

Fact Sheet



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Urban Science Services

Urban Science works with companies in the automotive, retail/franchising and financial/banking industries to help evaluate, structure and manage their retail sales channel with the goal of improving competitiveness, reducing costs and improving customer relationships. The company also provides customers with effective end-to-end sales channel solutions by applying sophisticated data analytics, experience-based strategic insight and advanced-scenario planning tools.

Solutions

- **Network Solutions**

Urban Science uses proprietary network tools to:

- Conduct individual market studies to optimize client network performance within a local market area, based on existing networks and/or “greenfield” opportunities.
- Stream customer data, data-acquisition and analysis processes to generate results faster, with greater accuracy. This allows customers to spend more time applying the results of the analyses, less time generating them.
- Customize analytics for market study results for use by dealers or field executives to track market performance, identify new opportunities and produce additional sales.
- Establish scientific processes to help monitor sales and service dealer territories by applying accepted automotive business logic to adjust boundaries, where necessary, and to review market definitions periodically in a cost-effective manner.

- **Site Solutions**

Companies call on Urban Science for solutions that reach beyond network planning issues to help:

- Organize, manipulate and automate the handling of business data.
- Develop reports based on manufacturer-supplied data and management criteria that describe the market and its dealers; and share the resulting scientific analytics with field staff or reps to help them manage and improve dealer performance.
- Track customer traffic in dealerships, monitor traffic trends and assess the impact of marketing efforts, such as purchase or lease incentives, or new vehicle marketing launches.
- Assist warranty departments in vehicle recalls by identifying “hot spots” where excessive warranty times may adversely affect customer satisfaction.

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- Help field representatives determine future network capacity and develop action plans to address these issues.
- **Customer Solutions**
Identifies and targets high-value customers in an efficient manner, while monitoring response and conversion rates to assure customers a high return for their marketing investment. Urban Science helps customers:
 - Foresee the probability of a customer's product purchase in a given segment.
 - Forecast the lifetime value of your customers.
 - Tailor marketing investments to customer worth.
 - Create and modify marketing communications programs according to customer importance.
 - Establish service levels based on customer weight (e.g. different call center staffing levels).
 - Extract lists for marketing campaigns.
 - Consolidate and identify your sales leads from multiple sources and channel them to the appropriate recipient to maximize sales opportunity.

As retailers capture more leads from website visitors, Urban Science can use scientific, statistical modeling that scores each lead to determine which will “close” and result in a sale. This allows retailers to focus on ready buyers, rather than those simply seeking “more information.”

Urban Science can turn this analysis into knowledge that empowers its customers to properly allocate marketing resources, increase lead closure rates and improve customer satisfaction at reasonable cost.

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