RETAILPER4MANCE™

CASE STUDY

Unlocking a 16% Drop in Dealer Defections

Tapping Traffic and Defection Insights for Follow-Up Success

URBAN SCIENCE.

The Situation

Traffic and defection insights are key components to successful dealership operations.

A large dealership from a leading automotive brand was grappling with high defection rates—leads that were lost to other dealers—particularly after 15 days, as potential customers increasingly turned to competitors. These defections were not only eroding their market share but also causing significant revenue loss. Despite their efforts to address the issue, the dealer lacked the necessary visibility into their dealership traffic and defection patterns, which hindered their ability to make informed improvements. This lack of insight posed a major obstacle to their future success.

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The Solution

With industry-exclusive daily sales* and defection data, along with expert analysis available through RetailPer4mance, the dealer unlocked the full picture of their lead management process and gained valuable strategic insights into digital and showroom traffic, empowering targeted approaches to:

- Effectively reduce defection rates
- Enhance their close rate
- Expand their market share

RetailPer4mance played a pivotal role in refining their sales processes and boosting overall dealership performance.

Sales refers to vehicle unit sales and does not represent vehicle price or revenue.

The Action

Dealership sales managers tapped RetailPer4mance metrics and reports to implement a more structured lead follow-up process, including:

1 Sales Managers held regular one-on-one meetings with team members to ensure consistent and effective lead follow-up

2 Identification of critical moments where follow-up was most needed based on lead source

3 Defined a structured lead process for sales team accountability

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Results

Over a 3-month period with an indentical lead volume the dealer experienced:

-16%

Decrease in defections

from days 60 - 90

+4.1%

Growth in close rate

After day 15

URBAN SCIENCE

The Conclusion

Consistent engagement at key moments with leads highlighted how RetailPer4mance was instrumental in improving retention and sales, significantly contributing to the dealer's success. Through data-driven sales optimization, the dealership strengthened its competitive edge for long-term success.

Unlock your dealership's potential with insights from RetailPer4mance to reduce defection rates, enhance lead follow-up, and boost close rates.

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 to optimizing sales performance. It's an approach that stays ahead of the technological curve and continues to be the industry standard.

Learn more at:

Urbanscience.com/retailper4mance