Confirmit SmartHub™

An Overview

KEY FEATURES

Confirmit SmartHub is a feature-rich, intelligent data repository.

- The ability to combine multiple data sources into a single database, allowing you to:
  - Map and link sources together
  - Perform analysis on the data
  - Perform near real-time synchronization of new and updated data
  - Import and monitor external data to SmartHub™
  - Ease the setup, administration and monitoring of data sources

- Monitoring of contacts across different data sources, in a centralize database

- Control of email frequency with Contact Frequency Rules.

What is Confirmit SmartHub?

Confirmit SmartHub enables you to easily capture, analyze and manage feedback from all your research projects in real-time within a single, intelligent database.

For the first time, you can easily capture and map all data from each of your customer's touchpoints into an intelligent repository. By moving beyond survey results and adding other business data such as call center interactions, social media and past-purchase information, you can generate new insights and suggest tactical and strategic actions to drive business performance improvements for your customers.

AUTHORING

ACTION MANAGEMENT

INSTANT ANALYTICS

03 Faster Reactions

01 Richer Insights

SmartHub™

Smarter Decisions 02

ACTIVE DASHBOARDS

REPORTAL

SmartHub™ provides the analytics backend for Confirmit Horizons' various reporting solutions: Reportal™, Instant Analytics, Active Dashboards™ and Action Management

What can Confirmit SmartHub do for my Business?

Confirmit SmartHub delivers a richer view of respondents and markets by placing different types of data alongside survey data. This allows you to speed up the data management and analysis process as well as to provide context for, and add depth to, the insights you provide to your clients.

Surveys

Custom Databases

Contact Databases

Case Databases

5 minutes

Reports & Dashboards

Column Store

SmartHub™

Incrementally update SmartHub with new and changed data from multiple sources in near real-time

01 Combining Multiple Data Sources

External data can be imported from multiple sources to Confirmit SmartHub, utilizing survey databases, custom databases or contact databases where appropriate. You can then map data sources so you can then report on and analyze them as one data set.

A key component of SmartHub is the SmartHub Loader. This component continuously monitors all data sources that have been mapped to any hub. The Loader will check for changes in schema and data. Whenever any change is detected, an incremental import of changed data/schema will start. This happens automatically, and you will always have near real-time data available for reporting and analytics without having to perform manual updates.

When importing data into the repository, the designer in SmartHub provides for easy setup, administration and monitoring of all data sources. Separate data hubs can be created for each of your customers, allowing easy segregation of client-specific research data.
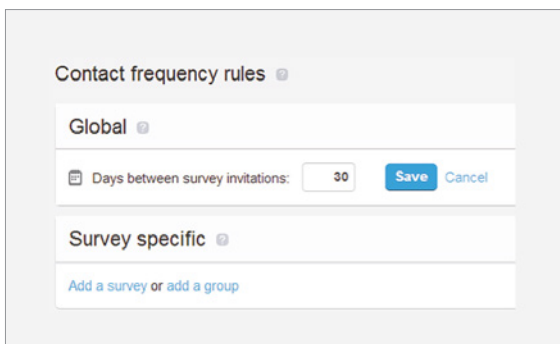
02 Monitoring Contacts

Confirmit SmartHub allows you to establish a central repository of contacts, which is automatically synchronized as respondent data is added to your surveys. To do this, you have a key that uniquely identifies your contacts, such as a respondent ID or email address. This is automatically populated from respondent data in the survey databases.

03 Controlling Email Frequency

A continuing challenge facing the Market Research industry is respondent apathy, which can be caused by respondents receiving too many survey requests. To avoid this, we have introduced Contact Frequency Rules in Confirmit SmartHub, which helps you to control the frequency of emails being sent out and to avoid over-surveying your respondents and panelists.

Control the frequency of survey invitations
to avoid over-surveying your contacts

04 Part of the Confirmit Horizons Suite

Confirmit SmartHub is a key module of Confirmit Horizons, our award-winning software solution for Voice of the Customer, Employee Engagement and Market Research programs. Confirmit Horizons provides you with richer insights, so you can make smarter decisions and react faster to business needs. You can listen to what is being said across a range of different channels, analyze that information and assign actions appropriately to move business forward.

How can I Find out More?

Because there is so much to Confirmit SmartHub, we'd be delighted to arrange a demonstration for you - simply contact your Account Manager or a member of our sales team.

About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Chengdu, Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Airways, British Standards Institution, Copart, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, JTN Research, KeepFactor, Morehead Associates, Nielsen, Research Now, RS Components, QRS, Sony Mobile Communications, and Swisscom. Visit www.confirmit.com for more information.