

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

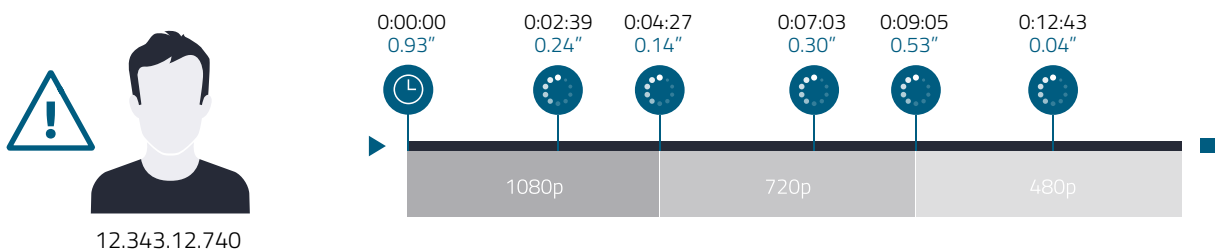
COOs today need real time data at end-user level to empower their customer care employees when dealing with trouble tickets without the intervention of the engineering department. Nowadays, support departments lack enough visibility of what happens with each individual view, they are unable to ensure that a voucher or reimbursement is legitimate or not. It is essential, in order to grow your business, to create a genuine sense of customer intimacy with every individual view.

SmartTracking is the ideal module for COOs. No other solution on the market provides you with tracking at such a level of granularity.

SmartTracking gives you a satisfaction score with every view and user to help you evaluate each individual experience without the use of external surveys. Also, technical traces remain available up to 1 year, allowing you to increase customer satisfaction and optimize costs.

We are the only firm able to provide you with a timeline per video view containing all its specifics: the quality changes the user experienced, events like pauses, buffers, or exits, as well as indicate all the metadata linked to that play.

And from that unique use case, you have the ability to link with the general dashboard to see if that specific situation applies to your general audience - all in real time.



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Real time information with all the details of each individual view.



Empowerment of 1st line support leading to dramatic cost reduction.



Increase customer satisfaction thanks to an improved first call resolution rate.

Some of our customers



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