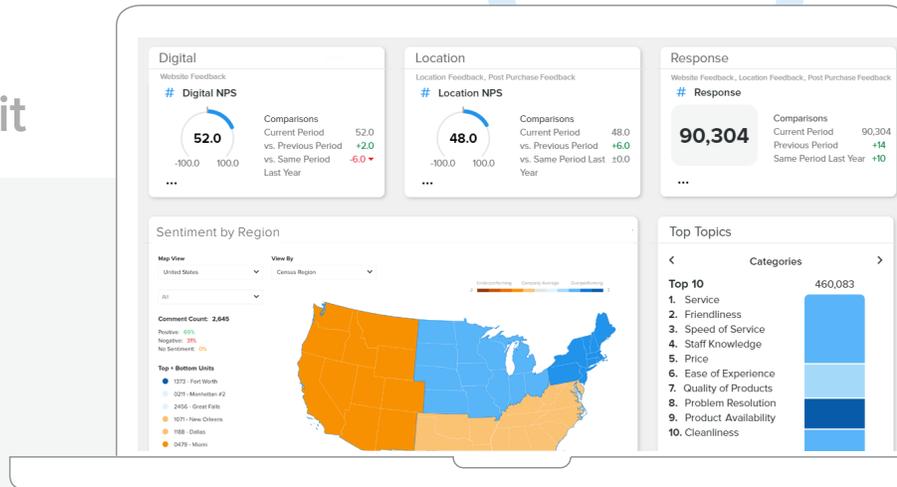


smg360® reporting platform

Get the data you need, when and how you need it

- ▶ Integrate internal + external datasets to maintain a single source of cross-channel insights
- ▶ Answer specific research questions with customized views + powerful report-building
- ▶ Spot trends + track sentiment with AI-native text analytics technology



Even great data needs to include a way to find trends and point to actionable insights to be effective. That's why the smg360 experience management reporting + analytics platform is designed to deliver customizable role-based data views, powerful AI-native text analytics, competitive intelligence, and actionable information. As part of SMG's unique software with a service (SaaS) model, the smg360 platform ensures your teams are well equipped and well supported to uncover insights and drive action that produces better business outcomes.

It takes a lot to get great feedback from your consumers. So your reporting platform needs to ensure that feedback gets you to great insights. With intuitive navigation and easy-to-read data visualizations, the smg360 platform keeps the focus where it belongs—on what matters most for your consumers.

Clear, customizable dashboard views

It can be hard to keep everyone on the same page when each person requires a different view. In addition to tailoring access levels to different roles, we designed the smg360 platform with the individual in mind. With more than 50,000 unique configurations, users can create a dashboard view tailored exactly to their needs—whether it's tracking alerts, scanning comments, or keeping an eye on

key Areas for Focus. And to put the numbers in context and identify trends, users can see how they're performing on Overall Satisfaction, loyalty metrics, and other key measures by benchmarking against past performance and other locations.

Powerful report-building

In just three steps, users can build custom reports that answer your organization's most pressing research questions. And for future reference, users can save them to the dashboard as Favorites, which are populated with the most up-to-date information with each login. Reports can also be exported, emailed between users, or printed directly from the dashboard to be displayed on the backroom bulletin board, ensuring insights get to everyone tasked with putting them into action. >>



The smg360 reporting platform provides real-time access to clear, actionable information that's important to you—when and how you need it.

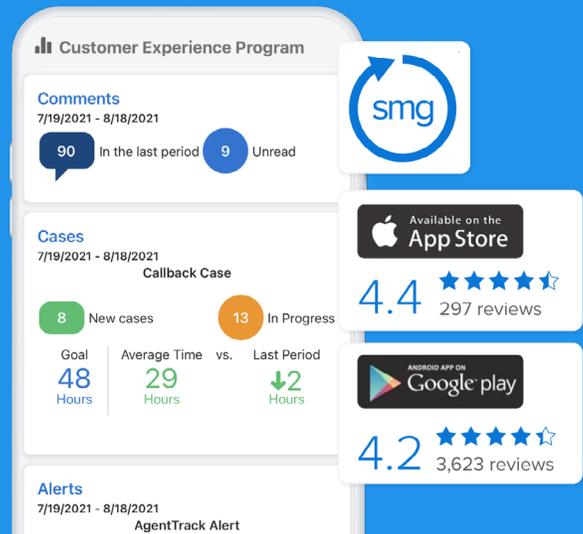


smg360® app

Stay in the know while on the go

The smg360® experience management reporting app gives users the information they need—so you can make changes that matter without taking anyone off the front lines. Designed to deliver one-click access for real-time action, the smg360 reporting app is the highest-rated of its kind.

- ▶ Keep track of performance across solicited + unsolicited channels
- ▶ Customize role-based topline views + Areas for Focus
- ▶ Benchmark vs. organization + past performance
- ▶ Drill down into experience measures
- ▶ Manage alerts + comments in real time



Seamless data integration

The consumer experience may be sprawling across touchpoints and channels, but your reporting shouldn't be. For a cohesive strategy and a unified approach to improvement, you need a single source of cross-channel insight. And with a set of application programming interfaces (APIs) allowing development teams to connect smg360 to other apps and data sources, it's easier than ever to combine data for critical context.

Insightful text analytics

Our AI-native text analytics (TA) dashboard makes it easy to see what consumers are passionate about—and what they're saying about your brand in real time. The TA dashboard is designed to help you immediately identify positive and negative trends, understand complex sentiment at

the comment and topic level, and see how comments correlate with scores.

And with state-of-the-art machine learning algorithms, this analysis of unstructured data provides the richest, most accurate insights and powerful visualizations—so you know exactly what requires your attention.

Providing 24/7 access to robust, real-time consumer experience data wherever you are, smg360 is part of SMG's industry-leading software with a service (SwaS) model. Providing implementation assistance, change management, program guidance, and overall strategic partnership, our professional services are the lynchpin in helping brands turn mountains of data into actionable insights that change business outcomes.

To learn how smg360 can help you make sense of the data that matters most, visit smg.com/contact-us.

THE SMG ADVANTAGE

18B+
active + passive signals per year

200+
out-of-the-box integrations

88%
of feedback data from non-survey sources



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.