



Motor City
BUICK | GMC



URBAN SCIENCE®
WHAT'S YOUR RETURN ON CERTAINTY?

Today's Losses, Tomorrow's Sales

Infusing Defection-based Insights to Build a Smarter Sales Process



The Situation

Defection insights are paramount to improving your dealership operations.

Motor City Buick GMC faced a common challenge in the automotive industry: high defection rates. They set out to decrease pump in and increase market share, but quickly realized that a lack of visibility into their defections was a significant barrier to future success. Urban Science unlocked the full picture of their leads, providing the opportunity for them to refine their sales and marketing processes.

With these insights, they created custom, targeted approaches and were able to:
reduce their defection rate, improve their close rate and grow their market share.

The Opportunity

Urban Science's industry-exclusive daily defection data provided Motor City Buick GMC valuable insights that drove significant process improvements.

This strategic intelligence led to a reduction in defection rates and bolstered close rates, by answering four key performance questions:

1

When to adjust follow up processes
Increased Sales Efficiency

2

Who to coach, mentor and incentivize
Improved Sales Effectiveness

3

How to tailor messaging & inventory
Streamlined Customer Experience

4

Where to pivot marketing tactics
Optimized Investments

The Solution



When to adjust follow up processes

Increased Sales Efficiency

The days to sale chart in TrafficView identified which days Motor City began losing the most sales to same and competitive brand dealers - and showed that they began losing more leads than they were closing starting at day 8. They took this data and adjusted their follow up processes to include a mix of automated and in-person touchpoints at various point in the follow up:

1. Added Automation
2. Created a Custom In-Person Touchpoint
3. Incorporated Auto Replies
4. Designed Auto Outreach Templates
5. Customized Outreach by Lead Source



Who to coach, mentor and incentivize

Improved Sales Effectiveness

Through the analysis of defection and close rate lead source data, the general manager recognized that certain salespeople had higher defection rates with specific lead types (floor, internet, commercial, retail). They restructured the sales process, assigning salespeople to focus solely on specific lead types rather than all sources. This approach enabled each salesperson to leverage their strengths naturally, resulting in maximum output across the team.

Additionally, the sales manager implemented a robust reward system and introduced new training initiatives based on the data to further cultivate a supportive environment.

3

How to tailor messaging & inventory

Streamlined Customer Experience

Model and trim-level defection data revealed that leads for low inventory models had high levels of defections to other stores. Based on this insight the Used Car Manager began procuring like-new inventory of those models. The Marketing Manager then created a strategy to contact consumers awaiting delivery, inquiring if they were interested in switching to an in-stock, CPO vehicle

Subsequently, they streamlined this approach by incorporating SalesAlert data, enabling them to release holds for on-order inventory and free up salespeople to focus on leads that were still in-

4

Where to pivot marketing tactics

Optimized Investments

The Internet Manager reconfigured their targeting strategy by incorporating ZIP code level defection insights by model into their advertising targeting models and buying decisions. Motor City then assigned the leads sourced from geographies and models with high defection rates to the sales team with the lowest defection rates and highest performance ensuring that their team was prepared to effectively work the leads and steal back share.

Results

The industry's most trusted analytics for over four decades.

4%

Decrease in Defections After 60 days

14%

Growth in Close Rate After 60 days

10%

Increase in Sales Effectiveness YoY

+5.7pp

Higher market share than state average*.

+3.9pp

Higher Market Share than national average*.



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“Thanks to Urban Science’s unique daily defection data, we were able to pinpoint exactly where we were losing customers and quickly adjust our approach. Over the course of three months, these insights drove a 14% increase in our close rate. The ability to act on daily data has transformed our operations and boosted our overall sales performance.”

JIMMY SISNEROS | GENERAL MANAGER



Put the power of science on your side.

Since our founding over four decades ago, Urban Science has continued to enhance our proven, scientific approach for engaging, motivating and supporting customers and dealers. It’s an approach that stays ahead of the technological curve and continues to be the industry standard.

Info / Contact:

Urbanscience.com/dealer

