

# Take service opportunities to the redline with ServiceSmarts.

Make your move to improved dealer profitability with ServiceSmarts, the comprehensive sales analytics tool that gives you the power to identify and act on customer-pay parts and service sales opportunities. With ServiceSmarts, you can compare performance, assess strengths and weaknesses, and create effective marketing campaigns - in the fast lane.



## TAP THE HIDDEN POWER OF YOUR REPAIR-ORDER DATA:

- Consolidate, clean and validate repair-order data for quality and ease of use
- Assess service data pertaining to established Primary Market Area geography
- Establish composites based on service data to benchmark dealer performance and identify areas of strength and opportunity

## OBTAIN ACTIONABLE INSIGHTS TO HELP CAPTURE OPPORTUNITIES:

- Analyze dealer service performance
- Create powerful marketing campaigns with detailed customer mailing lists
- Identify geographical areas to target with marketing resources
- Calculate ROI

## Unlock your service potential with ServiceSmarts.

Move ahead now at [urbanscience.com](http://urbanscience.com).

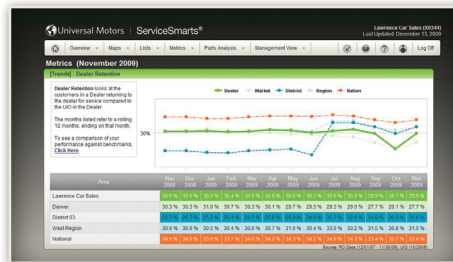
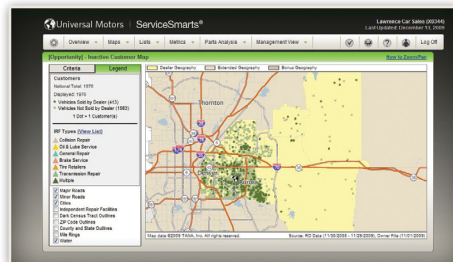
# Key Benefits

## Stay on track with Performance Benchmarking

ServiceSmarts compiles and analyzes your data to generate visually rich and easy-to-understand reports. Dealer performance is benchmarked against national, regional and market averages so you can evaluate strengths and weaknesses.

### Performance Benchmarking delivers charts, maps and more:

- Dealer retention analysis and trends
- Visits by customer analysis and trends
- Labor operations per repair order
- Service writer performance report
- Active customer list and map
- Repair order details



▶ With ServiceSmarts, your information is accessible online 24 hours a day. What's more, the system can be configured to your specific needs. Other key capabilities include:

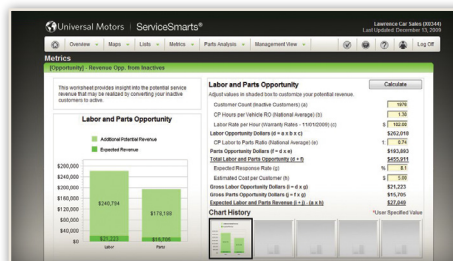
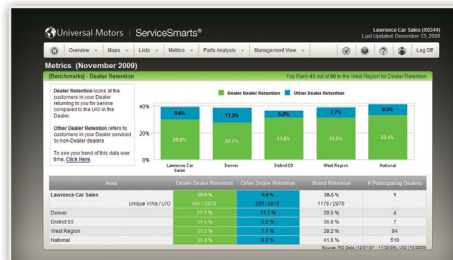
- Visually interesting and easy to understand data dashboards, charts and graphical displays
- Information-rich, interactive system enables users to drill down to multiple levels of data
- Unbiased performance measurements based on consistently applied, standard calculations
- Role-based security protocols ensure information displayed to users is based on their role and security authorization

## Gain the edge with Opportunity Targeting

ServiceSmarts does more than report customer-pay opportunity, it also helps you capture it. You can segment customers into actionable groups – right down to the census tract and ZIP code level. Groups are provided on maps and in mailing lists that can be sent to fulfillment vendors in one click.

### Opportunity Targeting creates lists based on key categories:

- Inactive and single visit customers
- Labor and parts financial opportunity
- Hot spot analysis
- Recent vehicle purchase customers



### ▶ CLIENT TESTIMONIAL

*"All I can tell you is that our regions, our corporate managers and I are absolutely 100% delighted with ServiceSmarts. The program is terrific and our dealers acknowledge the clarity and usefulness of the program."*

*John Crowe, Vice President - Service, Kia Motors America*

### ▶ Contact a Representative

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