

# Helping COOs in efficient fact-driven decision making: presenting **SmartReports** module

Reporting is today more important than ever. Not only to oversee the performance of business decisions in support or technical departments, but also as a marketing intelligence tool to get customer insights and improve marketing segmentation.

COOs have special interest to have clear reports daily, weekly and monthly to track the performance of their teams. Integrate **SmartReports** results in your balance scorecard to keep track of the execution of activities.

**SmartReports** allows you to gather in depth insights about different segments of your customer base with a state-of-the-art wizard.

Your team can dig-in the data, up to 3 levels of aggregation (ISP, CDN, device, title...), in a efficient and user friendly way with our new user interface.

Let's take some examples:

- as a COO you may want daily reports summarizing the different types of issues and the number of users impacted by those within your customer base.
- or understanding the most frequent in-player errors.



Ability to extract hard data of your users without any need of programming knowledge.



Oversee daily performance of support department thanks to summarized reports, integrated in your balance score card.



Ensure the understanding of recurrent issues and their causes to better interact with technical departments.

## Some of our customers



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