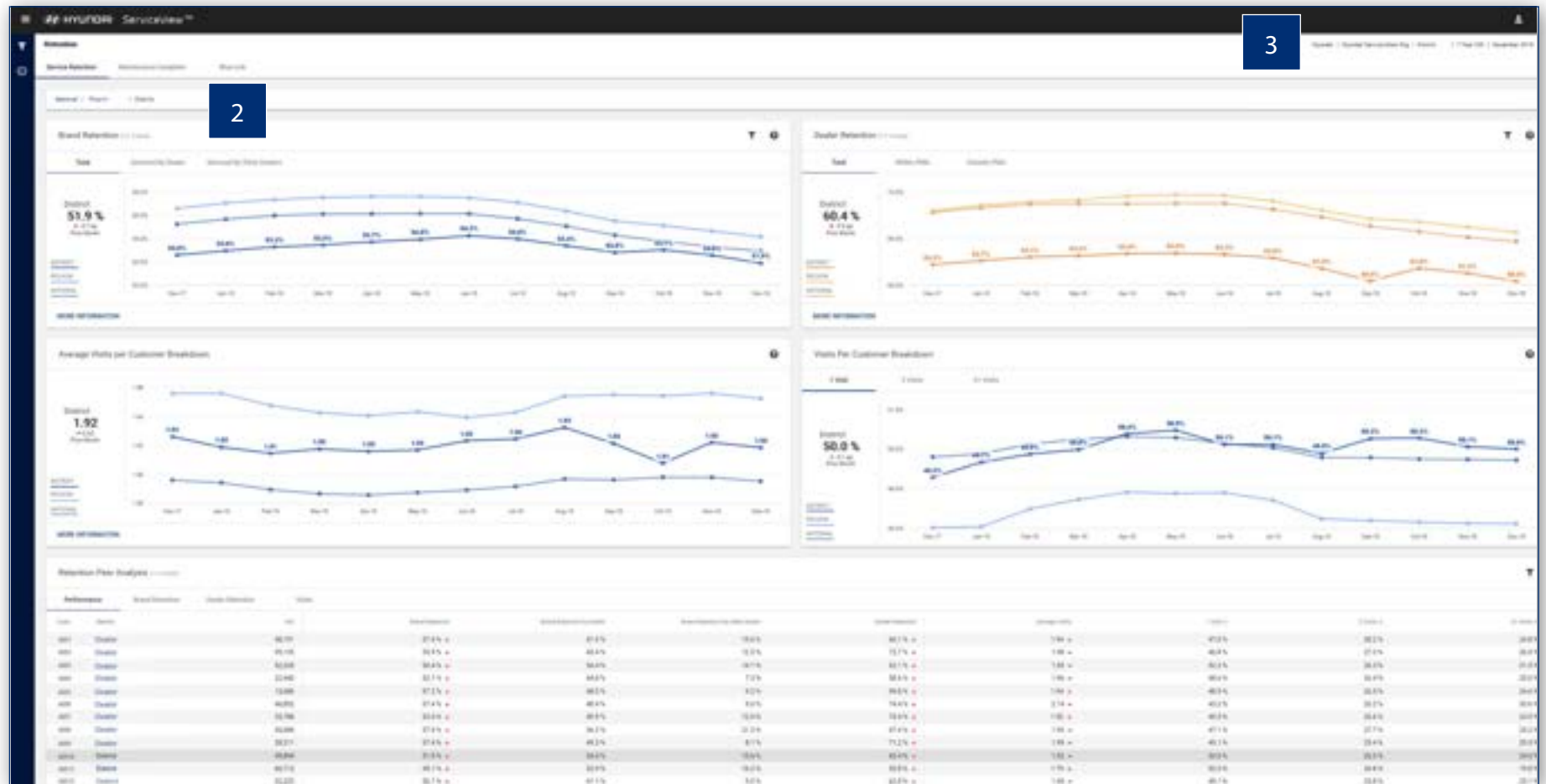
Navigate To Details

Links directly to the exhibits for more in-depth analysis

NAVIGATE TO DETAILS

Field View

1



3

2

5. FIELD VIEW

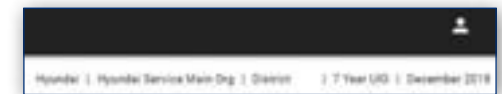
1 Name of current module being viewed. Below it are tabs to navigate between different metric pages



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

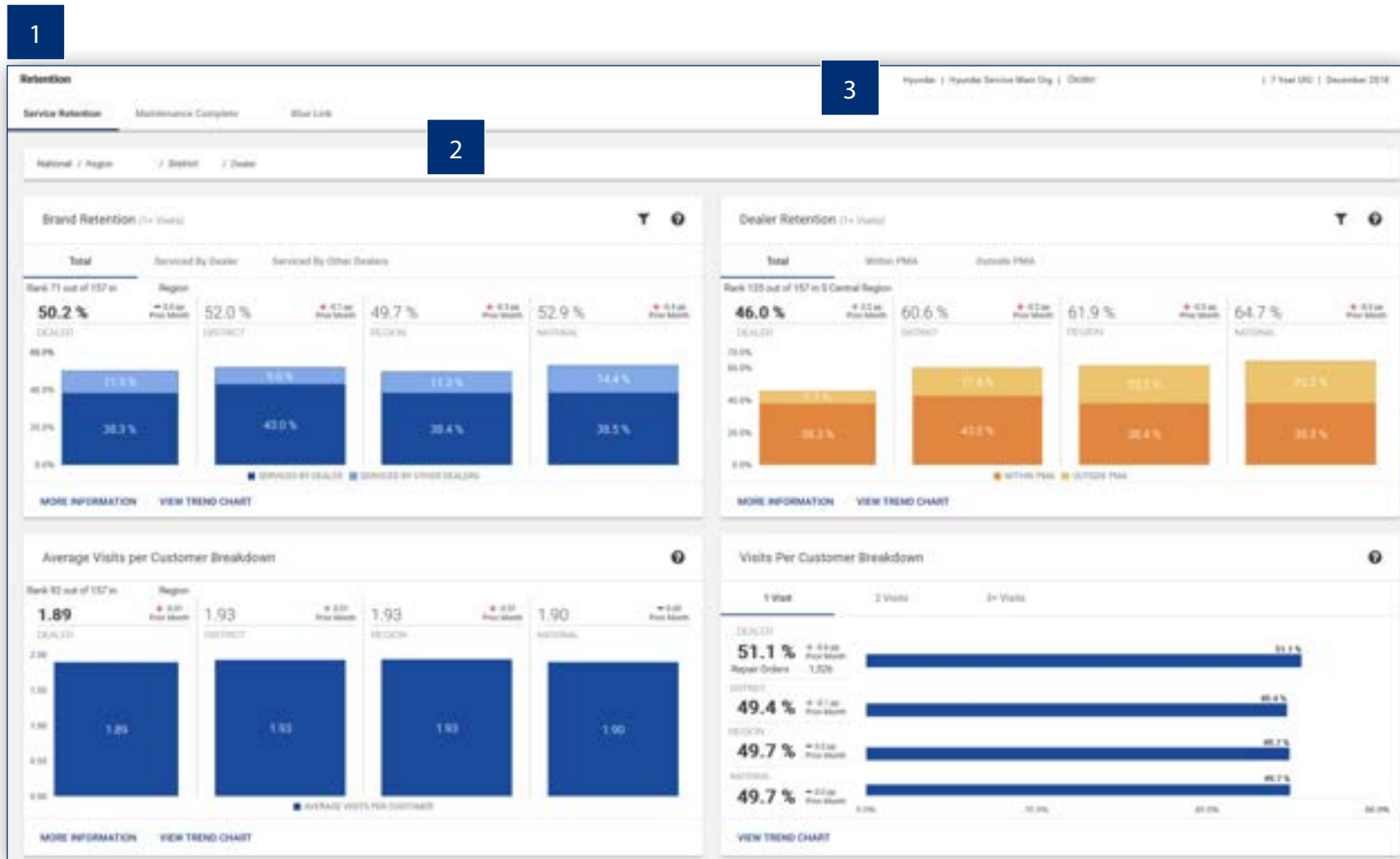


3 Displays basic filter information such as current time period and vehicle analysis set



Dealer View

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



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

Hyundai | Hyundai Service Main Org | DC&CT

| 7 Year UO | December 2018

Exhibits

3 4

1

Brand Retention - September 2019 (1+ Visits)



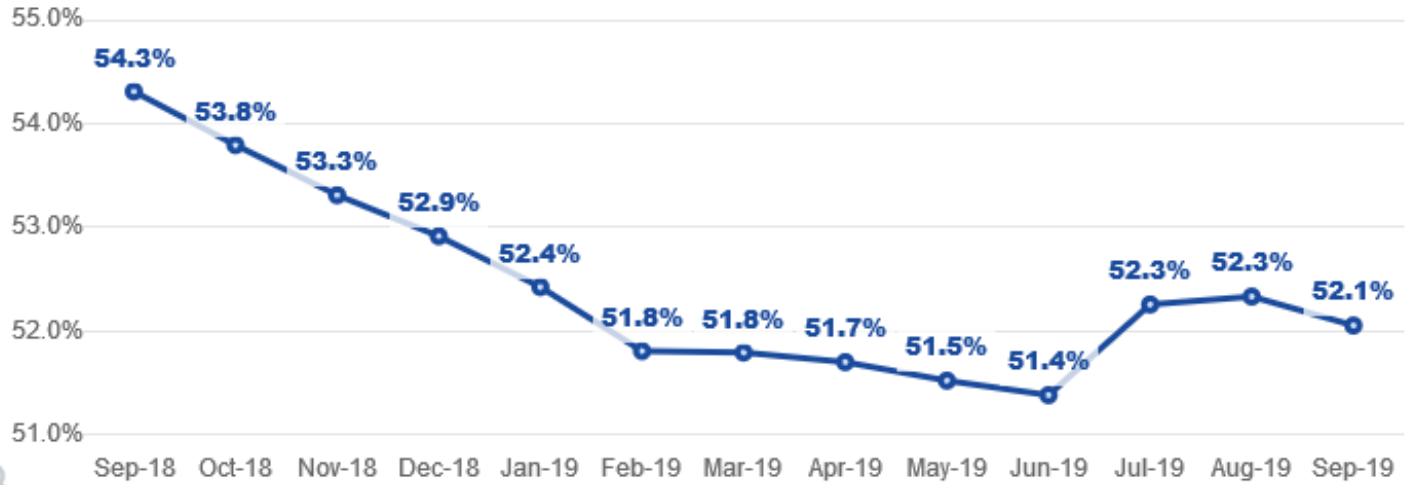
Total

Serviced By Dealer

Serviced By Other Dealers

2

National
52.1 %
↓ -0.2 pp
Prior Month



NATIONAL

7. EXHIBITS

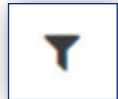
- 1** **Metric Title**
If filter has been applied, description is displayed in parenthesis



- 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



1

3

4

2



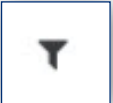



5

6

Retention Field Analysis - September 2019 (1+ Visits)

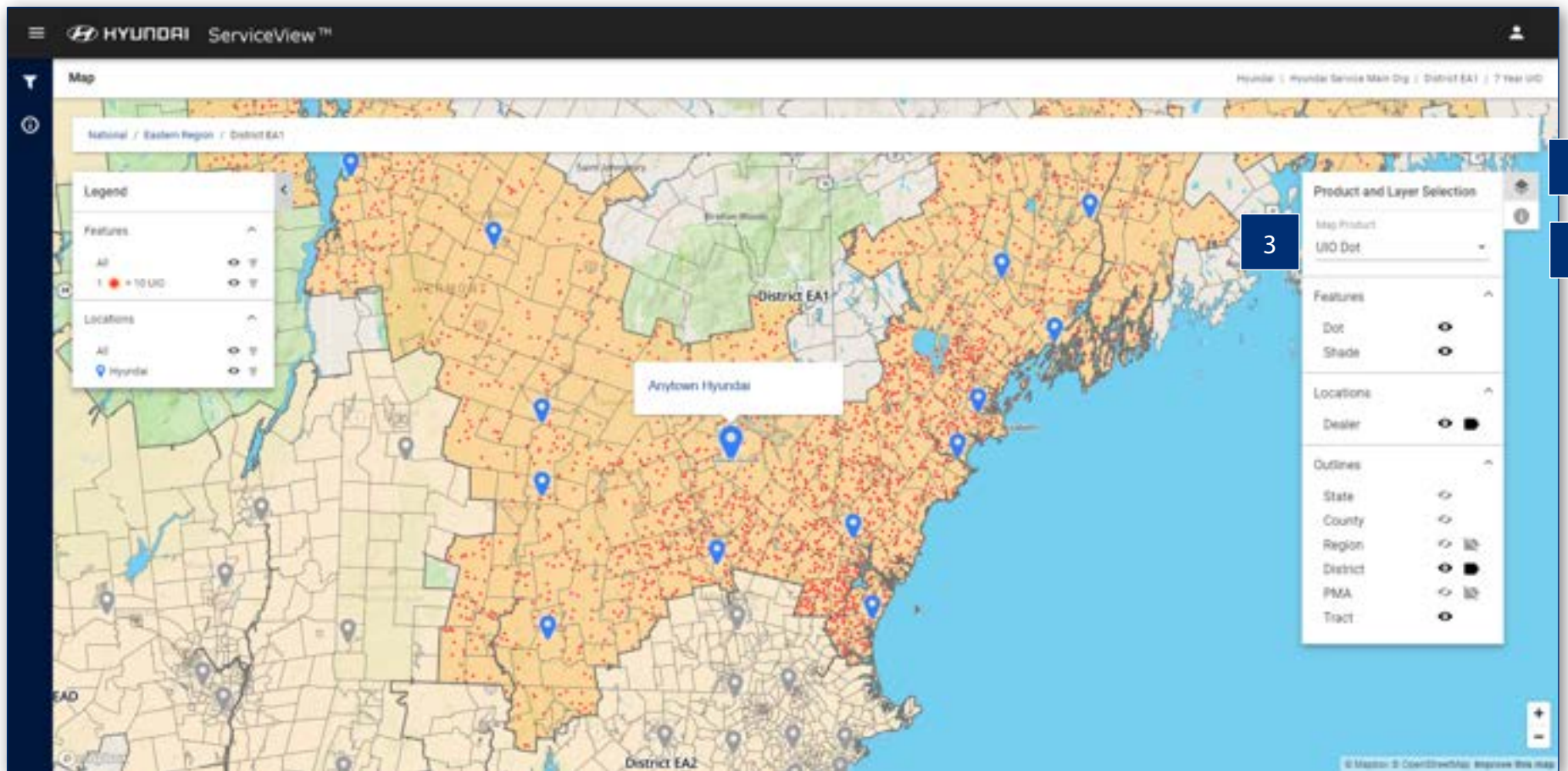
Performance		Brand Retention	Dealer Retention			Visits				
Code	Dealer	UID ↓	Brand Retention	Brand Retention by Dealer	Brand Retention by Other Dealer	Dealer Retention	Average Visits	1 Visit %	2 Visits %	3+ Visits %
HY0037	Dealer 0037	9,121	52.9% +	40.9%	12.0%	84.3% +	1.98 +	48.8%	27.6%	23.6%
HY0035	Dealer 0035	8,361	52.8% +	25.5%	27.4%	43.8% +	1.84 +	53.3%	24.3%	22.4%
HY0030	Dealer 0030	7,590	56.0% +	39.3%	16.7%	78.4% +	1.82 =	47.1%	33.1%	19.8%
HY0039	Dealer 0039	7,469	54.6% +	38.9%	15.7%	59.6% +	1.98 +	47.8%	25.5%	26.8%
HY0948	Dealer 0948	7,229	47.2% +	0.0%	47.2%	0.0% =	--	--	--	--
HY0040	Dealer 0040	6,946	61.4% +	49.3%	12.2%	86.7% +	1.88 =	47.8%	28.8%	23.4%
HY0042	Dealer 0042	6,778	52.0% +	35.1%	16.9%	75.1% +	1.68 +	54.9%	29.5%	15.6%
HY0043	Dealer 0043	5,708	50.3% +	25.1%	25.2%	54.6% +	1.77 +	56.4%	23.5%	20.2%
HY0033	Dealer 0033	5,434	53.3% +	28.7%	24.5%	44.4% +	1.74 =	54.6%	26.8%	18.6%
HY0045	Dealer 0045	4,991	62.5% +	36.2%	26.3%	61.8% +	2.02 =	46.9%	26.4%	26.6%
HY0038	Dealer 0038	3,478	54.2% +	25.9%	28.3%	82.1% +	1.66 +	59.0%	25.1%	15.9%
HY0044	Dealer 0044	2,875	71.6% +	19.4%	2.2%	81.7% +	2.23 +	35.1%	30.5%	34.4%
DST34	District 34	68,151	55.5% +	36.7%	18.8%	67.9% +	1.85 +	50.0%	27.8%	22.2%
RG7	Region #7	216,584	54.7% +	40.5%	14.2%	66.3% +	1.90 =	48.6%	28.0%	23.4%
National	National	3,314,153	52.1% +	37.8%	14.2%	63.4% +	1.88 +	50.1%	27.2%	22.8%

7. EXHIBITS

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

- 2 Metric Tabs**
Switches between different data tables associated with the current metric

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

- 4 Export to Excel**
Export to an Excel spreadsheet for external use

- 5 Column Headers**
Sortable data columns

- 6 Rows**
Data rows, includes hyperlinks to navigate directly to selected geography level


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.



8. MAPPING

1

Information

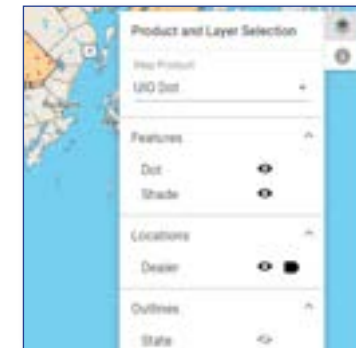
Displays metrics based on the Map Product selected.



2

Product and Layer Selection

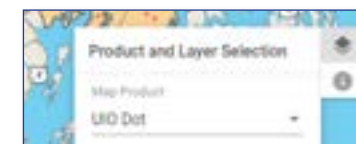
Switch between different map products and adjust map layers.



3

Map Product

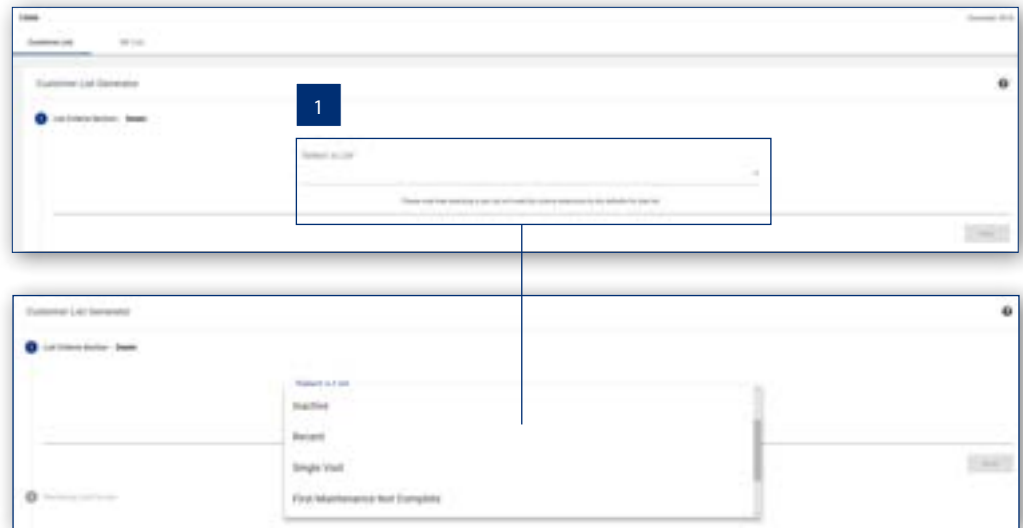
Click on the drop down menu to view different map products.



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.



9. 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.

The screenshot displays the 'Select a List' interface. At the top, there is a search bar containing the text 'Practice'. Below the search bar, there are several filter sections: 'Location Selection' with radio buttons for 'All', 'Web Page', and 'ZIP Code'; 'Market' with a dropdown menu showing 'All ZIP Markets'; 'Market Type' with a dropdown menu showing 'All ZIP Markets'; 'Market Size' with a dropdown menu showing 'All' and a range of '100000 - 250000000'; 'Activity Codes' with radio buttons for 'All', 'Lead', and 'Not Lead'; 'Lead Type' with a dropdown menu showing 'All ZIP Markets'; and 'Appointment/Consultation' with radio buttons for 'All', 'Yes', and 'No'. A blue box with the number '1' is overlaid on the 'Market Size' dropdown, and another blue box with the number '2' is overlaid on the 'Next' button at the bottom right.

9. 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.



9. 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.

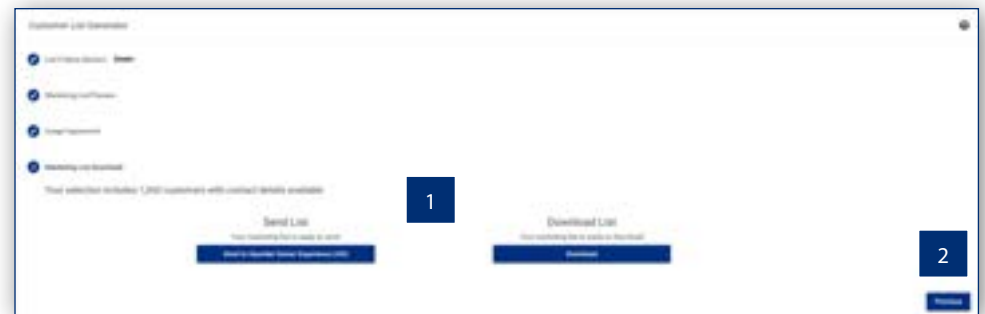


9. GENERATING LISTS

1

Download or Send

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



2

Back to Previous

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