

# THE DAILY GRIND... AUTOMATED

## STREAMLINING RESEARCH REPORTING

### FOR A GLOBAL CAFÉ BRAND



Jeffrey Johnson, Escalent



Benjamin Rietti, E-Tabs



escalent



# WHAT WE'LL LOOK AT TODAY



**01** **ESCALENT'S 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

# How E-Tabs Helps Us Deliver Faster, Smarter Reporting



ENHANCING REPORTING EFFICIENCY THROUGH INNOVATIVE SOLUTIONS



# Introduction to E-Tabs' Impact

## Automation Enhances Accuracy

E-Tabs introduced an automated system that eliminated manual data entry errors and improved report reliability.

## Accelerated Reporting Timelines

The automation accelerated report production, enabling **faster** turnaround times for market research deliverables.

## Focus on Insights Over Checks

**Reliable data** integration allows the team to focus on higher-level **analysis** instead of verification tasks.

## Trusted Long-Term Partnership

E-Tabs is considered a trusted **extension** of the team, supporting consistent and efficient reporting cycles.

# Reporting Challenges

The Coffee Monster is Thirsty for Insights



# The Pressure of Compressed Timelines



## **Tightening Deadlines Challenge**

Client-imposed aggressive timelines increased pressure on the team to deliver error-free reports quickly.



## **Manual Reporting Limitations**

Manual data verification involved cross-referencing multiple sources, increasing chances of human error.

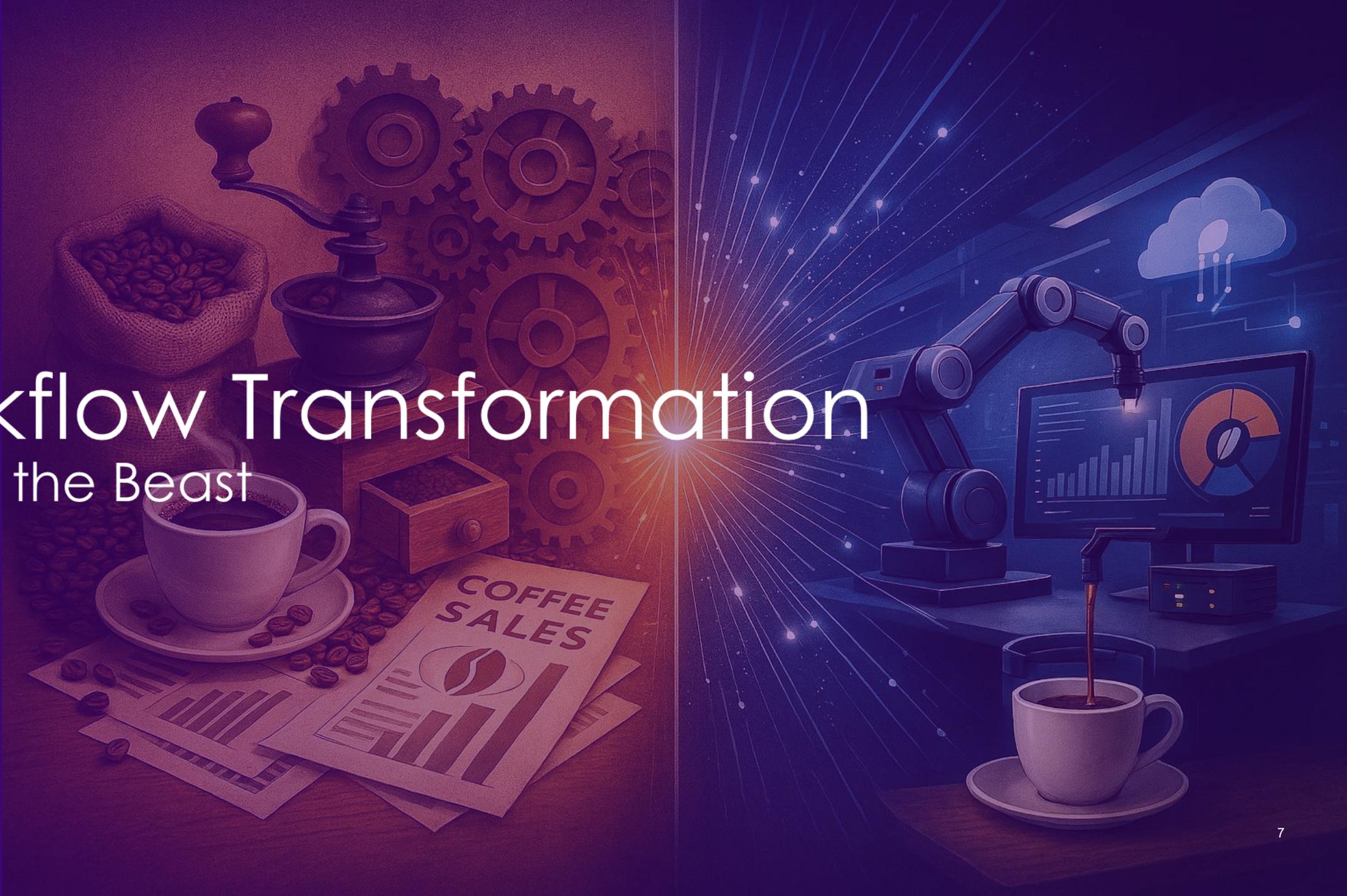


## **Need for Automation**

Automation was essential to reduce workload, improve accuracy, and prevent burnout amid rising complexity.

# Workflow Transformation

## Taming the Beast





# From Manual Labor to Automated Precision

## **Manual Reporting Challenges**

Manual processes involved copying data, updating visuals, and checking slides, consuming many hours and risking errors.

## **Automation Implementation**

Partnering with E-Tabs enabled automation to populate figures directly from datasets, streamlining report generation.

## **Benefits of Automation**

Automation delivers accurate, consistent reports quickly, freeing time for interpretation and client storytelling.

## **Strategic Partnership Impact**

Collaboration with E-Tabs highlights how partnerships enhance workflow efficiency and report quality.

# Impact on Deliverables

## Feeding the Monster



### **Efficient Data Processing**

Automation ensures accurate refresh of data tables, streamlining the update process with minimal manual oversight.

### **Consistent Reporting Quality**

Reports maintain structure and precision across cycles, meeting client expectations for quality and continuity.

### **Reduced Stress and Increased Insight**

Predictable workflow reduces deadline pressure, allowing analysts more time for strategic analysis and insights.

### **Streamlined Repeatable Process**

The workflow mirrors a familiar routine, with clear roles and smooth steps, ensuring satisfying and reliable deliverables.

# Increased Confidence, Speed, and Trust

*E-Tabs frees our team from slide population so we can focus on **higher-value insight and storytelling.***



E-Tabs saves us 800 hours in this process.

That's **100 working days.**

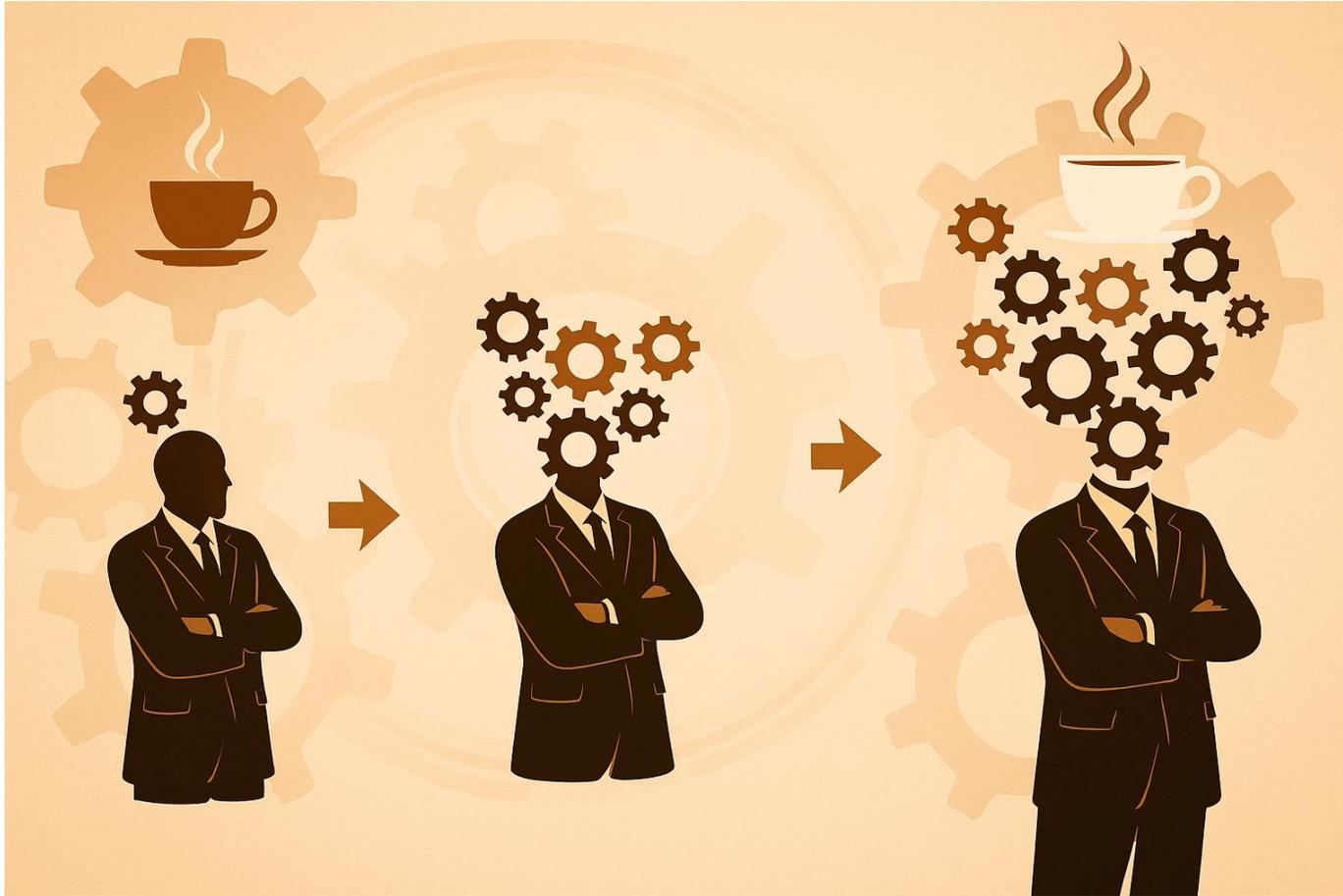
That's **20 full work weeks.**

That's nearly **5 months** of analyst time reclaimed.

# E-Tabs: Turning Hours into Insight

# Collaborative Partnership

## E-Tabs as an Extension of Our Team



# Collaborating with E-Tabs as Part of Our Team

## **Trusted Team Extension**

E-Tabs has evolved beyond a vendor to become a trusted part of our internal team, enhancing collaboration.

## **Professionalism and Adaptability**

Their staff demonstrates deep understanding and adaptability, ensuring clarity and high-quality outcomes.

## **Seamless Workflow Creation**

The partnership enabled a repeatable quarterly workflow that is efficient and effortless.

## **Strategic Partnership Benefits**

E-Tabs' responsiveness and expertise elevate operations and support client satisfaction and credibility.

# ABOUT US



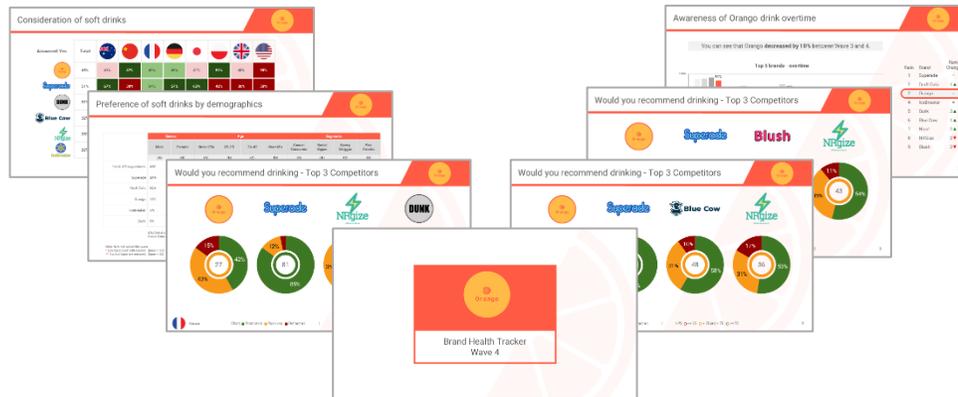
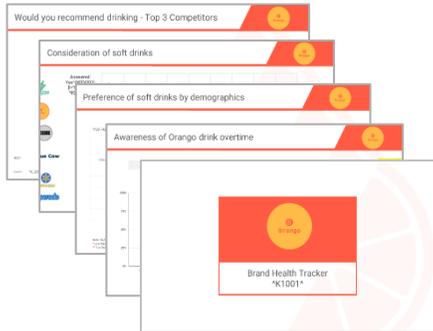
- **Acknowledged MR industry leader** in Data Visualization, Online Dashboards and **Automated Reporting solutions**
- Winner of **numerous MRS/ASC awards** and HM The Queen's Award for Enterprise
- **24-hour Global support**



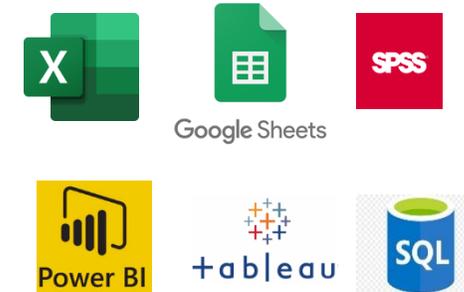
# FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION



Data pulled into your own existing template



Country	2013		2014		2015	
	Q1	Q2	Q1	Q2	Q1	Q2
UK	10.5	11.2	11.8	12.5	13.1	13.8
Spain	8.2	8.9	9.5	10.2	10.8	11.5
Average	9.35	10.05	10.65	11.35	11.95	12.65



# TYPES OF PROJECTS



## TRACKERS



## MULTI COUNTRY



## SEGMENTATION



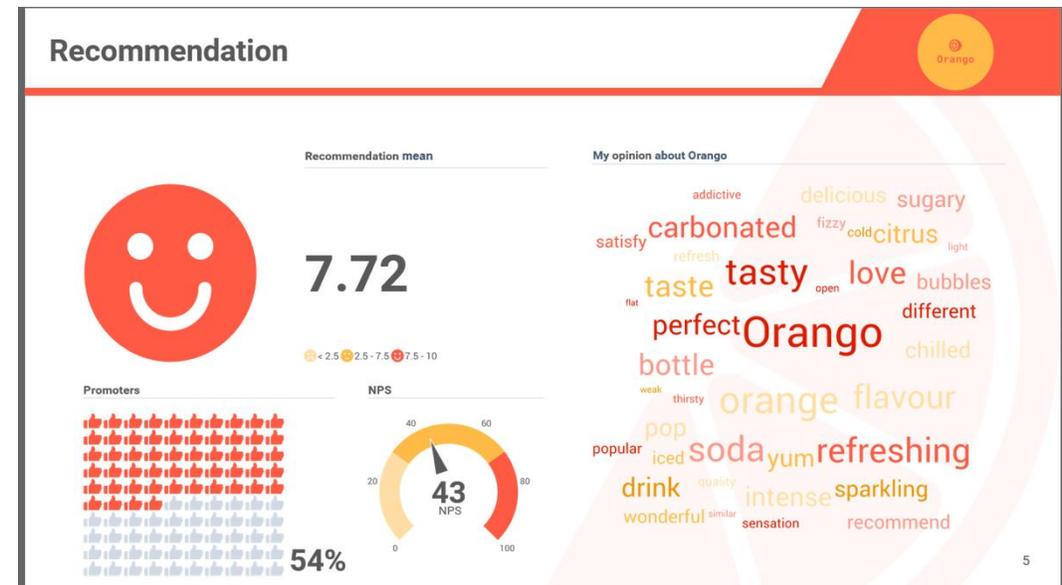
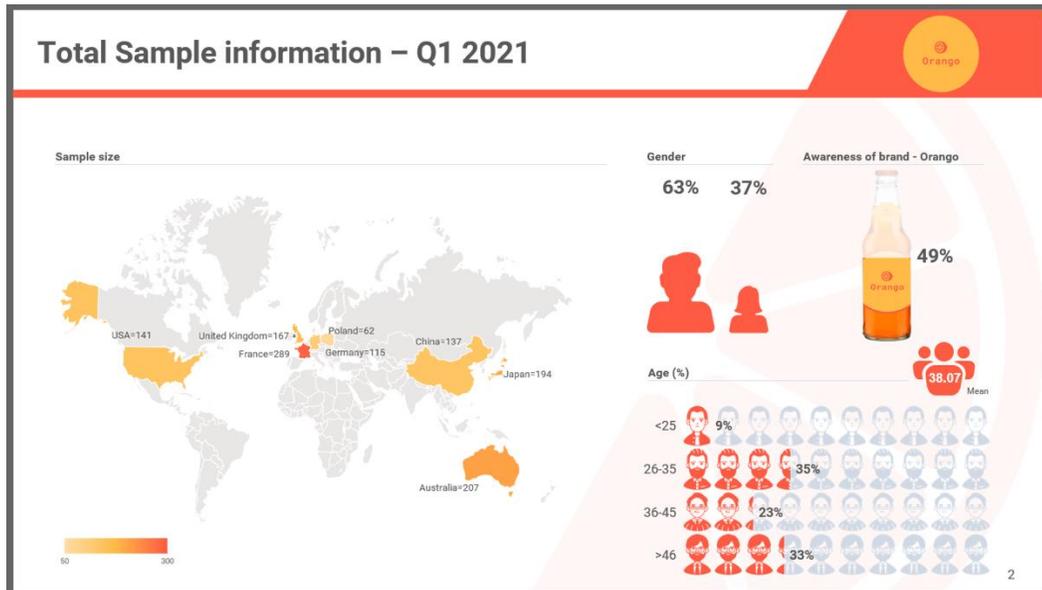
## CX SAT



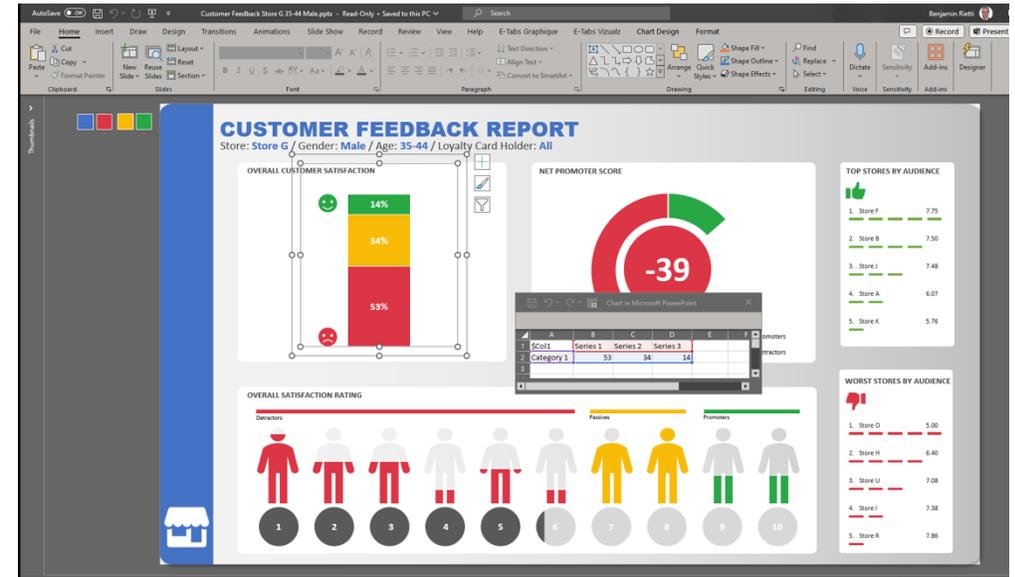
# NOT JUST YOUR STANDARD CHARTS....



## DATA-DRIVEN INFOGRAPHICS TOO



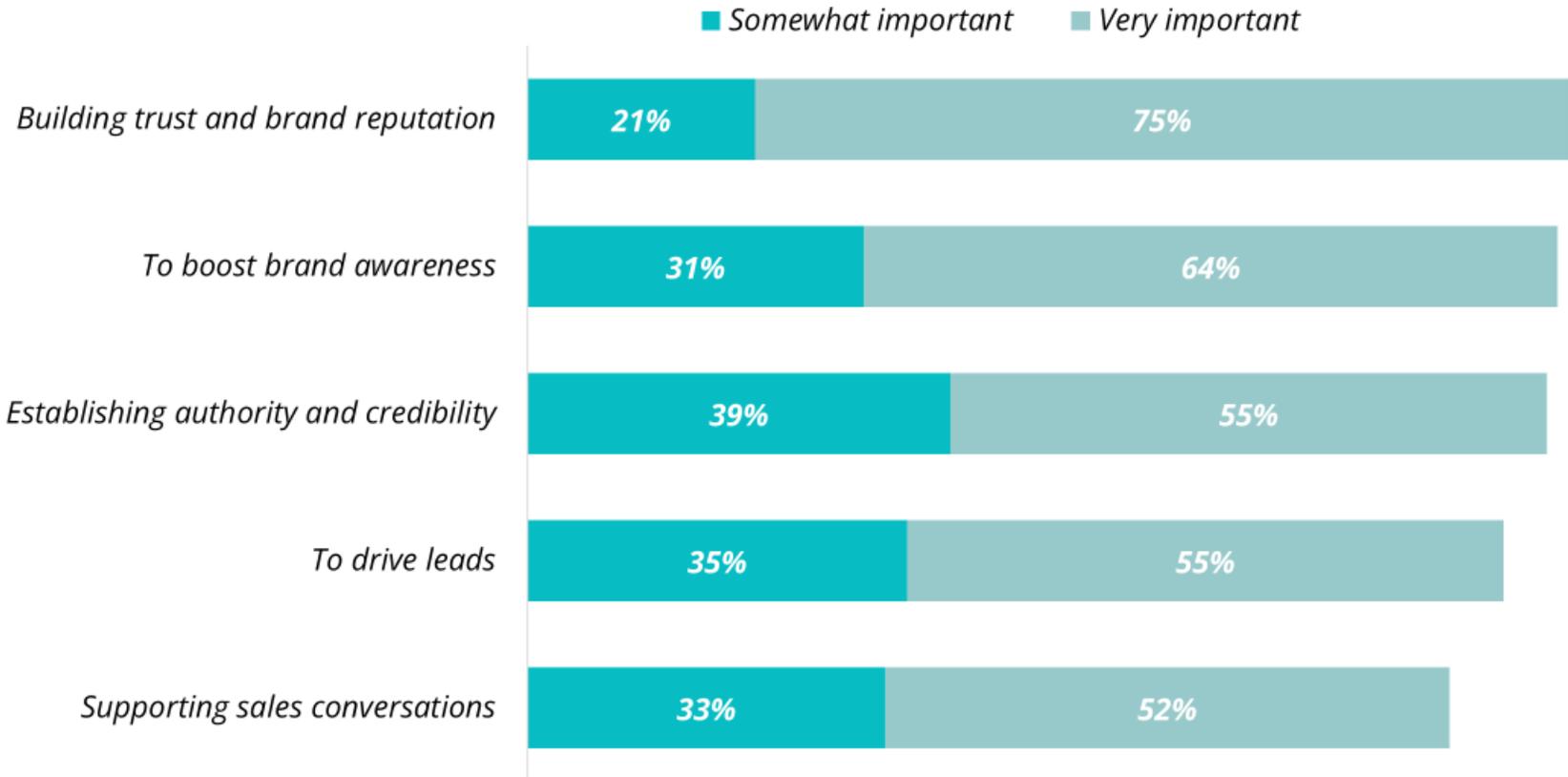
# LEVERAGING MORE FROM AUTOMATION



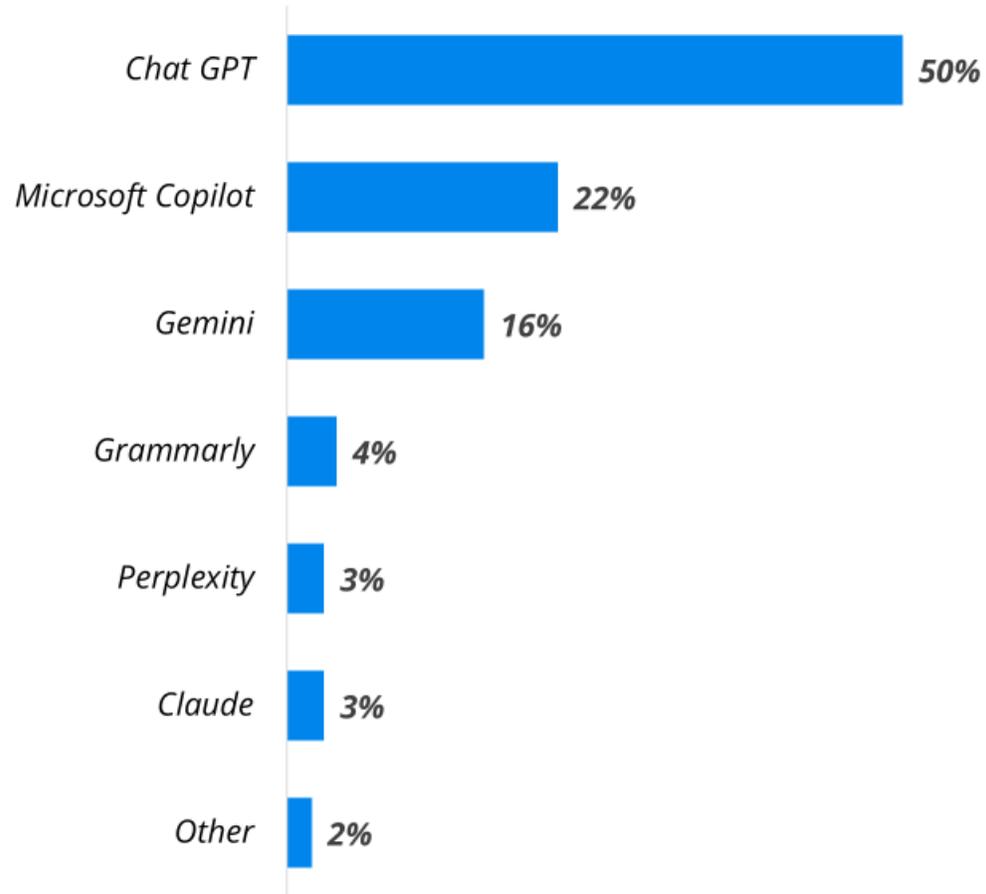
# AI ANALYSIS - AUTOMATED



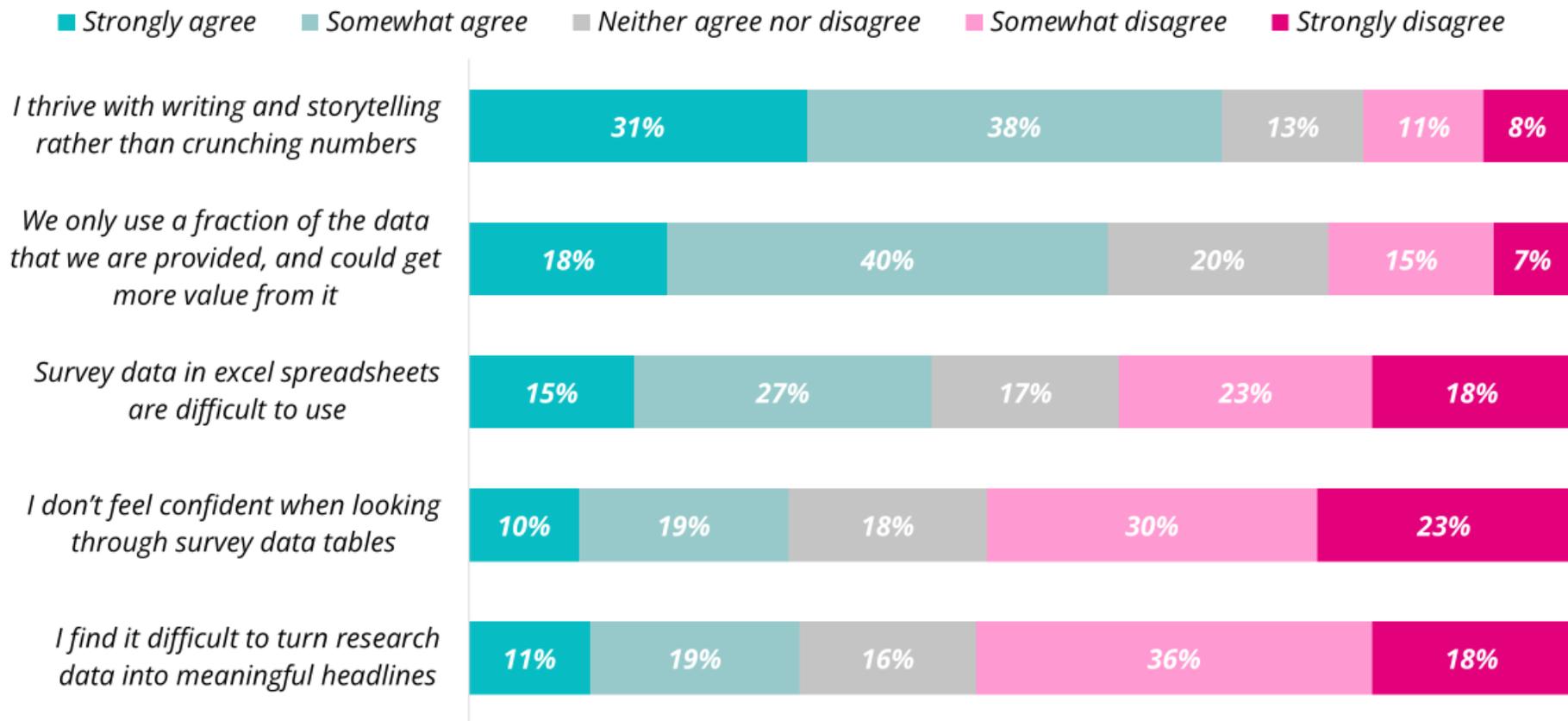
Nearly all marketers see research-led thought leadership as vital for boosting brand awareness (96%), building trust and brand reputation (96%) alongside authority and credibility (94%).



*Chat GPT is the most used AI tool for data analysis, with 50% of respondents using it, followed by 22% using Microsoft Copilot.*



68% of respondents agree they thrive with writing and storytelling, while 58% feel they only use a fraction of the data provided.



# HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

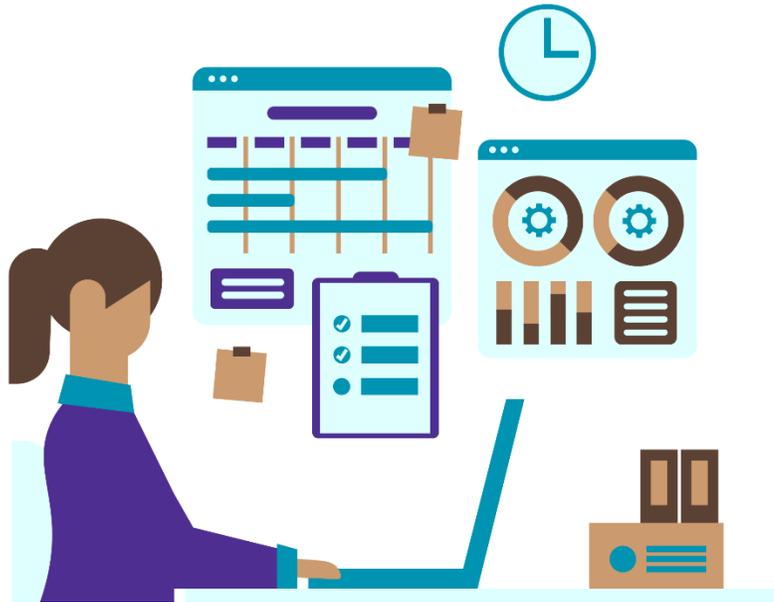


## E-TABS BUREAU SERVICE CAN AUTOMATE FOR YOU



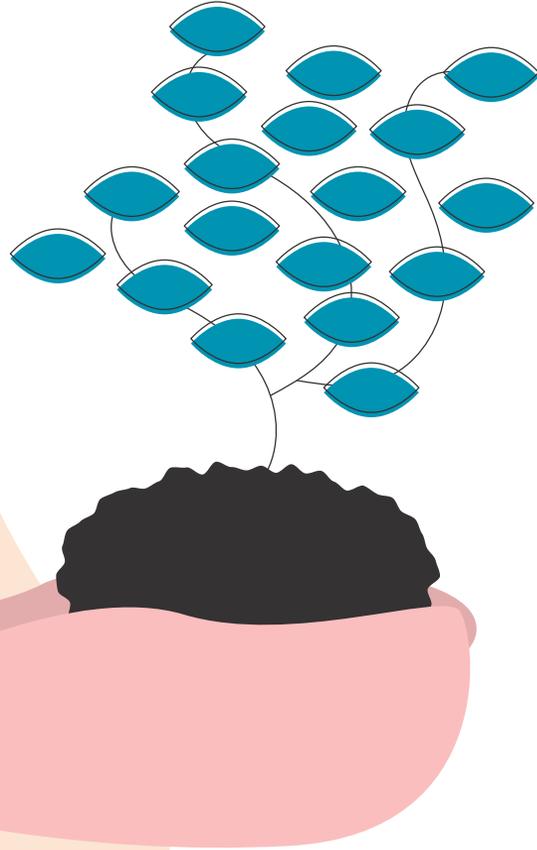
- Give us your template, tables and instructions
- Any project –PowerPoint, Google Slides, Excel +
- We set-up and then update each wave/market

# 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 +



## 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?



Jeffrey Johnson, Escalent  
[jeffrey.johnson@escalent.co](mailto:jeffrey.johnson@escalent.co)



Benjamin Rietti, E-Tabs  
[b.rietti@e-tabs.com](mailto:b.rietti@e-tabs.com)

