



DATAEXPERT

END-TO-END AUTOMATION: Have a Look Behind the Scenes!

Room 3 | 2:15-2:45 | Tuesday, February 12, 2019

One of DataExpert's multinational end-user clients had a need to automate their regular data collection among their suppliers. They wanted to have the sample management, data collection, sending of reminders and exporting the results all in one system. The system was built in Unicom Intelligence (Dimensions), however even hard-core Dim users would not recognize the system serving the integrated data collection and reporting.



U N I C O M I N T E L L I G E N C E

Users are managers of each category. After logging in, upon request, they only see their own category. The system sends automated invitations every quarter to current suppliers, after which users can track who has filled out the data collection forms, see the answers question by question and track who started responding but did not finish. If necessary, the system automatically sends reminders by algorithm to the appropriate contacts. At the end of the survey, data can be seen in both aggregated and record level, in addition pre-defined charts serve to let anyone immediately see the results at any given time.

The respondents are the customers' suppliers. They provide the answers and percentages of the material they supply and can also keep track of any difference from the previous data collection round. They can see the category benchmarks if needed and upload certain files to the user interface – most commonly certificates.

Some important highlights of this project were combining increased efficiency with reduced costs and at the same time providing the right information to the right people – everyone seeing only the information they needed but no more.

The result was that most category managers and suppliers – that is non-professional users – didn't realize that they were in a data collection system, the necessary information was collected and immediately available in real-time.

PRESENTATION TYPE

Case Study Presentation

SUBJECTS COVERED



Data visualization



Data integration/
big data



Mobile research



Business-to-business research



Effective vendor/
client relationship
management



New techniques –
qualitative and
quantitative



Automated research

KEY HIGHLIGHTS

The audience will understand more of:



The meaning of end-to-end automation, when it is reasonable to go for it.



The usability of such solution in a business enterprise, what the real benefit is and how to take profit of it.



The first steps to be made when you recognize yourself in such situations.

