

Customer intelligence from the edge



## Statistics & Reporting Service (ESRS)

Data Collection, Analysis & Reporting

**emotum**<sup>™</sup>

# The Emotum Statistics & Reporting Service (ESRS)

## What is ESRS?

The Emotum Statistics & Reporting System (ESRS) is a **data collection, analysis and reporting** web application designed to help service providers aggregate “edge-data” and generate **customer intelligence** to compliment **network intelligence** data.

*ESRS reports help service providers to analyse demographic and behavioural data, extracting customer intelligence and insights into their Customer Relationship Management (CRM) strategies.*

ESRS provides a syndicated system (for data collection, analysis and reporting) that is valuable for service providers as both a **research and marketing tool**. ESRS is able to provide **performance metrics** gathered from Emotum software deployments to ensure that the software and services are performing as expected. ESRS is able to provide **business metrics** to build business cases and help plan business strategies in measurable terms. ESRS is able to provide **user experience metrics** to guide design and development strategies.

ESRS reports help service providers to analyse demographic and behavioural data, extracting **customer intelligence** and insights into their Customer Relationship Management (CRM) strategies. The value of this customer intelligence in the future is **context-aware customer care** and **context-aware marketing**. Emotum believes that service providers are in a unique position to exploit the emerging arena of context-enriched services and ESRS is positioned to help service providers anticipate their customers needs based on the user’s current situation and environment.

ESRS can be extended with additional functionality from the Emotum suite of software products, enabling a complete **customer care** and **marketing platform** for service providers. Emotum also offers **complete custom development** services if the software does not exactly meet your requirements.

## Unique Selling Points



**Designed exclusively for service providers** - ESRS has been specifically designed for the needs of service providers. The ESRS system is positioned to help service providers identify and satisfy the needs of their customers now and in the future.



**Focused on customer experience** - ESRS allows you understand your customers better. User Experience (UX) metrics help to measure success of deployments, guide design and development strategies, and to improve the customer experience.



**Reduces operational costs** - ESRS provides valuable business and performance metrics to improve efficiencies, identify issues and opportunities. If you can’t measure it, you can’t improve it.



**Strengthens your brand** - Knowing more about your customers helps you to tailor offerings to market segments. This provides your customers with a better experience and they love you for it.



**Improves customer intelligence** - ESRS combines data collection, analysis and reporting to help service providers understand, segment, support and market to their customers more effectively.

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## Key Features & Benefits



### *Improved Customer Intelligence*

#### **Demographic & Behavioural data**

ESRS helps service providers create an **enhanced demographic profile** of market segments with additional user data. Enhanced demographic data includes the type and brand of computer, operating system, service pack, browser version, which email client or firewall your customers are using. Additional service provider specific data such as connection type, hardware equipment type, software (or firmware) version and connection speed can also be collected. More importantly, **behavioural data** from customer habits, preferences and usage can be collected and analysed with ESRS. This information allows **behavioural targeting**, a much more powerful and meaningful targeting methodology than demographic segmentation alone.



#### **User Experience (UX) Metrics**

UX metrics connect the language of user experience design with the language of business. UX metrics can be used to research, quantify, and articulate the strengths and weaknesses of the customer experience by illuminating why users are or are not engaging, converting, retaining, or performing the way the business intended. ESRS helps evaluate navigation, content, presentation, and interaction of software deployments with UX metrics as part of a customer-centric strategy. With a combination of frequent user testing and ESRS analysis service providers are able to monitor solutions and tweak where needed to provide the best user experience possible.



#### **1st, 2nd & 3rd level Reports**

ESRS provides a summarised 1st level management report containing key performance and business metrics useful for building business cases and creates a common baseline measurement for business evaluations. 2nd level reports are focused on specifics to help understand where to apply future resources, design & development efforts to support business goals. 3rd level Reports provide complete detailed analysis of essentially every button click for deeper inspection. The combination of reports ensures that stakeholders at all levels of the business get the data or metrics that they need.



### *Reduced Operational Costs*

#### **Context-aware Customer Care**

ESRS uses key performance metrics to help identify problem areas that are not performing the way the business intended. Feedback into customer service and product development means that these issues can be quickly identified targeted and addressed in future deployments. In addition, groups or individual customers can be identified and contacted to solve the problem “before they know they have them”. Context-aware customer care increase customer satisfaction reduces churn and ultimately reduces operational costs.

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## *Increased Revenues*

### **Context-aware Marketing**

Context-aware marketing based on user's current situation and environment provides a much more relevant and compelling message with a much higher consideration or click through rate than traditional targeting. The combination of enhanced demographic data and behavioural data in ESRS gives service providers a unique position and possibility to generate new revenue opportunities through context-enriched services. ESRS compliments existing service provider marketing strategies, research and tools with new ways to generate this kind of customer intelligence.



## *And There's More!*

Extend the functionality of ESRS with additional Emotum software:

- » **Self Install Kit (SIK)** - activation software
- » **Connection Manager (CM)** - mobile & wireless connection management
- » **Connection Centre (CC)** - self-help & helpdesk support
- » **Emotum Software Update System (ESUS)** - digital distribution & management
- » **Emotum Marketing & Notification System (EMNS)** - targeted ads & alerts

## Why did we create this software?

At Emotum we are always looking to improve our software and service. We have found that the most effective method is a combination of user testing and statistics. If you can't measure it, you can't fix it!

As specialists in software design we also saw the opportunity for service providers to reduce support costs, lower churn rates and generate new revenues by providing the right tools to their customers.

At Emotum, we believe that new opportunities for service providers rely on providing customers with a good experience. We want to help make this happen.

## About Emotum

Headquartered in Sydney Australia, Emotum Pty Ltd is marketing customised and localised fixed-line, wireless and mobile broadband software solutions in Europe, the Americas and Asia Pacific.

Our mission is to partner with its clients in the provision of innovative software solutions that solve the financial and technical challenges implicit in capturing and servicing the non-technical mass market.

For more information on this or any other Emotum software product, including case studies and product demonstrations please email [enquiries@emotum.com](mailto:enquiries@emotum.com)