

Dashboard Analytics Tour

Navigation

The top bar contains:

- **Report Type:** Switch between report types for deeper data dives.
- **Filter:** You can select one outlet, or as many as you'd like to view. You can also choose to view by country or by group.
- **Date Range:** Defaults to the last 7 days, however you can select whatever period you want (e.g. YoY, WoW or QoQ – Year on Year, Week on Week or Quarter on Quarter)
- **Admin:** Create your own Groups (e.g. Regions or Outlet type) and Events (e.g. marketing initiatives, in-store promotion, staff training workshop).

Functions



You'll see these icons in the top right corner of every graph.

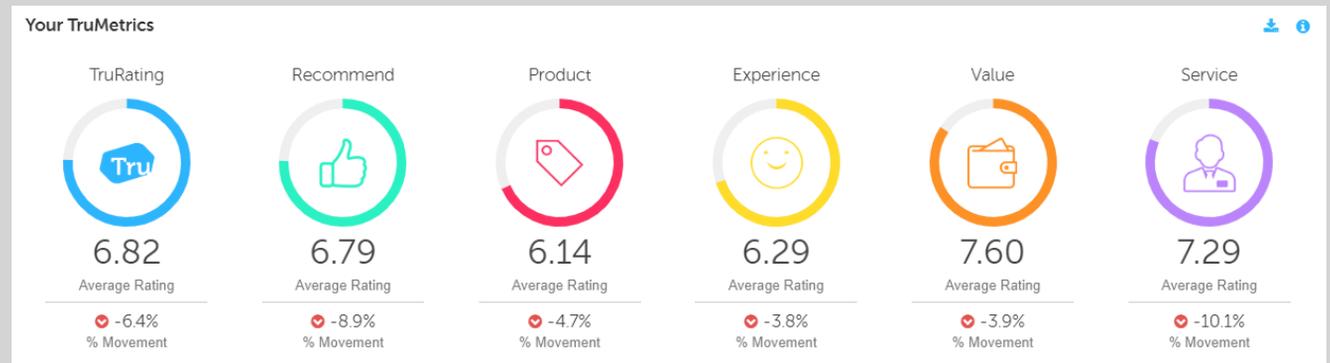
The **arrow** will export the data to excel. The **"i"** tells you what the graph is giving you insight to.

Summary Report (Default view)



Your responses at a glance. How many ratings you've received, what the response rate is, and also your TruNPS score.

TruMetrics



A snapshot of all your ratings results in each core metric over the time period specified. The % figure below each metric shows whether you are up or down versus the previous period. Your 5 core metrics are aggregated and averaged to provide you with one overall "TruRating" score.

Performance Over Time



Click on **Measure** in the top left corner and the drop-down menu allows you to choose from our 5 different metrics to track your performance.

You can also track your performance during particular events like (grey shaded area on the left side of the chart):

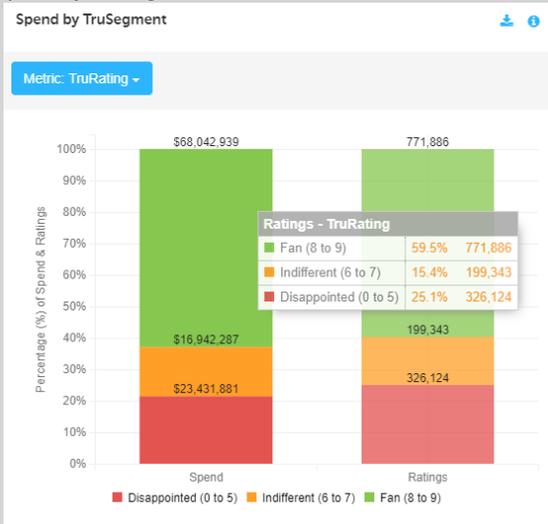
- Marketing Promotions
- New store manager starts
- Rolled out new sales and service standards.

See the variation of customers perceptions over time. Click any part of the graph to get the breakdown of each day of each metric.

Overlay Events you set up in the Admin section, to easily visualise the impact of a change or action you have made in an outlet. You can also overlay weekends to see if performance changes.

The Show/Hide bar graphs underneath show the raw number of ratings in each core metric that have generated the average rating displayed (and thus gives an indication of how significant the data is).

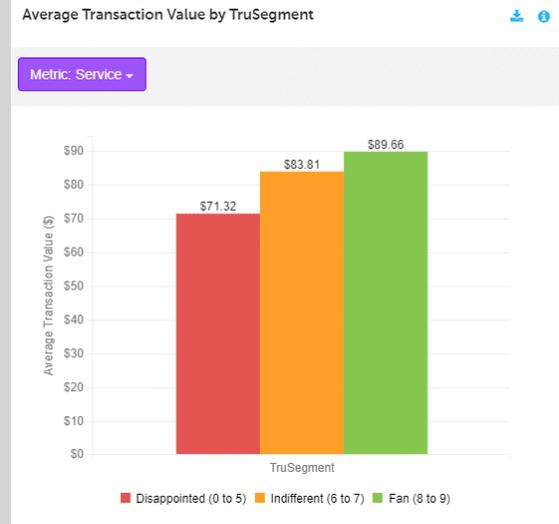
Spend by TruSegment



Check the link between how customers feel and what they are spending, this is a way to see how customer sentiment links to spend!

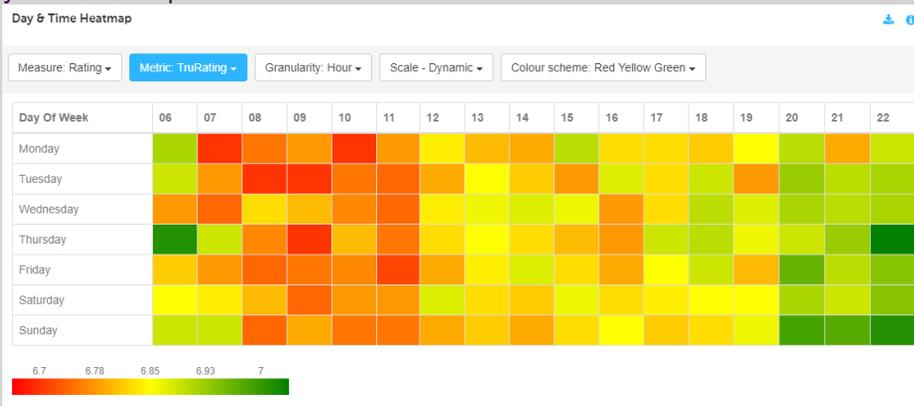
See the proportion between Fans (rated 8 or 9) versus Indifferent (rated 6 or 7) and Disappointed (rated 0-5), where the bulk of your spend lies, and which segment is responsible for it, e.g. 61% of customers may be your Fans but they are responsible for over 64% of spend.

ATV by TruSegment



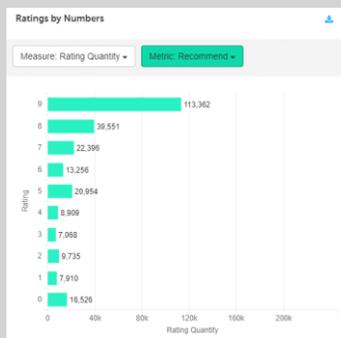
Compare how much your Fans spend on average per transaction vs Indifferent and Disappointed customers; this will allow you to quantify what it costs you when a customer receives a poor experience and what you could achieve if you invested in delivering experiences that customers love. Use the filter to see each metric and understand where the strongest link is with ATV. This will reveal the best area to focus on for improvements i.e. whether improving customer perceptions in service, value, experience, or product will deliver the strongest ROI.

Day & Time Heatmap



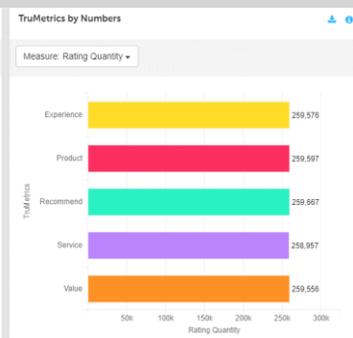
Visualise how your customers experiences change throughout the day and week. Identify operation pain points and sweet spots. You can drill down to day part, hourly, or even half hourly segments. So whether it's the lunchtime rush, or that 3pm delivery, you can see what the impact is on customer sentiment.

Ratings by Numbers



See the spread of ratings along the scale. Use the filter to flick between different metrics and see your split of ratings with a correlation to ATV or spend share.

TruMetrics by Numbers



See the weighting of questions answered. If you want to change the weighting of a specific question, anyone with Admin rights can do this.

Other great things:

Within the Dashboard, you can also check out the following sections:

- **Your Outlets** - see at a glance your Top and Bottom performing outlets. You can rank stores by metrics such as Ratings, TruMetrics, Transactions and more. (Choose from the drop down menu).
- **Question Deep dive** - Drill down into more information for any question you have running, whether it's a core question, or a custom question. (Choose from the drop down menu).
- **Outlet Comparison** - An expansive amount of analytics to see how every Outlet is performing against an array of metrics. (Choose from the drop down menu).
- **Users** - Have as many users as you like, set them up alike or choose what they want to see. (Click on Account> Users section on the top right menu)