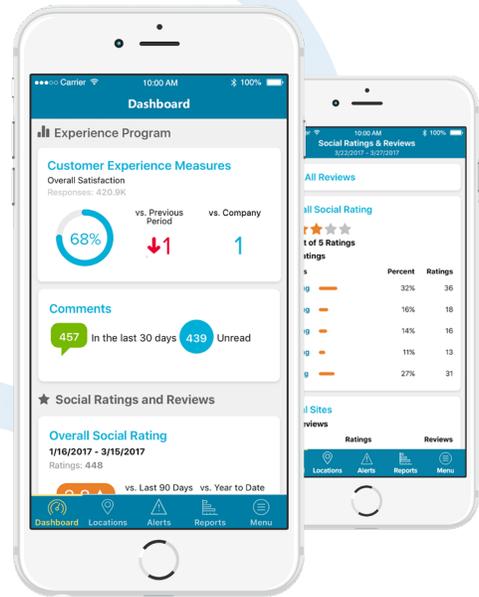


# smg360® reporting app

Put the right data in the right hands—in real time

- ▶ Customize role-based topline views + Areas for Focus
- ▶ Benchmark vs. organization + past performance
- ▶ Drill down into experience measures
- ▶ Manage alerts + comments in real time
- ▶ Pull period-end reports on demand



In an increasingly competitive marketplace constantly expanding across new touchpoints, you have to be agile enough to get from holistic insights to location-level action. But when your reporting is tethered to a backroom computer, you risk putting the front line out-of-pocket every time they're asked to check in. With real-time data and role-based access, the smg360 reporting app puts everything users need to know *in* their pocket—so you can get from insight to action quickly without taking anyone off the front lines.

SMG's enhanced mobile reporting app, smg360, puts integrated datasets directly in the hands of your employees. With a sleek new design and seamless functionality, the industry's highest-rated app delivers all the essentials you need from your experience reporting.

### Role-based access

smg360 access is customized to reflect your reporting hierarchy. Corporate power users are able to get holistic views of brand performance, as well as toggle between regions, locations, languages, and programs. Mid managers can look at key driver performance directly from the map view before launching GPS directions—or drill down into a location's dashboard to track scores, comments, and alerts. And location-level

dashboards allow managers to get a quick overview of key scores, sort and search real-time consumer comments, and track service alerts all the way from occurrence to resolution.

### Customizable dashboard views

Even with role-based access, there's no such thing as a one-size-fits-all approach to meet every user's needs. To make sure your users have what they need to keep the needle moving, we've made the smg360 dashboards customizable by role. By focusing on your key metrics, you can take a more flexible approach to your experience improvement efforts, putting a location-level emphasis on Speed of Service during peak seasons, while mid managers keep an eye on Friendliness to ensure service doesn't suffer as a result. >>



smg360 offers customizable dashboard views, cross-touchpoint integration, and enhanced drill-down capabilities with real-time data and role-based access. By keeping everyone up to speed without taking anyone off the front lines, you're able to quickly turn insight into action at every level of your organization.





smg360™

**App highlights:**

- ▶ Toggle between languages, programs, + locations
- ▶ Tie comments to experience scores + specific locations
- ▶ Streamline user access with single sign-on support
- ▶ See alerts from multiple sources and add notes on resolution status
- ▶ Rank locations by list view
- ▶ View aggregated social ratings by source or rank



**Enhanced drill-down capabilities**

Getting a quick overview is great when you need to get in, get what you need, and get back to putting your brand's experience strategy into action. But sometimes you need to dive deeper into the data to get more specific answers. With smg360, users can tap into experience measures to understand related scores and ensure there's sufficient sample. Users can also dig into consumer comments to see which channel they're coming from and track corresponding scores for your brand's most important measures.

We know it's not easy to navigate the increasingly competitive experience landscape—and you need a partner that gives you the right tools to stay the course. That's why we've designed smg360 to be your compass for making sure cross-channel customer experiences are aligned and your brand is pointed in the right direction.

Learn more about the smg360 reporting app capabilities. Contact your project team for a demo or visit [smg.com/reporting](http://smg.com/reporting) for more information.



service management group®

**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](http://www.smg.com).