



## THE EXPONENTIAL STRENGTH OF ACTUAL DEALERSHIP DATA

*Scientific Insights with Randy Berlin and Rick Twydell*

It's an age-old issue. Dealers struggle with having incomplete, one-dimensional CRM data that only shows their success against their own sales. On the flip side, OEMs are not able to access dealership CRM data. With these blind spots, neither entity is able to confidently identify lost sales opportunities and take action to minimize the areas where they exist.

At Urban Science, we believe in the timely application of actual dealership data to deliver insights that are both accurate and actionable. Our scientific process is a proven system we developed over 40 years ago. It has become the gold standard when assessing dealership operations and continues to lead the industry.



At Urban Science, we believe in the application of actual dealer data to deliver accurate, actionable insights.

## INSIGHTS FROM ANSWERS

Measuring dealership sales success by how many vehicles were sold in a given month is an incomplete metric. Accurately measuring success also means determining how many opportunities were lost to the competition. Helping to assess their dealership through this full-lens view – including the wins and losses, rather than just the one-dimensional perspective of dealership sales data or “gut” instincts – is what dealers can expect from us. We also provide them with insights into previously unseen issues in the sales process. That includes overall salesperson performance, who bought from other dealerships, what vehicles they defected to, and when.

## EFFICIENCIES VS. DEFICIENCIES

Motivating dealerships to act on insights requires – at a minimum – trusting the data. Our application of actual dealership data gives dealers the confidence in the insights that result from discovering how well their dealership performed capturing sales from leads (regardless whether the lead originated online or walked through the door) to evaluating their overall effectiveness closing leads. By understanding where they need to alter or enhance their marketing efforts, they can make decisions that are more informed, effective and cost-efficient.

## THE PEOPLE PART OF THE EQUATION

Dealers have long wanted to know where they were losing sales. Without this information, they have operated with unmistakable blind spots. When actual dealership data is properly applied, Dealers have the ability to put processes into place to address any issues they’re experiencing. It can also offer deeper insights into sales, defections and more, including how long a shopper took from first contact to final sale. Leveraging trusted data sources gives dealers insights they can rely on, such as whether they’re losing sales because of the mix of makes and models in their inventory and/or their follow-up practices. These insights can become even more valuable when used to create training programs to help better match dealership processes to the realities actually occurring in their stores.

## WHAT'S SO DIFFERENT ABOUT URBAN SCIENCE?

Since our founding, we’ve been a force for change. Our process for leveraging actual dealership data in an extremely timely manner gives us the ability to reveal insights that had previously been unavailable to both dealerships and OEMs.

Our formula for success is one from which we have never deviated: we listen to our clients’ most critical needs and find a solution. We’re curious, objective, empirical and determined.

If you would like to talk to someone about Urban Science and the power of the methodology described in this paper, call or email us. And let us show you how we can apply the power of science to your challenges.

Randy Berlin  
Global Director, Dealer Consulting  
rfberlin@urbanscience.com  
Tel +1 313-568-4417



Rick Twydell  
Solution Lead  
rgtwydell@urbanscience.com  
Tel +1 313-262-3039

