

# SmartTracking

## Detailed User Experience Tracking

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, making them 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.

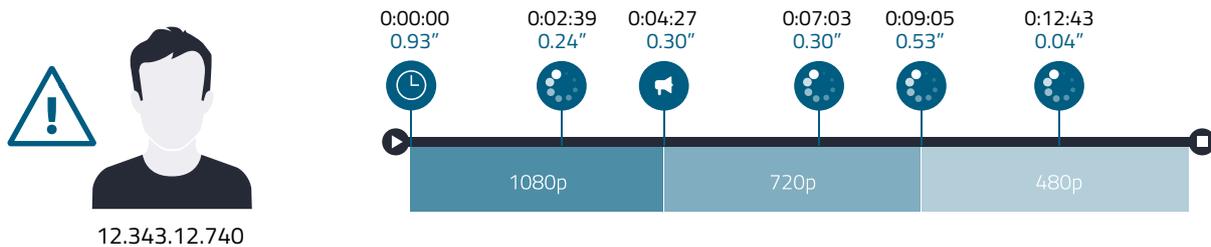
**SmartTracking** is the ideal module for COOs.

*No other solution on the market provides you with tracking at such a level of granularity, allowing you to measure customer satisfaction and optimize costs.*

**SmartTracking** gives you a satisfaction score with every view and user to help you evaluate each individual experience without the use of external surveys.

We are the only company able to provide you with a timeline per video view containing all of its specifics: quality changes a user experienced; events like pauses, buffers, or exits; as well as all 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 of this in real time.





Real time information with all the details of each individual view



Allow proactive targeted user management and increase customer satisfaction



Empowerment of 1st line support leading to dramatic cost reduction



Some of our customers