



LEADING RETAIL SOLUTIONS PROVIDER ADDS
ANALYTICAL CAPABILITIES TO ITS INTEGRATED
SAAS RETAIL PLATFORM USING TABLEAU

CUSTOMER SUCCESS STORY



ANALYTICS | DATA | SECURITY
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SUMMARY

Learn how USEReady built and expanded advanced analytics capabilities into the client's existing SAAS platform to provide deeper insights to enhance sales and customer retention.

PROBLEMS

The existing architecture lacked visualization and analytical capabilities needed to improve the marketability of the SAAS platform.

SOLUTIONS

USEReady built and deployed advanced dashboards on Tableau Server for enhanced shareability and security. We also delivered the analytics bundle as an integrated offering to the SAAS platform.

BENEFITS

Enabled the client to sell more SAAS platform licenses by leveraging the integrated, enhanced analytics offerings ultimately increasing their revenue per deal.

Overview

Our client offered a state-of-the-art responsive customer engagement solution through an integrated SAAS platform. Their key offerings included:

- Online appointments - which enabled customers to book appointments through a channel of their choice and,
- Concierge - which included advanced in-store tools that helped employees improve their in-store customer experience.

The aim was to build advanced analytics capabilities into the existing platform that provided deeper insights, resulting in higher sales and customer retention.

Challenges

Limited Analytics Capabilities

The client's existing analytics platform lacked integrated analytical capabilities that were absolutely necessary to improve the marketability of the SAAS platform. Limited and time consuming performance reports from the platform resulted in delayed improvement measures hence it became difficult to unleash its true potential.

Interface Issues

The client wanted the KPIs to be presented for a specific target audience in an interesting and engaging interface. There was a need for an easy and quick way to analyse the performance of their appointment and concierge solutions.

Lack of real time analysis

To prompt a sale or to retain customers it was crucial to get a quick update of their interaction while using the platform's appointment and concierge features. There was a need to have a 360 degree view of customer experience but, due to the lack of real time analysis it was hard to analyse their behaviour while they use the platform which resulted in "once gone, forever lost" situation ensuing poor customer retention.



LIMITED ANALYTICS
CAPABILITIES

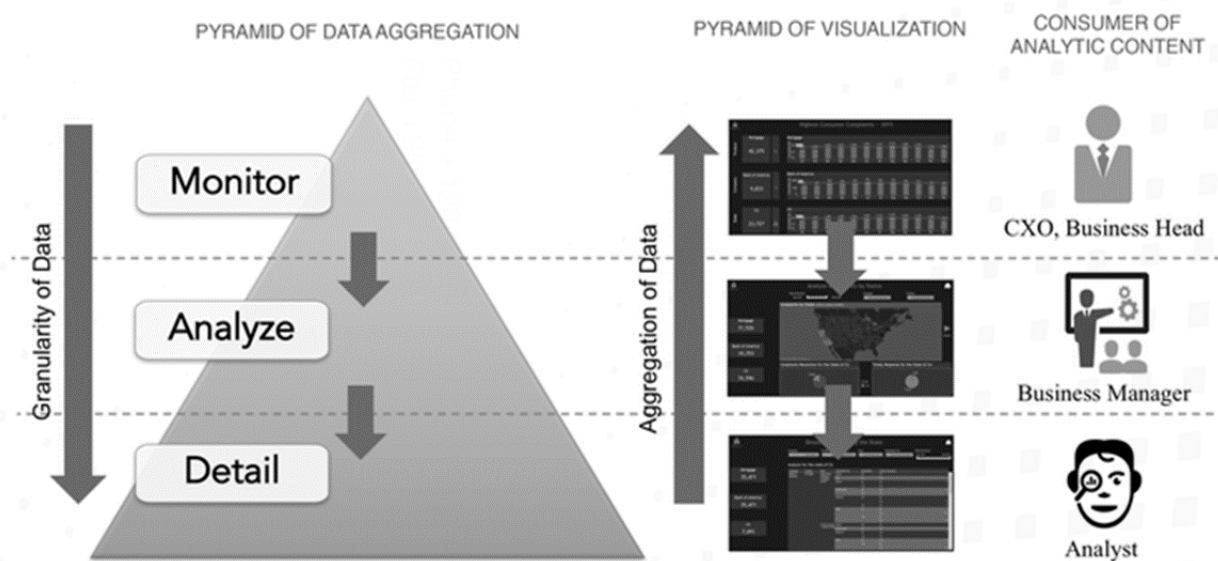


DULL INTERFACE



NO REAL TIME
ANALYSIS

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MAD FRAMEWORK FOR CREATING GOOD TABLEAU DASHBOARDS
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Solution

Data Preparation

USEReady accumulated unstructured data from various sources and combined, cleansed and shaped it into an appropriate format to build powerful data visualizations.

Tableau Dashboards

Utilizing the prepared datasets, USEReady deployed multiple Tableau dashboards. Use of MAD methodology ensured that different user groups could access dashboards at different summarization levels and focus only on KPIs relevant to them.

Tableau Server Deployment

The interactive dashboards were then deployed using Tableau Servers to promote sharing and collaboration while ensuring security and access control.

SAAS Platform Integration

The analytics bundle consisting of Tableau dashboards was delivered as an integrated offering to the SAAS platform.



-  APPOINTMENT QUALITY INDEX
-  APPOINTMENT DATA
-  APPOINTMENT VOLUMES
-  QUALITY OF APPOINTMENTS
-  APPOINTMENT FLOW
-  CUSTOMER FEEDBACK
-  CUSTOMER FLOW
-  POINT-OF-PURCHASE OUTCOME
-  INCLUDING POINT OF SALE
-  PRE-PURCHASE WEB METRICS



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Benefits

Better visibility for faster insights

Interactive analysis provided visibility into customer's interaction across all channels resulting in effective monitoring, optimized marketing campaigns, boosted sales programs and improved operational efficiency.

A Unique differentiator

A SAAS platform enriched with analytical offerings was a differentiator from what our client's competitors were offering, giving our client a competitive advantage.

Increased Sales

Our solutions helped the client hike their license sales for the said SAAS platform.

They were able to leverage the integrated analytical offerings as a USP recording a quarter on quarter increase in sales.

Increased revenue per deal

There was an obvious hike in the revenue post the implementation of our solution. However, the analytics module being sold as an enhanced offering also increased the scope of revenue per deal. Along with the increased sale numbers the client closed extra profit per deal.

Customer retention

The advanced analytics solutions also helped our client understand customer concerns better for quick resolving, thereby resulting in repeated business interactions.

"USEReady has the pedigree and the background. They help clients expand further, build out and push the edges of visualization with crisp, clear and concise way of displaying information so that the consumers can instantly understand what they are looking at and where they need to go with the data. USEReady brings that expertise to the table and really provides tremendous value for us and our customers."

- Department Head, Sales



ABOUT USEREADY

USEReady is a leading provider of advanced business intelligence, data management, and network security solutions. Our mission is to help businesses succeed by fast-tracking their business performance - through our industry, domain and technology expertise, agile global delivery practices, and our customer fanaticism. For more information, visit: www.useready.com



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