E-Tabs

bva Bdrc

Work Smarter, Be Better

Automated Innovation, Quirks London

THE QUIRK'S EVENT

FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

WHAT WE'LL LOOK AT TODAY

01 **THE BVA-BDRC JOURNEY**

The Challenges and the Automation Solution

02 **AUTOMATION IN ACTION**

Demonstrating the technology

03 **INNOVATION IN EXPORTS**

Editable, Downloadable Dashboard Exports

04 **THE STRATEGIC BENEFITS**

What Automation can do for your business

The BVA Family:
Leveraging Behavioural Economics to BE Better

BE SCI
We are passionate about behavioral science

BE TRUE
We are a Benefit Corporation

BE YOURSELF
As experts in human behavior, we value diversity in all its forms

BE SMART
We are a learning company

BE BOLD
We have an entrepreneurial spirit in our roots

BE HAPPY
We take our work seriously, but not ourselves

We are innovators!

15 Innovation Ambassadors

We partner with start-ups that explore new methods in our markets

EXPANDED BUSINESS MODELS

nextuser

1.5M€ invested in R&D each year

BVA Family awards

Over 20 innovation awards in the last 5 years

2020 BUSINESS & INNOVATION GRIT REPORT

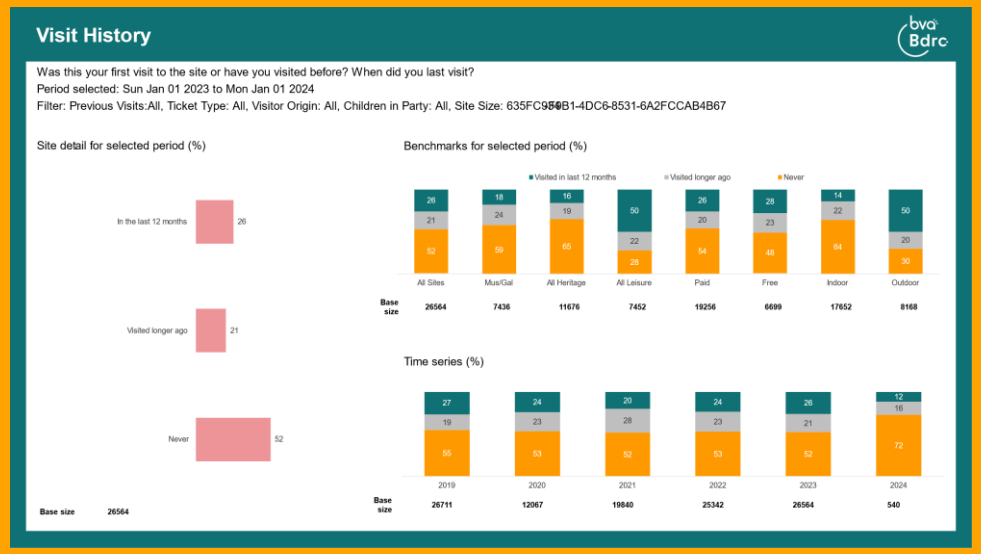
Named the 4th most innovative agency globally

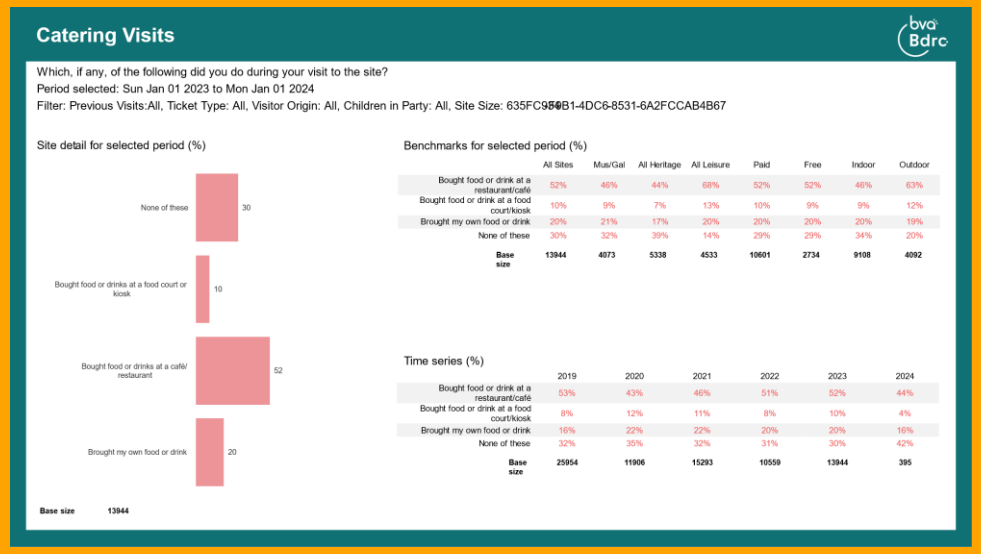
Working with E-Tabs

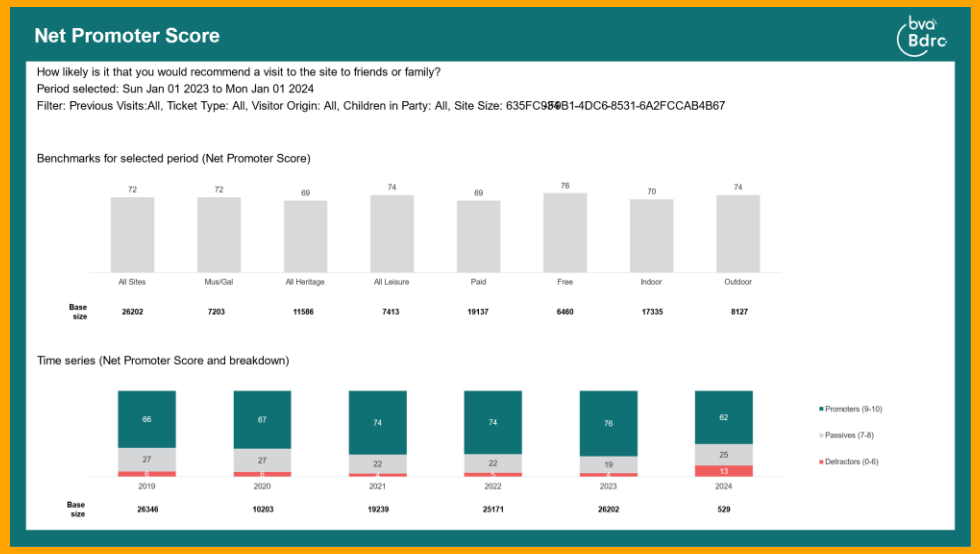
DOWNLOADABLE DASHBOARDS

AUTOMATED REPORTS

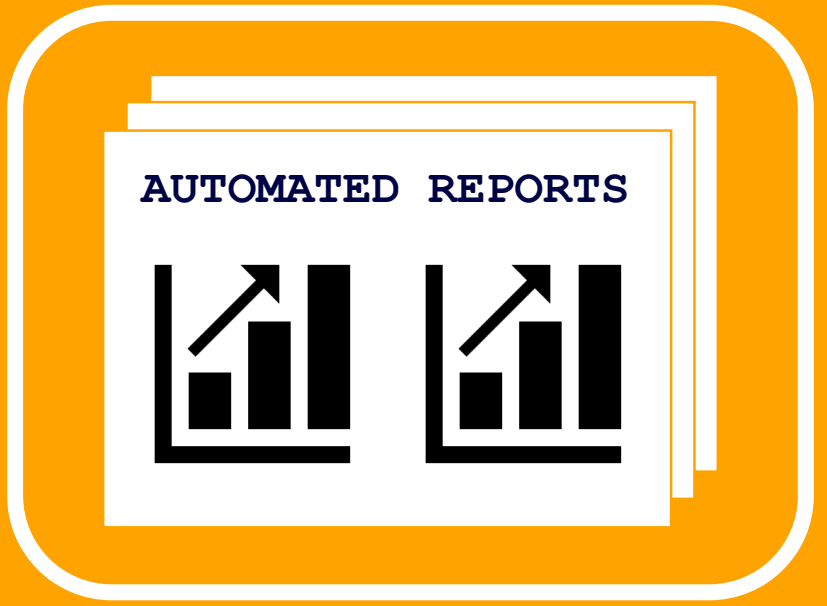
Report download examples







Working with E-Tabs



Work Smarter, Be Better

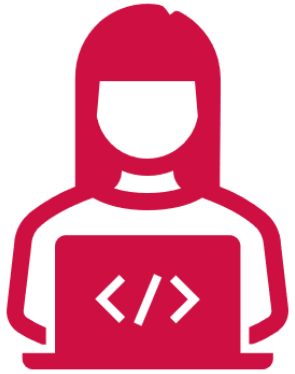
ABOUT US

- 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

AUTO CHARTING OR AUTOMATED REPORTING ?

E-Tabs
Data in sight

- Macros
- Images of charts
- Online analysis exporting too simplistic
- Limited on chart types & slide layout
- Very few options for handling changing conditions



AUTO CHARTING OR AUTOMATED REPORTING ?

E-Tabs
Data in sight

- Read In MR Banner Tables or SPSS Files
- Handle changing brand lists across time or markets
- Calculate Stat Testing & handle Low-base Conditions
- Brand Logos & Indicators
- Calculate Differences & Trends

AUTOMATION DESIGNED FOR MARKET RESEARCH!

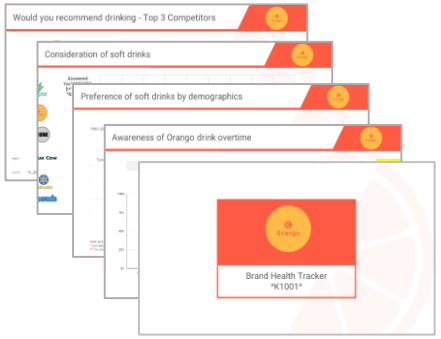
E-Tabs
Data in sight

NOW YOU'RE TALKING! SO MUCH MORE DETAIL IS POSSIBLE THAN JUST SETTLING FOR "*AUTO-CHARTED*"

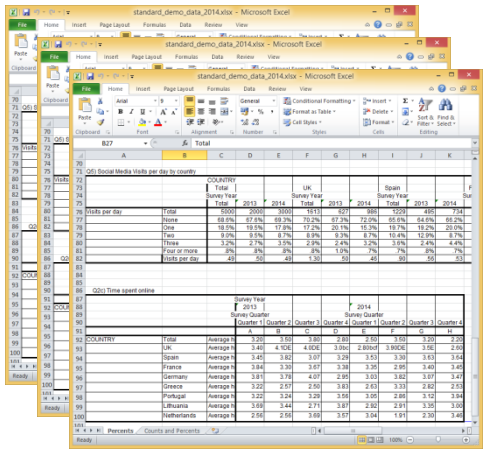
FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION

nation

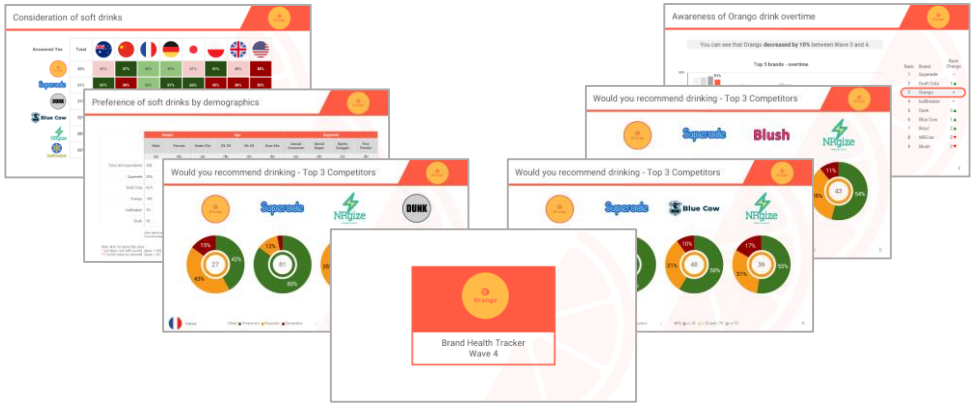
E-Tabs
Data in sight

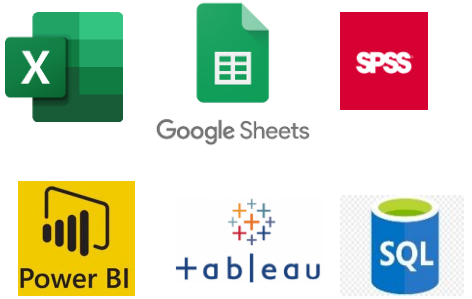


Data pulled into your own existing template



Google Slides Google Sheets





Google Sheets

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

File Project Goto Backup Help

Home Script Constants Sources Tables Data Calculations Rules New Window Help

Project Options

Project 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:

Recent Projects

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

Latest News | Release Notes

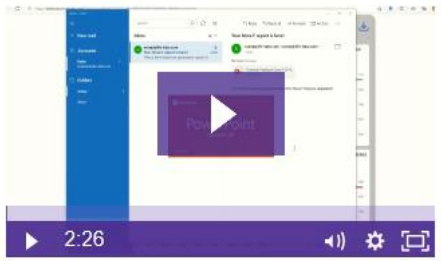
<< Click to Display Table of Contents >>

News Feed

E-Tabs FOLLOW US

! Generate reports on our E-Cloud! (February 2022)

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

Version 10.1.39.5304

NOT JUST YOUR STANDARD CHARTS....

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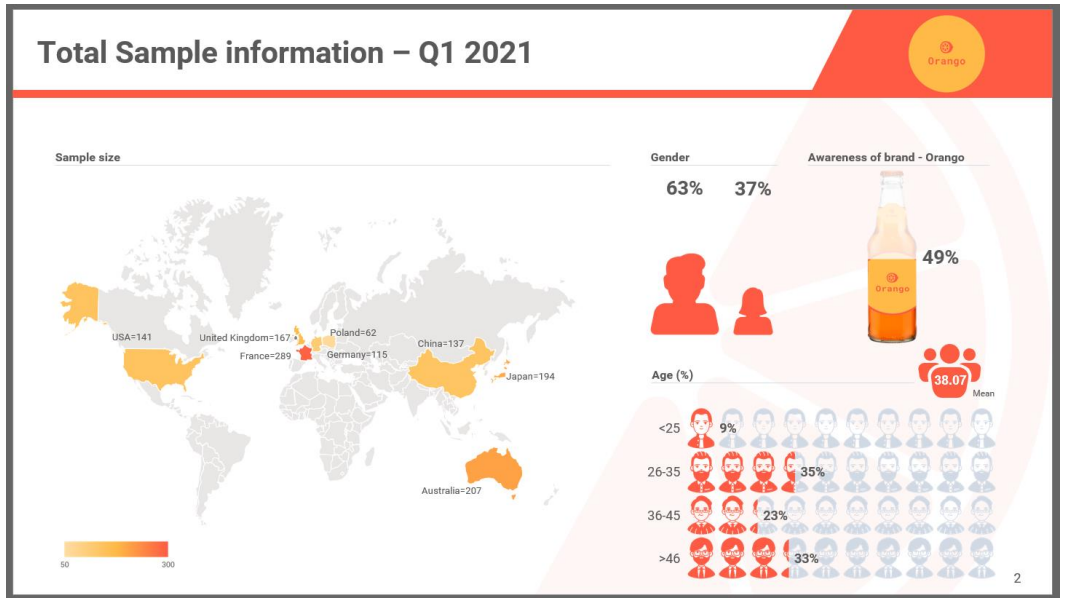
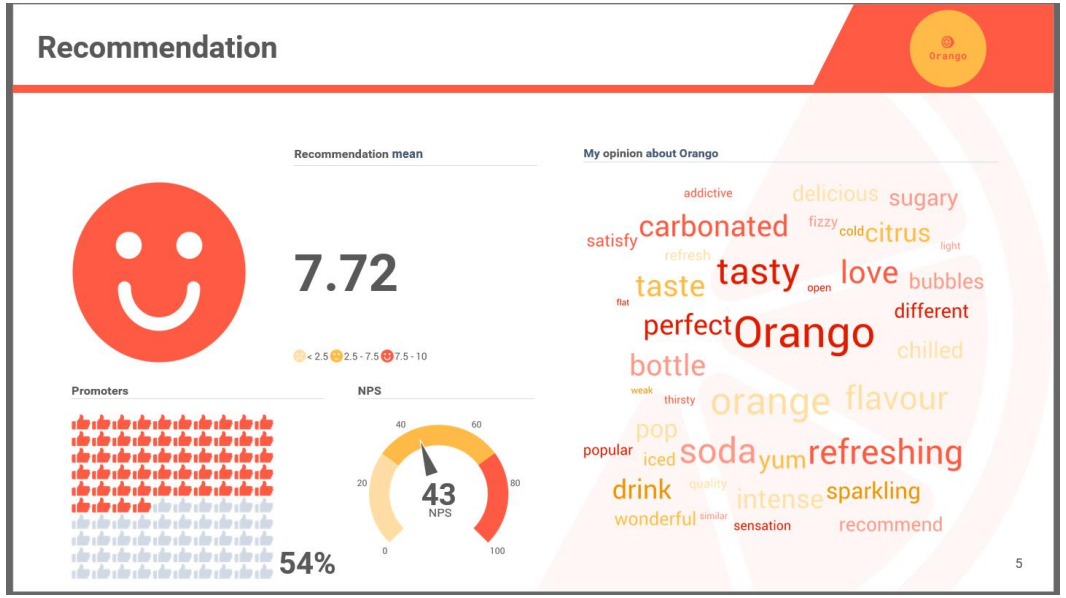
Data in sight

DATA-DRIVEN INFOGRAPHICS TOO





TYPES OF PROJECTS

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Data in sight

TRACKERS

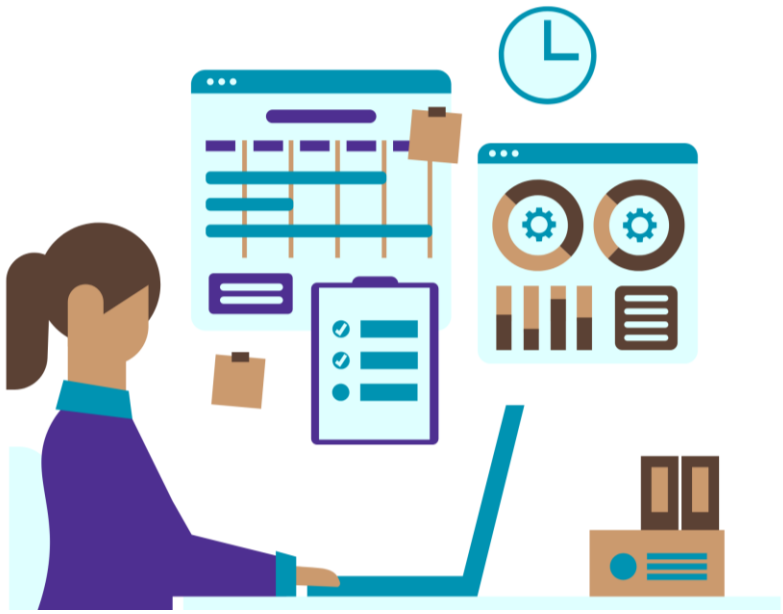
MULTI COUNTRY

SEGMENTATION

CX SAT

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

automation



E-TABS ENTERPRISE SOFTWARE SUBSCRIPTION

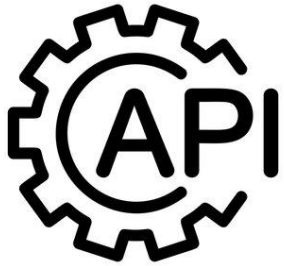
- We provide the software, training and support
- Automate everything – Google, PowerPoint, Excel +

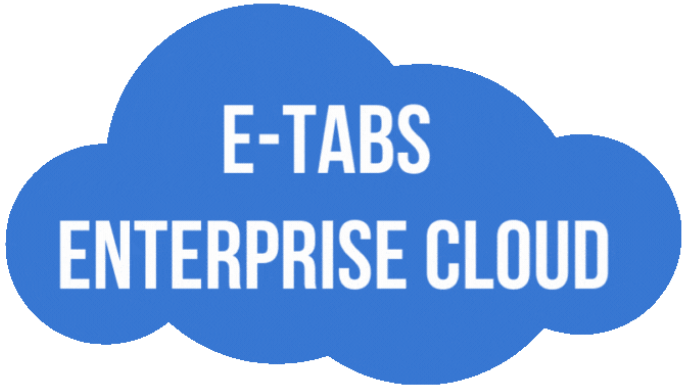
HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

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

CHARTS FROM HEAVEN!





CUSTOMER FEEDBACK REPORT

Store: Store F / Gender: Male / Age: 35-44 / Loyalty Card Holder: All

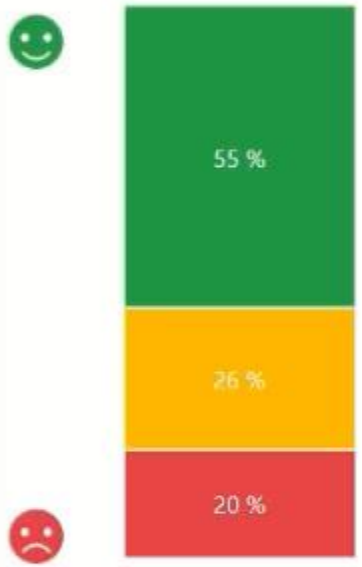
Store:
All | Store A | Store B | Store C | Store D | Store E | Store F | Store G | Store H | Store I | Store J | Store K | Store L | Store M | Store N | Store O | Store P | Store Q | Store R | Store S | Store T | Store U

Gender:
All | Male | Female

Age:
All | 18-24 | 25-34 | 35-44 | 45-54 | 55+

LOYALTY CARD HOLDER:
All | Yes | No

OVERALL CUSTOMER SATISFACTION



NET PROMOTER SCORE

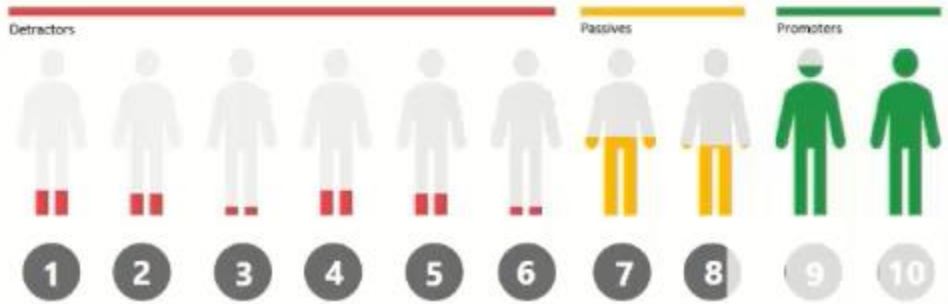
TOP STORES BY AUDIENCE

Store F	7.75
Store B	7.50
Store J	7.48
Store A	6.07
Store K	5.76

WORST STORES BY AUDIENCE

Store O	5.00
Store H	6.40
Store U	7.08
Store I	7.38
Store R	7.86

OVERALL SATISFACTION RATING



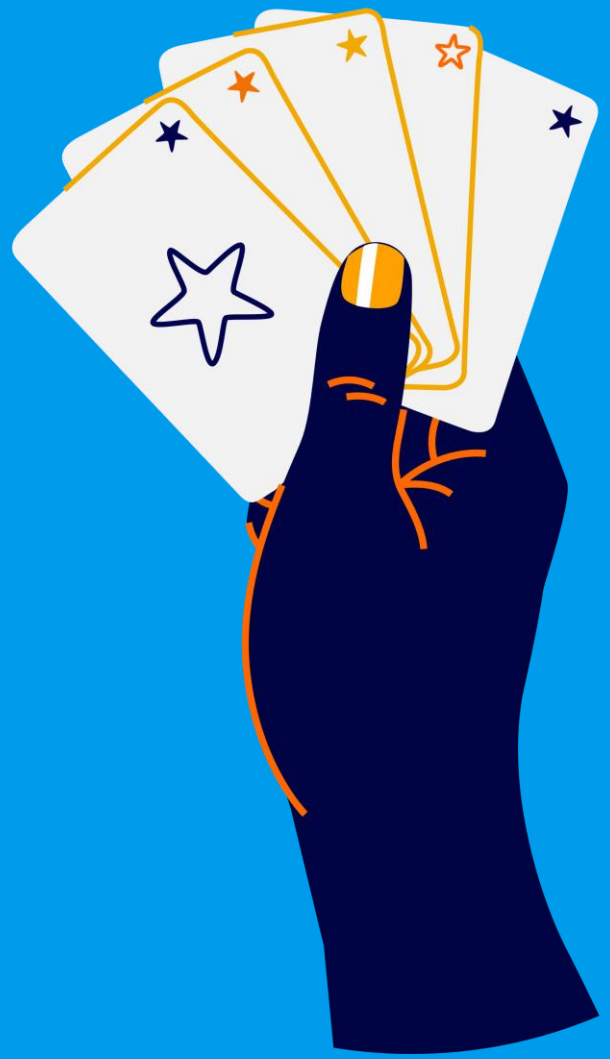
STAFF BENEFITS

- ✓ Less of the ‘boring’
- ✓ Less stress
- ✓ Better work/ life balance

CLIENT BENEFITS

- ✓ Faster results
- ✓ Tailored reports
- ✓ Editable PowerPoint

BUSINESS BENEFITS



- ✓ Better staff retention
- ✓ Better client satisfaction
- ✓ Lower organisational risk
- ✓ Improved efficiency

- ✓ More profitable

ANY QUESTIONS?

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WORK SMARTER, BE BETTER

Katie Vosper

Sally Mimnagh

Benjamin Rietti