

FEATURE SPOTLIGHT

Basic Analytics

- ✓ **Monitor** performance and frequencies
- ✓ **Graph** collected data in an easy-to-interpret format
- ✓ **Understand** “what’s happened” in the field

“We’re hitting between 95 and 100 per cent compliance, on a monthly basis.”

PATRICIA RICHARDS
MANAGER OF BUSINESS DATA ANALYSIS



THE PROBLEM

Without a mobile data collection solution like ProntoForms, gathering field data is a complex and labour-intensive task. With paper-based submissions, critical information is often lost or not captured at all.

This lack of visibility can lead to missed revenue or improvement opportunities.

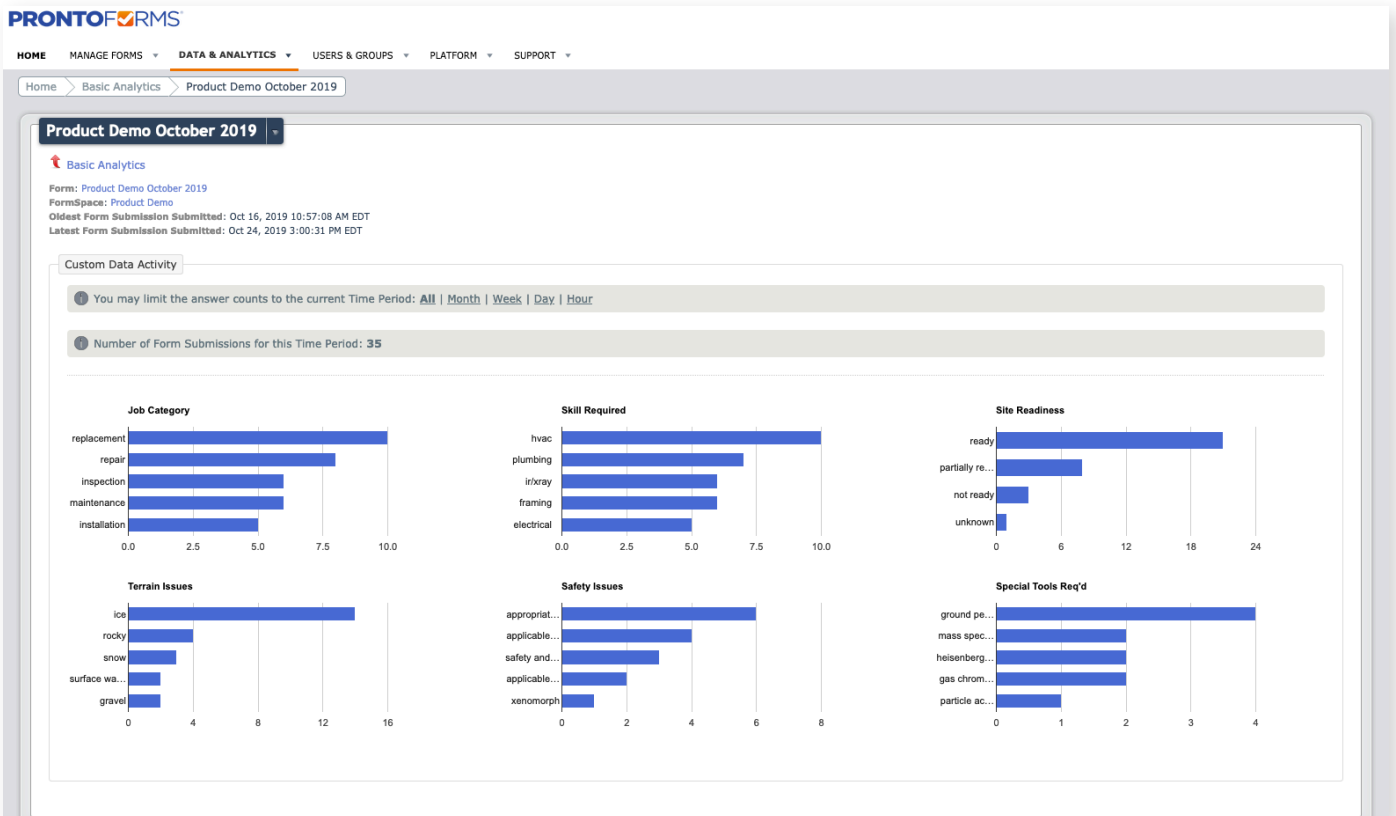
For example, say a business goal is to improve poor customer satisfaction scores. Without accessible and easy-to-understand data, it is difficult to test hypotheses or discover root causes.

OUR SOLUTION

ProntoForms' out-of-the-box **Basic Analytics** allows users to plot responses to specific questions on a graph to answer hypotheses.

In the above example, perhaps the line of business leader's hypotheses is that poor satisfaction scores are due to late technicians.

With Basic Analytics, they are able to plot submissions over a time period—in this case, over the past month—in a sleek graph. According to the corresponding graph, the line of business leader can determine that the question of late technician arrival was answered "Yes" 3 out of 9 times. Now, they are able to not only consider an on-time arrival improvement program but can monitor results after program implementation.



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