

Company Offerings



URBAN SCIENCE

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Services

Urban Science is a retail consulting company that helps companies increase sales/market share and improve profitability. For over 32 years we have worked with companies in the automotive, retail/franchising and financial/banking industries to conquer their toughest business challenges by combining the real-world experience of expert consultants with cutting-edge business analysis processes that are incorporated into proprietary software applications developed entirely in-house.

Retail Channel Solutions

Urban Science uses a broad range of proprietary tools to optimize the full power of a retail network – balancing increased brand/manufacturer market share with improved retail operator profitability.

- Retail Network Optimization solutions allow clients to:
 - Establish a network plan based on detailed analysis of their industry's retail networks at national, regional or local levels to determine the optimal number and location of outlets
 - Prioritize key markets and locations – the backbone of a retail network – to direct the focus of resources and enable proactive network management
 - Proactively manage their network by identifying early warning indicators of outlets that are likely to fail
 - Gain actionable insight on sales performance relative to the competition via online monthly reports of weekly/month-end sales data, providing actionable insights that drive immediate marketing strategy
 - Manage network standards via a web-based management tool that captures and assesses dealer compliance with brand standards allowing control of brand image in the market place
- Retail Outlet Optimization solutions allow clients to:
 - See a true picture of outlet performance by establishing and reporting on an expected level of performance based on the specifics of each market – not by comparing outlets to a general average
 - Identify the key performance indicators that drive both sales and profitability so that manufacturers and outlets alike know where to focus efforts to drive business forward
 - Improve outlet profitability through a web-based business management solution that arms users with the financial data/analysis to make critical business decisions
 - Identify actionable opportunities to capture more market share whether it be sales of new vehicles, parts and service or used vehicles

Customer Marketing Solutions

Urban Science helps clients improve the effectiveness and efficiency of their marketing efforts in order to drive consumer purchase and retention.

- Customer Marketing Solutions allow clients to:
 - Close leads more efficiently through an end-to-end lead management solution which offers:
 - Acquisition of better quality leads and a lower cost
 - Flawless, fast, efficient capture of leads from any source and distribution of those leads to sales outlets or fulfillment agencies
 - Identification of customers likely to respond or buy, allowing optimized resource allocation
 - Segmentation to determine relevant marketing treatment and messaging
 - Identification of metrics that matter to improve the bottom line
 - Robust, online reporting to help manage performance
 - Improve customer retention through database management and marketing optimization solutions including:
 - Web-based marketing list portal that allows dealers, agencies, and corporate staff create marketing lists based on selected criteria
 - Identifying actionable customer segments through advanced modeling, segmentation and data profiling to help precisely target marketing efforts and use scarce resources most effectively
 - Monitor and manage campaign performance via an online reporting tool - including insightful benchmark and trending analysis of key metrics

Urban Science combines real-world experience with a unique scientific approach to turn raw data into actionable insights that help companies identify where they should allocate resources in order to increase market share and profitability in the most effective and efficient manner. With headquarters in Detroit, Urban Science serves its global clientele from offices in the United States, Mexico, France, Germany, Italy, Spain, United Kingdom, Australia, China and Japan.

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