SmartReports
Raw Data Extraction & Analysis Tool

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 gather insights into customers and improve marketing segmentation.

COOs have a special interest in clear daily, weekly and monthly reports that track 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 into the data with unlimited levels of aggregation (ISP, CDN, device, title, etc.), in an efficient and user-friendly way with our new user interface.

Consider these examples:

- As a COO you may want daily reports summarizing various issues and the number of users impacted.
- You may wish to understand the most frequent in-player errors.

Expand the power of SmartReports by combining it with Infinity technology to track and analyze events throughout the entire session, both in and out of the video playback.

- Extract hard data on your users without the need for programming knowledge.
- Oversee daily performance of the support department with summarized reports integrated in your balance scorecard.
- Ensure the understanding of recurrent issues and their causes to better interact with technical departments.

Some of Our Customers

NPAW
NicePeopleAtWork

Spain
Roc Boronat 23
Barcelona, 08008
+34 931 22 21 11

USA
79 Madison Avenue
New York, NY 10016
+1 917 720 5481

npaw.com
info@nicepeopleatwork.com

Sony

FOX

Rakuten

Vodafone

SBS

MBC

ITV

Telekabel

StarzPlay

ATRESMEDIA

Dorna

vang

Telefónica