

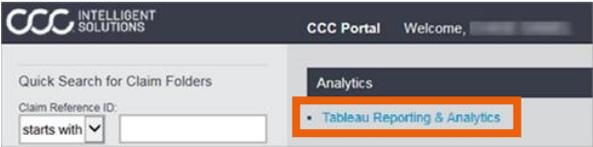
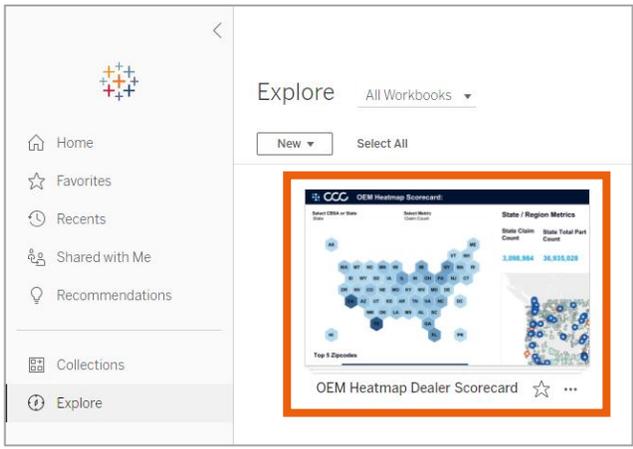
CCC® OEM Heatmap and Dealer Scorecard

Introduction This job aid discusses the functionality of the **OEM Heatmap and Dealer Scorecard**. This dashboard provides OEMs with the ability to understand:

- How many claims are being processed on their vehicles.
- How their parts are being utilized around their network of shops/dealers.
- Parts utilization and dollar amount across the State, Market, and Region.
- Provides overall parts usage.
- Part KPI trends.

Note: OEM (Original Equipment Manufacturer) Key Performance Indicators (KPIs)

Access APD Dashboards

Step	Action
1	Enter your User ID and Password to login to the CCC® Portal.
2	Click the Tableau Reporting & Analytics link in the Analytics section of the CCC Portal home page. A new Analytics window opens. 
3	Click Explore on the left side panel.
4	Select All Workbooks from the dropdown.
5	Select the OEM Heatmap Dealer Scorecard . 

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CCC® OEM Heatmap and Dealer Scorecard, Continued

Dashboard Filters



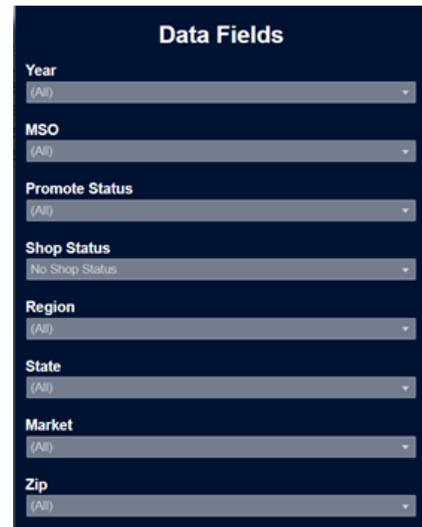
- Select the **tabs** to switch between dashboard views.
- Select the **Book** icon to view the glossary.
- Displays the **Selected Date Range**.
- The **Last Data Update** indicates the last date and time the data was refreshed in the dashboard.

Data Fields

Note: Click **Apply** to set the changes to the selection made.

*Only applies to the **Dealer Scorecard** tab.

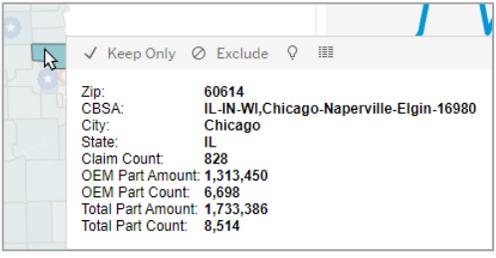
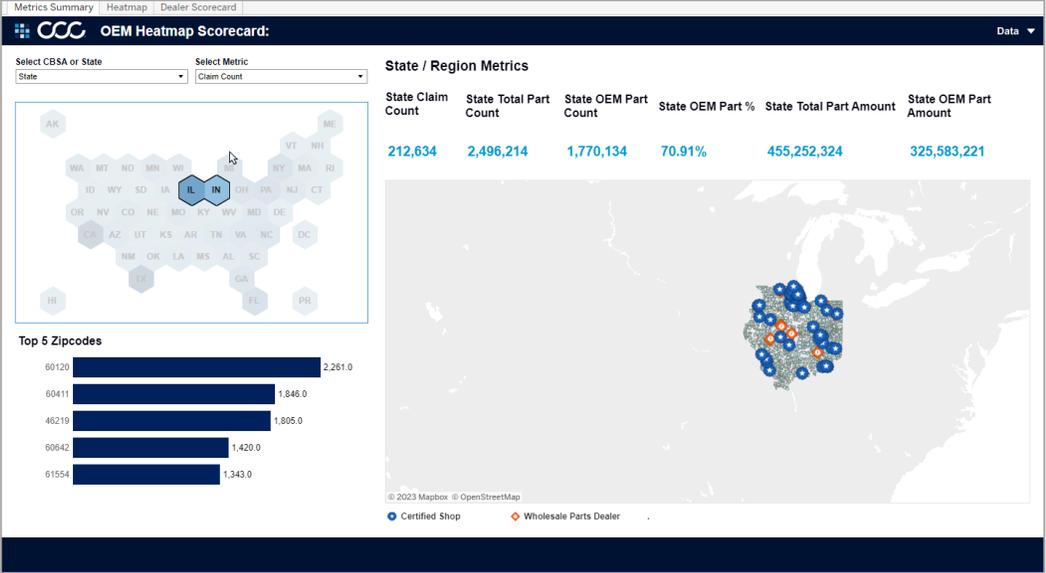
Stage	Description
1	Select the Year(s) from the dropdown.
2	Select the MSO or Multi-Shop Operator the shop is a part of to include in the dashboard.
3	Select the type of Promote Status to include in the dashboard.
4	Select the Shop Status for the OEM specified status for shops.
5	Select the Region the KPIs will focus on.
6	Select the State the KPIs will focus on.
7	Select the Market the KPIs will focus on. *
8	Select the ZIP code the KPIs will focus on.



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CCC® OEM Heatmap and Dealer Scorecard, Continued

Dashboard Navigation

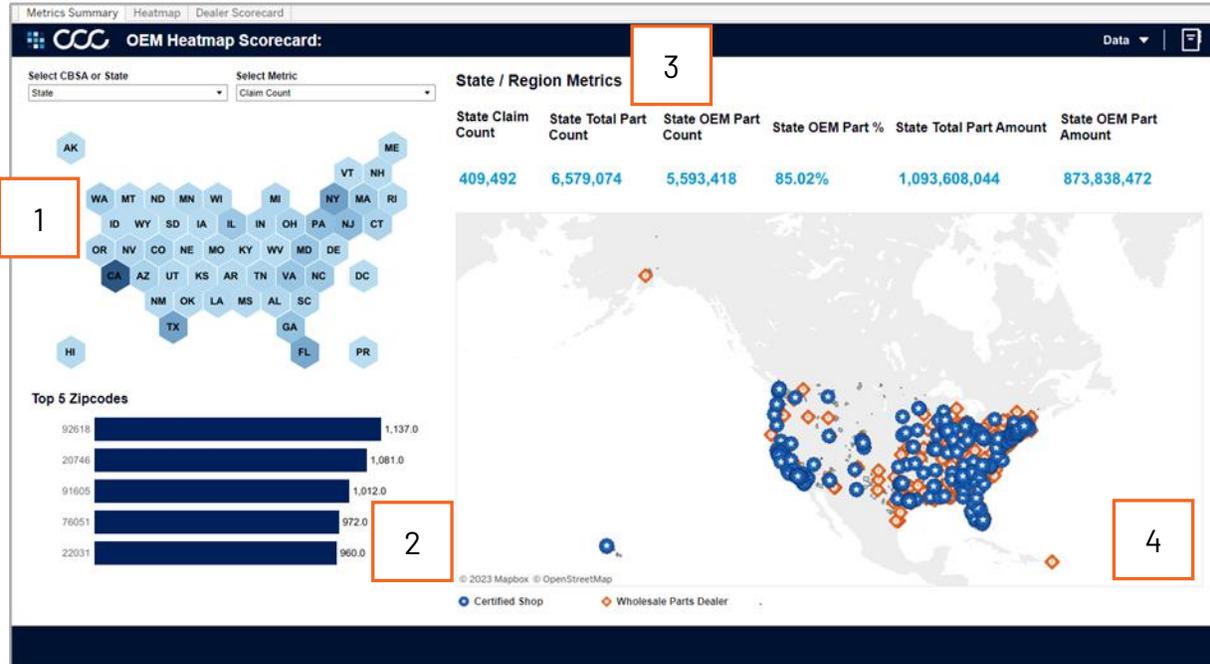
Step	Action																								
1	Hover over dashboard elements to view additional details. 																								
2	Click on a state(s) to filter the Top 5 Zipcodes bar chart and the Shop/Dealer map .  <table border="1" data-bbox="743 888 1408 968"> <caption>State / Region Metrics</caption> <thead> <tr> <th>State Claim Count</th> <th>State Total Part Count</th> <th>State OEM Part Count</th> <th>State OEM Part %</th> <th>State Total Part Amount</th> <th>State OEM Part Amount</th> </tr> </thead> <tbody> <tr> <td>212,634</td> <td>2,496,214</td> <td>1,770,134</td> <td>70.91%</td> <td>455,252,324</td> <td>325,583,221</td> </tr> </tbody> </table> <table border="1" data-bbox="375 1136 727 1287"> <caption>Top 5 Zipcodes</caption> <thead> <tr> <th>Zipcode</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>60120</td> <td>2,281.0</td> </tr> <tr> <td>60411</td> <td>1,846.0</td> </tr> <tr> <td>46219</td> <td>1,805.0</td> </tr> <tr> <td>60642</td> <td>1,420.0</td> </tr> <tr> <td>61554</td> <td>1,343.0</td> </tr> </tbody> </table>	State Claim Count	State Total Part Count	State OEM Part Count	State OEM Part %	State Total Part Amount	State OEM Part Amount	212,634	2,496,214	1,770,134	70.91%	455,252,324	325,583,221	Zipcode	Count	60120	2,281.0	60411	1,846.0	46219	1,805.0	60642	1,420.0	61554	1,343.0
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3	Click and drag to select multiple items. 																								

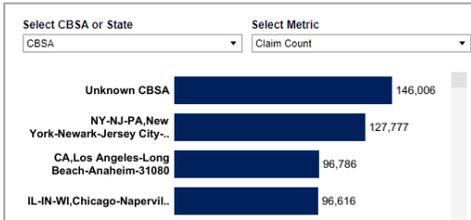
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CCC® OEM Heatmap and Dealer Scorecard, Continued

Metric Summary

Use the **Metric Summary** tab to analyze KPI's per year by State or CBSA.



Stage	Description
1	<ul style="list-style-type: none"> When State is selected the hex map shows a state's data trends for the KPI metric selected from the Select Metric dropdown. The darker the color, the larger the value. When CBSA is selected the Bar Chart shows the Core Based Statistical Area's data trends for the KPI metric selected. <p>Click on a state(s) or CBSA(s) to filter the Top 5 Zipcodes bar chart and the Shop/Dealer map to the right.</p> 
2	The Top 5 Zipcodes section shows the top 5 zip codes displayed in the hex map. The top 5 section will update based on the states selected in the hex map. Click on a zip code to then filter the shop/dealer map to the right.
3	This section displays all the KPIs totals based on the Data filters selected.
4	This map view displays the Shop/Dealer's location. The zip codes are colored based on its density according to the KPI selected. OEM customized icons display on the map to indicate the location of the dealership or repair facility, see the legend to match the icon to the location.

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CCC® OEM Heatmap and Dealer Scorecard, Continued

Heatmap

Use the **Heatmap** tab to understand which Regions and Markets have the largest KPI value.

Region	Market	Dealer Name Code	Claim Count	Total Part Count	OEM Part Count	OEM Parts %	Total Part A		
Null	Atlanta	Dealer name 20648	13,186	201,182	154,017	76.56%			
		Dealer name 21470	14,194	161,336	114,386	70.90%			
		Dealer name 21850	13,683	185,010	138,005	74.55%			
		Dealer name 22819	7,141	87,248	62,281	71.38%			
		Dealer name 26540	5,369	61,476	43,472	70.71%			
		Dealer name 26701	6,628	75,331	54,195	71.94%			
		Dealer name 26715	14,785	196,608	140,679	71.55%			
		Dealer name 30955	15,883	199,778	123,932	62.03%			
		Dealer name 33147	5,517	53,756	37,604	69.95%			
		Dealer name 36322	9,191	106,041	77,478	73.06%			
		Dealer name 45051	9,125	142,634	112,162	78.64%			
		Total			114,702	1,470,400	1,059,211	71.97%	
		Carolinas	Atlanta	Dealer name 15268	8,144	78,354	53,109	69.56%	
				Dealer name 16378	9,809	84,800	65,142	68.72%	
				Dealer name 26338	8,750	104,167	78,923	75.75%	
Dealer name 31384	12,196			143,314	101,379	70.74%			
Dealer name 36722	6,064			62,199	38,900	62.56%			
Dealer name 36752	9,707			96,092	61,140	63.64%			
Dealer name 42766	4,960			62,113	45,279	72.90%			
Dealer name 46826	10,247			125,176	88,091	70.37%			
Dealer name 47212	5,707			57,080	38,379	67.24%			
Dealer name 51991	10,355			109,328	77,066	70.49%			
Dealer name 55200	13,977			162,388	119,039	73.31%			
Dealer name 66788	30,219			360,502	267,208	74.12%			
Total					130,135	1,453,533	1,033,673	71.11%	

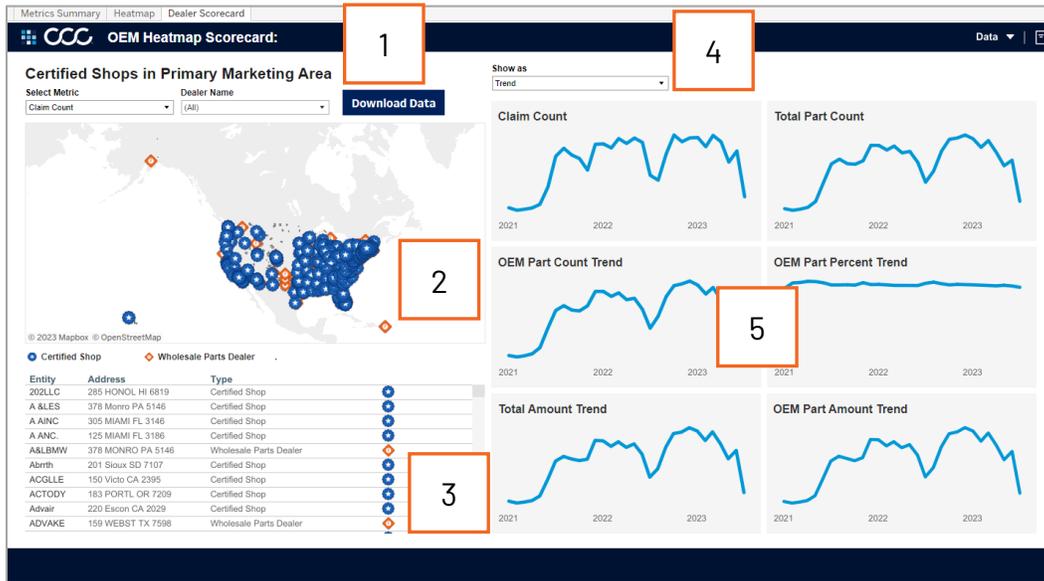
Step	Action
1	The location of the Dealers KPI ranked in hierarchical order from Region to Market to Dealer .
2	Use the minimize and open (-/+) signs to open or close columns in the hierarchy. <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px;"> <p>Minimize (-)</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p>Open (+)</p> </div> </div>
3	Each KPI is displayed, and color graded according to its KPI. KPIs are aggregated at the zip codes each Dealer's marketing area exists in.

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CCC® OEM Heatmap and Dealer Scorecard, Continued

Dealer Scorecard

Use the **Dealer Scorecard** tab to analyze the KPI's by a specific dealer's marketing area and view changes over time. by using the line chart or drill down table.



Step	Action																																																																															
1	<ul style="list-style-type: none"> Use the Select Metric dropdown to select the metric displayed in the color graded map. Use the Dealer Name dropdown drive the map, list, and KPI visualizations. The Dashboard Data button allows you to download the selected dashboard data to Excel® or CSV. 																																																																															
2	<p>The Shop and Dealer map view displays where all of the shops and dealers are located.</p> <ul style="list-style-type: none"> The zip codes are colored based on it's value according to the selected KPI. The icons below the map act as a legend. <p>Note: Icons may differ based on the OEM.</p> 																																																																															
3	<p>This section provides a list of Shops in the dealers Primary Market Area (PMA) and their address and respective type.</p>																																																																															
4	<p>Select a Trend or Drill Down view from the Show as dropdown to analyze the KPIs.</p>																																																																															
5	<p>Displays a rolling 3-year view for all KPIs displayed by either the trend chart or the drill down view. This data is driven by the dealer selection.</p> <p>Note: In the drill down view click the arrows to expand and collapse the year view to view each quarter.</p> <table border="1" data-bbox="873 1612 1404 1797"> <thead> <tr> <th colspan="2">Show as</th> <th colspan="7"></th> </tr> <tr> <th colspan="2">Drill Down</th> <th colspan="7"></th> </tr> <tr> <th>By Year</th> <th>By Quarter</th> <th>OEM Parts %</th> <th>Claim Count</th> <th>OEM Part Amount</th> <th>Total Part Amount</th> <th>OEM Part Count</th> <th>Total Part Count</th> </tr> </thead> <tbody> <tr> <td rowspan="4">▼ 2021</td> <td>Q1</td> <td>70.87%</td> <td>13,579</td> <td>23,240,322</td> <td>32,921,815</td> <td>129,804</td> <td>183,159</td> </tr> <tr> <td>Q2</td> <td>76.99%</td> <td>87,742</td> <td>167,036,929</td> <td>224,115,613</td> <td>1,033,526</td> <td>1,342,356</td> </tr> <tr> <td>Q3</td> <td>73.14%</td> <td>433,274</td> <td>596,919,241</td> <td>835,695,806</td> <td>3,539,799</td> <td>4,839,959</td> </tr> <tr> <td>Q4</td> <td>74.99%</td> <td>405,679</td> <td>696,908,647</td> <td>947,185,609</td> <td>4,052,630</td> <td>5,403,919</td> </tr> <tr> <td>► 2022</td> <td></td> <td>73.82%</td> <td>1,792,894</td> <td>2,847,216,914</td> <td>3,922,769,047</td> <td>15,706,244</td> <td>21,278,520</td> </tr> <tr> <td>► 2023</td> <td></td> <td>69.87%</td> <td>365,816</td> <td>512,191,556</td> <td>750,310,856</td> <td>2,715,945</td> <td>3,867,115</td> </tr> <tr> <td colspan="2">Grand Total</td> <td>73.55%</td> <td>3,098,984</td> <td>4,843,513,608</td> <td>6,712,998,746</td> <td>27,179,948</td> <td>36,935,028</td> </tr> </tbody> </table>	Show as									Drill Down									By Year	By Quarter	OEM Parts %	Claim Count	OEM Part Amount	Total Part Amount	OEM Part Count	Total Part Count	▼ 2021	Q1	70.87%	13,579	23,240,322	32,921,815	129,804	183,159	Q2	76.99%	87,742	167,036,929	224,115,613	1,033,526	1,342,356	Q3	73.14%	433,274	596,919,241	835,695,806	3,539,799	4,839,959	Q4	74.99%	405,679	696,908,647	947,185,609	4,052,630	5,403,919	► 2022		73.82%	1,792,894	2,847,216,914	3,922,769,047	15,706,244	21,278,520	► 2023		69.87%	365,816	512,191,556	750,310,856	2,715,945	3,867,115	Grand Total		73.55%	3,098,984	4,843,513,608	6,712,998,746	27,179,948	36,935,028
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