

SMG Business Intelligence

Pair XM + consumer datasets for deeper insights and synchronized strategies

- ▶ Answer complex business problems more efficiently to innovate with confidence
- ▶ Integrate multiple types of data sources for a holistic view of your customer journey
- ▶ Access self-serve customer journey data anytime to evolve with agility



The proliferation of feedback channels and consumer datasets has made it clear: the line between fully informed and completely overwhelmed depends mostly on resources. And while it's important to distill all that data into tangible action items for the field, power users and department heads have different tasks to tackle. SMG's business intelligence solution marries your experience management (XM) data with other third-party datasets to provide a more unified view of your purchasers + non-purchasers throughout their cross-channel journeys.

SMG's business intelligence tool enables power users to segment multiple datasets in a centralized reporting dashboard, using dynamic filters and compelling visualizations to surface real-time insights that solve complex business challenges.

The smg360® dashboard + mobile app is purpose-built with the intention of giving field-level users the information they need to focus their everyday efforts where they matter most. And while our bi-directional API, robust back-end systems, and powerful reporting tools enable corporate-level users to conduct a variety of ad hoc analyses, we know the questions you're answering have evolved tremendously—and you need reporting tools that can keep pace.

Access self-service customer journey data anytime to evolve with agility

When facing multi-faceted business challenges, it's mission-critical to have a robust analytics tool to help conduct ad hoc

analyses at a rapid pace. Complementing the smg360 dashboard and professional services provided by your client insights team, SMG's business intelligence tool puts the power of the data collected across your brand at the disposal of those tasked with using it to drive strategy across the enterprise. Within the dashboard, users can:

- ▶ Develop customer segmentation analyses based on demographics, touchpoints, + behaviors
- ▶ Identify dropout points in the customer journey to reduce churn + highlight revenue-at-risk
- ▶ Recognize new market trends in real time for more precise strategy-mapping >>



Visualize multiple data sources for a holistic view of your customer journey

As XM investments ramp up, so too does the scrutiny when it comes time to demonstrate ROI. It's no longer enough to point to what the tools help you track—it's about harnessing that knowledge and showing you can use it to predict and impact what happens next. SMG's business intelligence is a browser-based subscription service that can be leveraged not just by you and your teams but also your SMG team—who works alongside you to ensure tangible returns.

Our tiered offering enables you to:

- ▶ Complement day-to-day CX visualizations outside of smg360 for more robust analyses
- ▶ Customize datasets + visualizations to your brand's unique research challenges
- ▶ Implement the solution quickly, seamlessly, + flexibly with vendor-led support

With increased investment and rich sources of information to draw from, it's never been a better time to be an XM professional—but great opportunities to effect meaningful change across your business come with complex operational challenges. SMG's business intelligence tool enables users to align efforts, achieve efficiencies, and put an insight behind every business decision.



To learn how SMG's business intelligence solution can help you tackle your brand's most complex business challenges, visit smg.com/contactus.

- ✔ Customer segmentation
- ✔ Journey analysis
- ✔ KPI + performance metrics
- ✔ Unit-level research
- ✔ Churn + revenue-at-risk analysis
- ✔ Predictive market + consumer trends



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.