UNLOCKING THE POWER OF REPORT AUTOMATION

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E-Tabs
Data in sight

BOVITZ

THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

WHAT WE'LL LOOK AT TODAY

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01 THE BOVITZ STORY

A case study

02 AUTOMATION IN ACTION

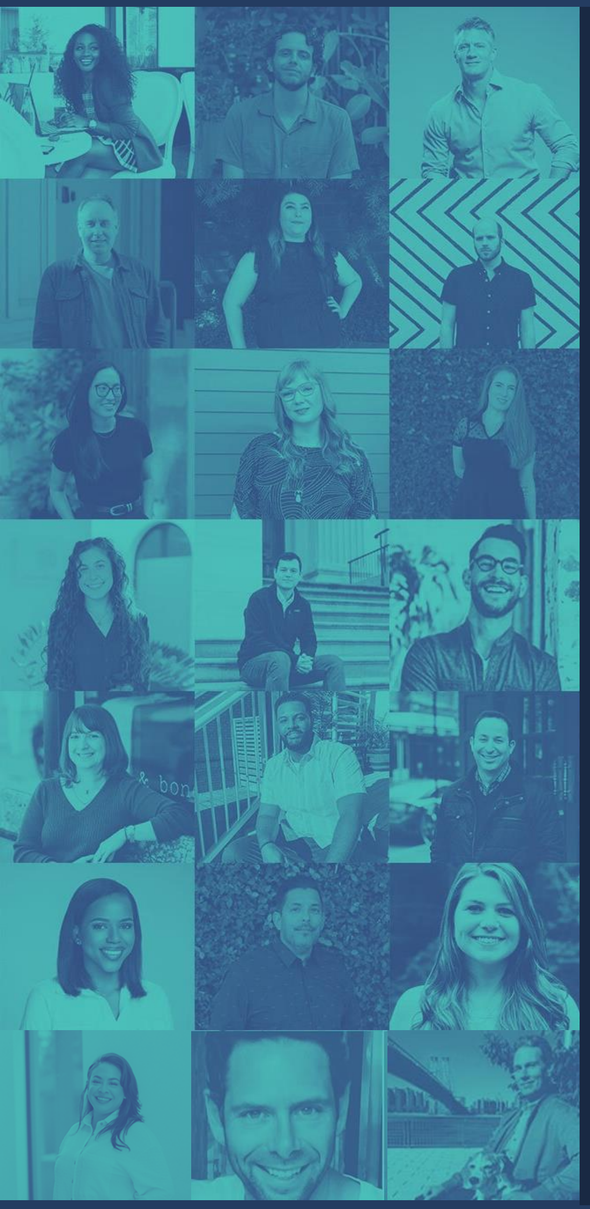
Demonstrating the technology

03 LEVERAGING MORE

Innovative ways of using automation further

04 THE STRATEGIC BENEFITS

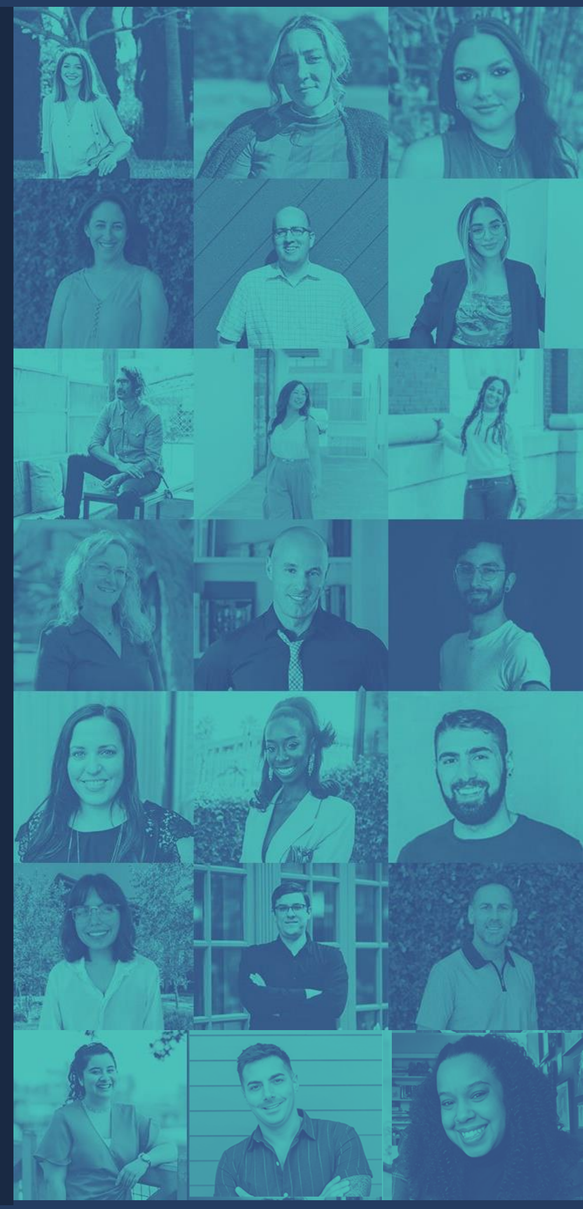
What automation can do for your business



FIRST, A BIT ABOUT US...

BOVITZ

PUTTING PEOPLE FIRST



WHY AUTOMATION?

THE CHALLENGE

Manual reporting is time consuming and tedious

Off-the-shelf solutions are inflexible and don’t work well for custom research

Past automation attempts have taken more effort than anticipated, with little ROI

Dynamic, customized research requires adaptable solutions

THE SOLUTION

- E-Tabs is a partner, not just a provider
- They take a collaborative approach and understand our unique needs
- They offer a flexible solution, adaptable to our custom research designs
- They have a user-friendly platform, which empowers our researchers

CASE STUDIES

HIGH-END OUTDOOR GEAR BRAND

USE CASE: GLOBAL TRACKING

THE CHALLENGE

- Continuous tracking in 17 cities in 9 countries across 4 regions
- Survey content/brands vary by country and sometimes over time
- Numerous slides required soon after field close each quarter

THE SOLUTION

- Worked with E-Tabs to automate standard slides
- Had flexibility to accommodate the various changing aspects
- Subsequent waves populated in a day, speeding up delivery of scorecards and reports
- Saved ~100+ labor hours/year populating and quality checking
- Significantly reduced labor costs associated with traditional report population
- Data and stat testing sourced directly from tabs with no room for human error

MAJOR PHARMACY RETAILER

USE CASE: REPLICATING ACROSS CATEGORIES

THE CHALLENGE

- 15 separate category decks, each with 27 slides (Total of 405 slides)
- Condensed timeline

THE SOLUTION

- E-Tabs' Bureau Services team programmed the auto-charting functionality for us
- Saved ~150 labor hours populating and checking
- We were able to deliver reports with considerable speed and 100% accuracy

LEADING STREAMING VIDEO BRAND

USE CASE: NEARLY IMMEDIATE TURN-AROUND TIME

THE CHALLENGE

- Continuous tracking with weekly deliverables
- Topline deliverable needed early every Monday morning (after closing field each Sunday)
- Extensive amount of data points and stat-testing to be updated each week
- Required team members to consistently work Sunday afternoons/evenings

THE SOLUTION

- Topline was automated using E-Tabs
- Turned hours of Sunday labor into a push of a button to update the Topline with new week of data pulled straight from the data source
- Saved 170+ WEEKEND hours/year

KEY BENEFITS

KEY BENEFITS

SPEED

- Faster turnaround times
- Competitive advantage

VALUE

- Increased researcher efficiency
- More time for strategic analysis

ACCURACY

- Minimized human error
- Improved data reliability
- Stronger client trust

DEEPER INSIGHTS

- Uncovering hidden trends and patterns
- Richer, more compelling narratives
- More impactful client recommendations

BEYOND TANGIBLE BENEFITS

Empowering our researchers: "Less doing, more thinking"

Focus on the "why" and uncovering the story behind the data

Strengthening client partnerships

Win-win: Happier clients, more engaged researchers

ABOUT US

- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- 24-hour Global support

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AUTO CHARTING OR AUTOMATED REPORTING ?

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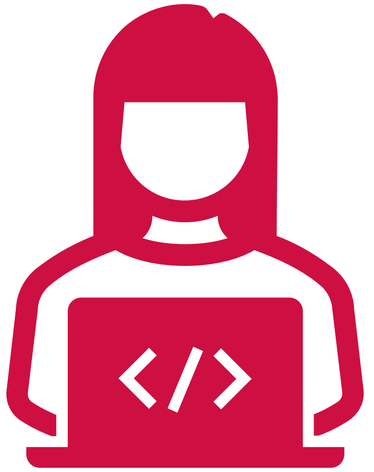
AUTO CHARTING - INFLEXIBLE!

- Macros
- Images of charts instead of editable objects
- Online analysis exporting too simplistic
- Limited on chart types, number of charts per slide
- Very few options for handling changing conditions



AUTO CHARTING OR AUTOMATED REPORTING ?

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- Can read in MR banner tables, SPSS files
- Can handle variance across time or markets
- Changing Brand lists, numbers of bands
- Can read in testing, or calculate significance
- Handle low-base conditions
- Automatically align brand logos, indicators
- Calculate differences, trends, generate standard analyses

AUTOMATION DESIGNED FOR MARKET RESEARCH!

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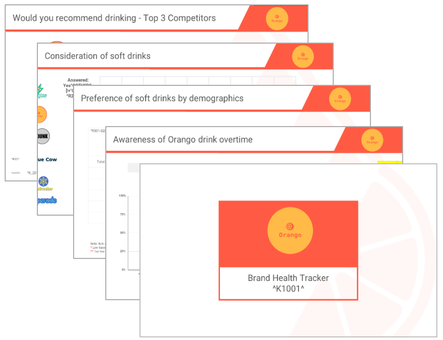
"NOW YOU'RE TALKING!"

"SO MUCH MORE DETAIL IS POSSIBLE

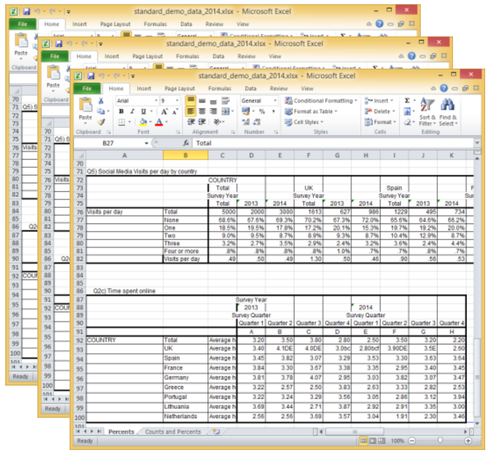
THAN JUST SETTLING FOR

AUTO-CHARTED REPORTS."

FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION



Data pulled into your own existing template



Google Slides

Google Sheets

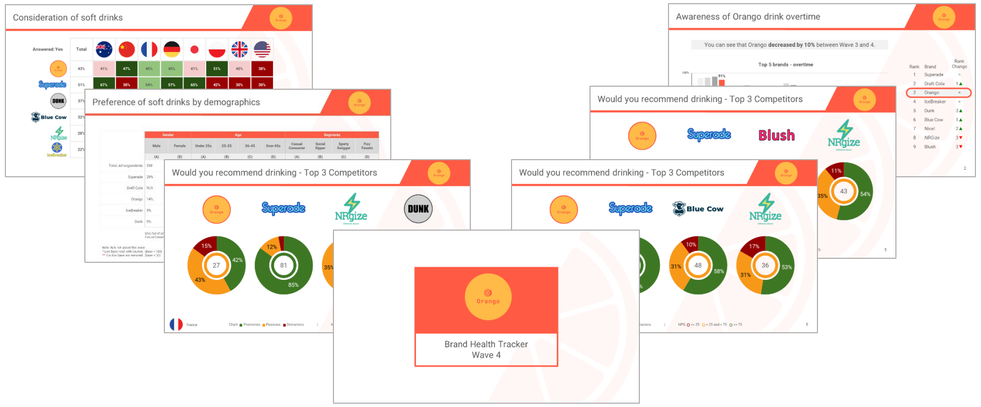
Google Sheets

SPSS

Power BI

+ableau

SQL



Tabs Enterprise - E-Tabs Enterprise - Script View: Powerpoint - Orango Demo

Project Goto Backup Help

Script Constants Sources Tables Data Calculations Rules New Window

ect Options

oject Files | Project Info

Project Folder C:\E-Tabs Enterprise projects\Orango demo\

Data Files Drinks.xlsx

Sample Data.xlsx

Template File Orango BHT - PowerPoint - Template.pptx

Translation File

Output File Orango BHT - Wave 4.pptx

Other Files

nt Projects

Powerpoint - Orango Demo (C:\E-Tabs Enterprise projects\Orango demo\Powerpoint - Orango Demo.epg)

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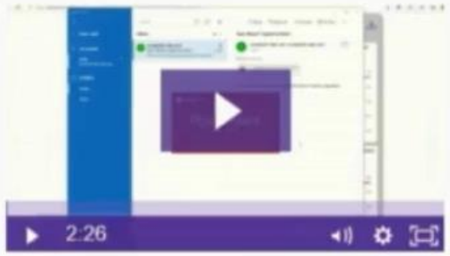
E-Tabs FOLLOW US

Generate reports on our E-Cloud!

With Enterprise Cloud, you can generate automated, editable PowerPoint/Google Slides outputs from your online dashboards (including PowerBI and Tableau). See the video below:



Book a demo HERE

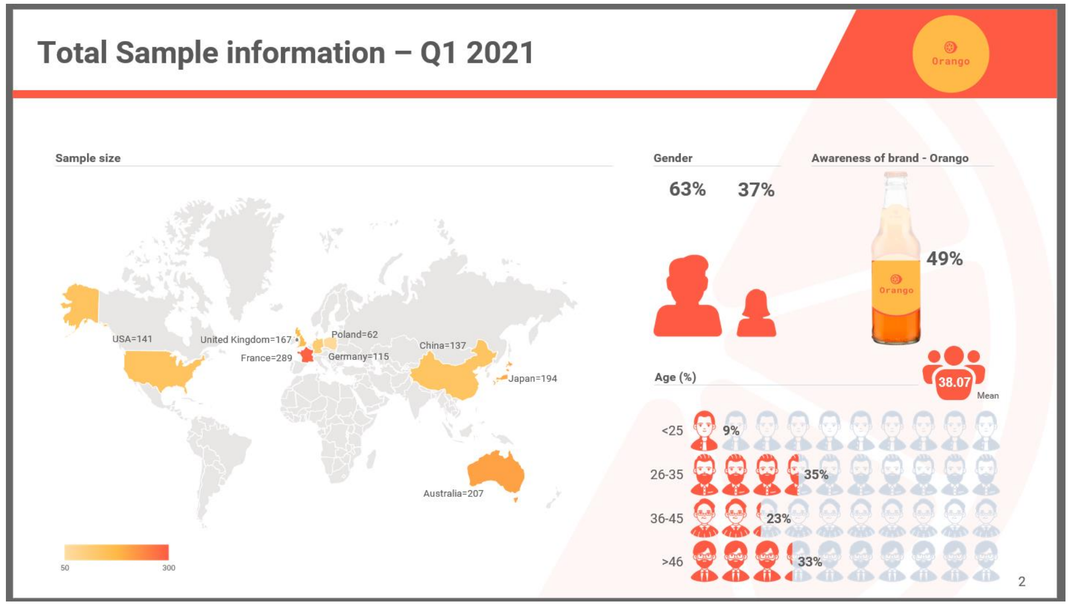
You can keep up to date with new features by clicking the icons below:

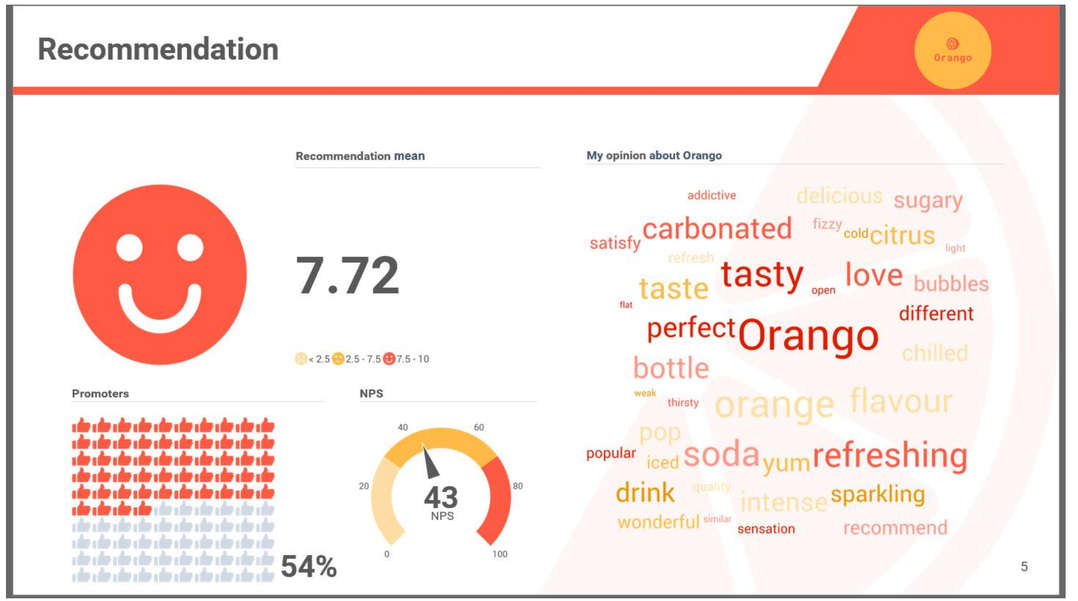
Data in sight

10.1.39.5304

NOT JUST YOUR STANDARD CHARTS....

DATA-DRIVEN INFOGRAPHICS TOO





TYPES OF PROJECTS

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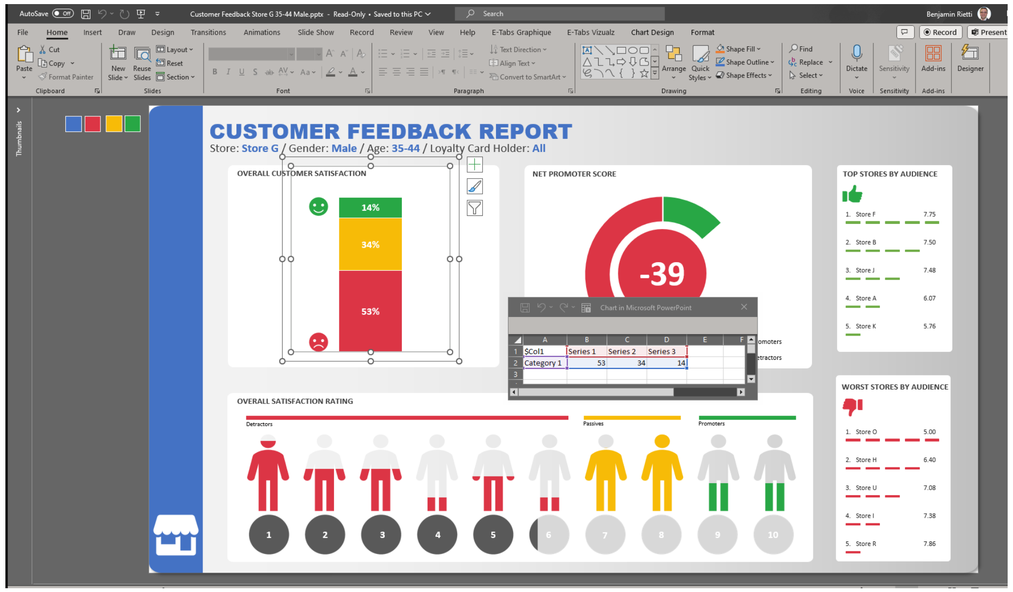
TRACKERS

MULTI COUNTRY

SEGMENTATION

CX SAT

LEVERAGING MORE FROM AUTOMATION



HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

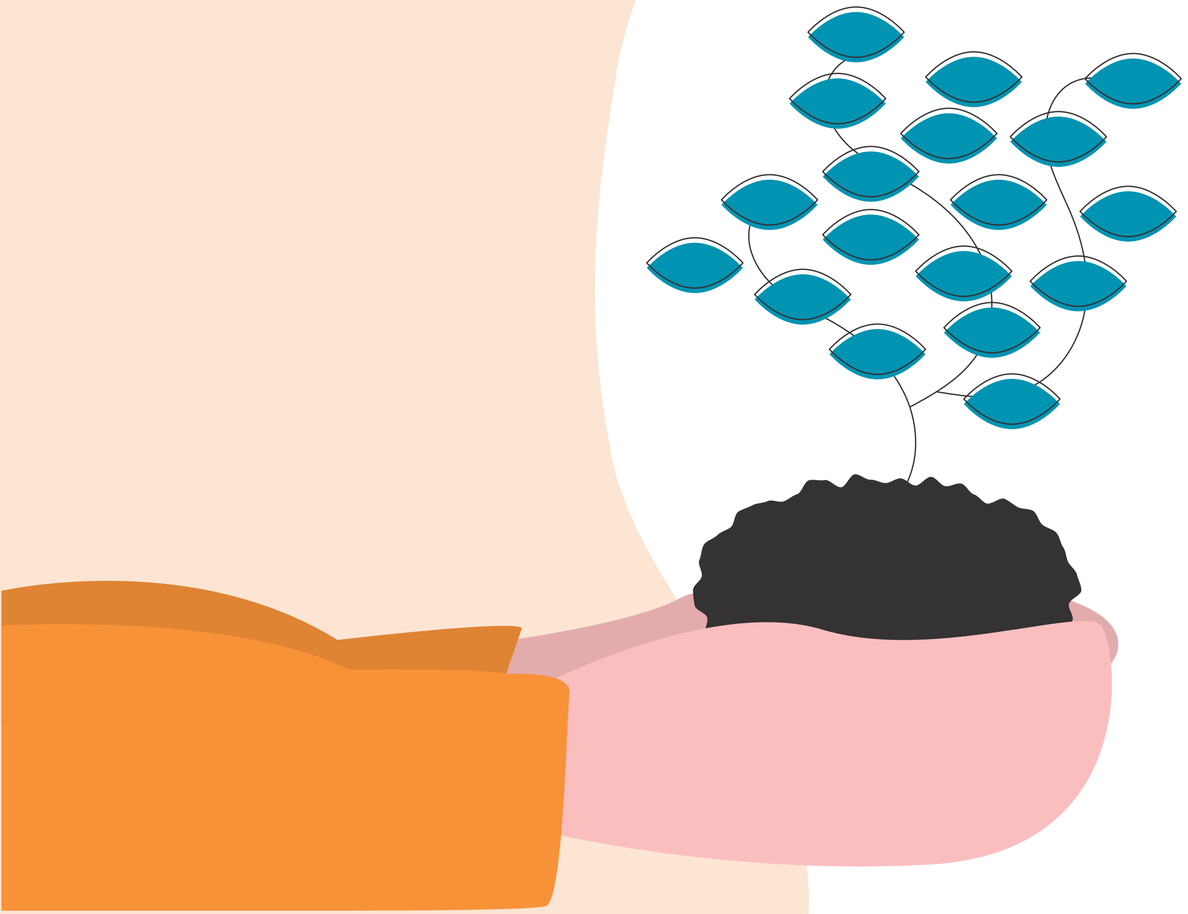
E-TABS ENTERPRISE SOFTWARE SUBSCRIPTION

- We provide the software, training and support
- Automate everything – Google, PowerPoint, Excel +

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

E-TABS BUREAU SERVICE CAN AUTOMATE FOR YOU

- Give us your template, tables and instructions
- Any project – PowerPoint, Google Slides, Excel +
- We set-up and then update each wave/market



STRATEGY FOR GROWTH

- Creates opportunity for added value
- Creates time for more insights
- Creates options for more revenue
- Builds stronger client relationship
- Increased employee satisfaction

ANY QUESTIONS?

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