Client Analytics 3.0
your business on your handheld

www.researchmetrics.com
THREE QUESTIONS EVERY DECISION MAKER SHOULD ASK THEMSELVES

HOW CAN I

- Work with LIVE RESULTS?
- Make FASTER DECISIONS with less analysis?
- Still make effective decisions when I am OUT OF THE OFFICE?

THE ANSWER IS ALREADY IN YOUR POCKET
MOBILE CLIENT ANALYTICS
Travels with you wherever you go

CLIENT ANALYTICS 3.0 brings your results to you on any device, on your schedule: while traveling, waiting for your next meeting, or as soon as they are published.

Access from ANY DEVICE
A beautiful, simple USER EXPERIENCE
SAVE TIME and training costs
FULLY-SECURED data
REAL-TIME results
DOWNLOAD our app for iOS, Android and Windows Phone

Your business ON YOUR HANDHELD
BE UP and RUNNING QUICKLY
YOUR HOME PAGE
See the big picture at a glance

The HOME PAGE is the ideal place to get a comprehensive overview of business performance with a single click.

SURVEY EXPLORER
Speedy and effortless access to the details

Add the SURVEY EXPLORER to the reporting package and search for reports as easily as checking everyday emails.
MEDIA EXPLORER
Evaluate and confirm effortlessly with audiovisual review

YOUR DASHBOARD
Turn data into actionable insights

Add the MEDIA EXPLORER to the reporting package and receive:

- **Effortless access** to images, documents, or audio and video files with just a few clicks.
- **Gallery layout** for easy review of images without opening each report.
- A smooth, intuitive interface for searching by project, location, region, date ranges, and more.
- **Single-click filtering** for focusing on images attached to a specific question or answer.

Ideal for top-level management, the CLIENT DASHBOARD gives a complete overview of the business at a glance.
SERVICE EXCELLENCE REPORT
The report with ALL relevant data

Deliver insights and conclusions, not just data

Generate reports for an individual store or aggregate for an entire campaign, period, or study

Fully customizable for a personalized look and feel

Present results in the context of targets, KPIs, organization levels, peers, and past performances

Quick to read and easy to follow

Schedule reports for automated email delivery

YOUR PERFORMANCE:
EXCELLENT
90%

90%
DRILL-DOWN ANALYTICS

Add DRILL-DOWN ANALYTICS to your reporting package and view results in your business’s specific corporate hierarchy structure.

- Intuitively navigate results using your organization’s hierarchy
- Immediately drill into underachieving business units
- View high-level results and low-level details in one tool

With its built-in dashboard, DRILL-DOWN ANALYTICS allows you to analyse business hierarchy units in a graphical format.

- View comprehensive scores and KPIs
- Compare organizational peers side-by-side
- Monitor historical trends
Uncover vital and hidden information about your brands and products. With Sentimetrics™, you can discover how people perceive your brand or product from the comments circulating in Social Media sites and take action to turn detractors into promoters.

A NEW SOURCE OF CUSTOMER DATA offering complete analytics.

AUTOMATICALLY EXTRACT SENTIMENT from your respondents' comments.

Quickly understand respondents’ emotions with STUNNING, INTUITIVE VISUALIZATIONS.

PHRASE CLOUD - sentiment analysis is performed on phrases, not on single words.

Derive ACTIONABLE INSIGHTS from unstructured data.

RECEIVE SENTIMENT FEEDBACK about the on-site experience of qualified, certified mystery shoppers based on their analyzed comments.

PREVENT NEGATIVE BRAND PUBLICITY. Use the Impact column that shows the number of potential viewers to prioritize your actions.

REACH A WIDER AUDIENCE. Understand consumers' perceptions about your brand or product across different regions by tracking sentiment from multiple languages: English, Spanish, German, Danish, Dutch, Russian, Portuguese, Swedish and more.
GEOSPATIAL ANALYSIS
Put business data on the map

Get the full picture. Nearly all business data has a geolocational reference aspect. Quickly relate data to locations that are meaningful and detect geographic trends with GEOSPATIAL ANALYSIS.

NET PROMOTER REPORT
Create world-class customer experiences

NET PROMOTER provides a unique, customer-centric solution

Craft a roadmap for customer experience improvement

Identify brand promoters and detractors in real time
REPORTS PORTAL
Access enterprise reports anywhere, anytime

Monitor the pulse of projects with the REPORTS PORTAL component of the reporting package.

Get a multitude of color-coded, tabulated reports delivered as Excel sheets, PDFs or images.

Perform your own corporate analysis using Excel downloads.

Receive recurring emailed reports automatically.

ANSWER DISTRIBUTION ANALYSIS
Complete analytics with unparalleled visualization

Instantly ASSESS DATA STRENGTH AND VALIDITY on multiple levels with these built-in indicators:

- Sample size indicator
- Response rate indicator
- Answer distribution indicator
- Statistical error indicator