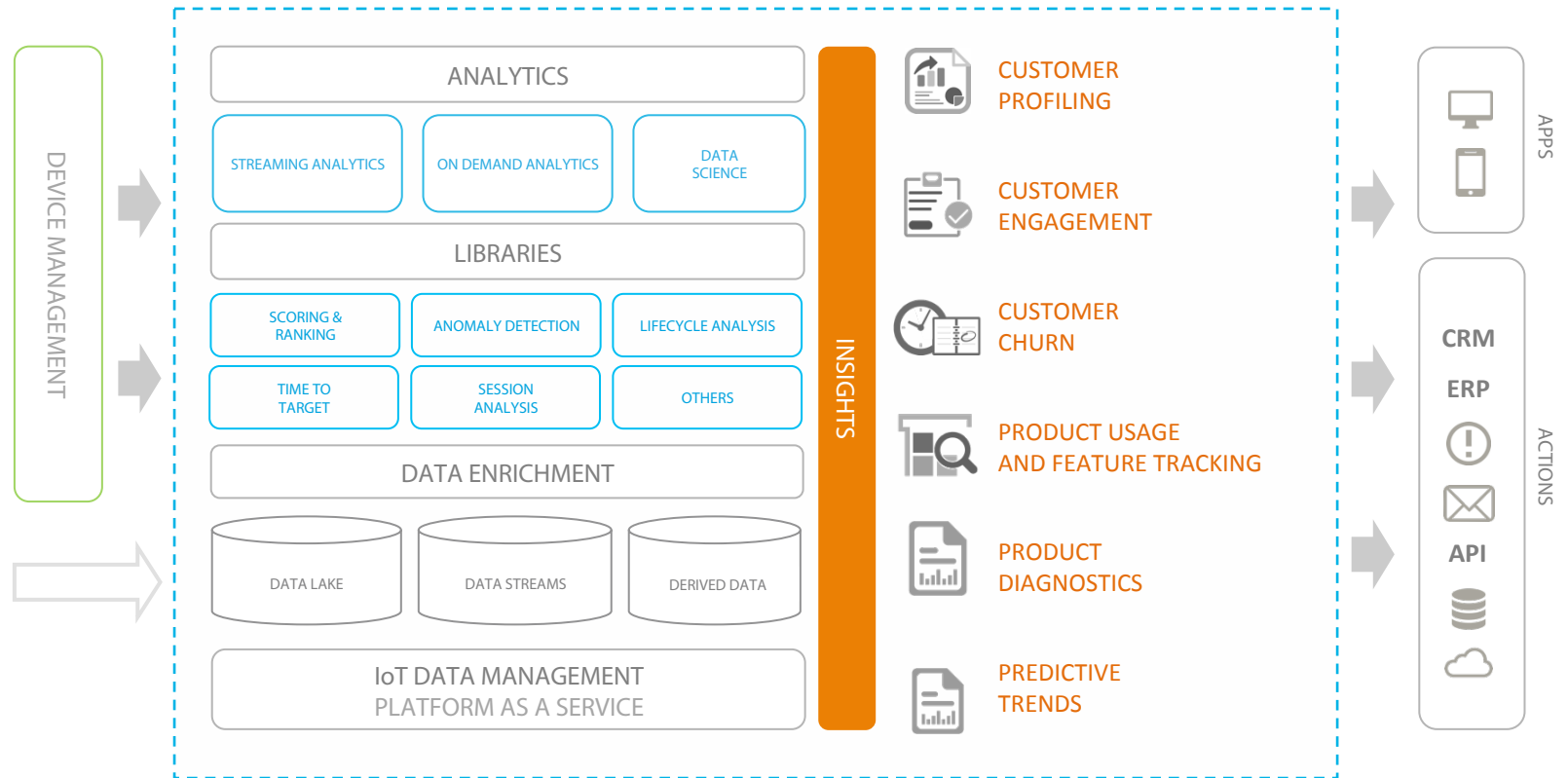


MNUBO SMARTOBJECTS SOLUTION



INSIGHTS FOR CONSUMER PRODUCT MANUFACTURERS



ROLES



PRODUCT MANAGERS
DEVELOPMENT



SALES
MARKETING



SUPPORT
SERVICES

INSIGHTS



CUSTOMER PROFILING

A executive summary of where products are located, how they are being used and performing, aggregate insights and other reports on your install base



CUSTOMER ENGAGEMENT

Engagement profiles group customers on their usage behaviour. A detailed report on the health, what are the anomalies and trends, asset score etc. – in a periodic, automated report.



CUSTOMER CHURN

Correlate user behaviour and product performance with actual churn, pinpoint behavioural triggers that lead to attrition and make targeted recommendations to increase upsell opportunities



PRODUCT USAGE & FEATURE TRACKING

What are the most popular features, are my products being used as expected or recommended, how can I focus my R&D spend etc. Enable usage-based business models and services



PRODUCT DIAGNOSTICS

Highlight trends, patterns and potential issues. Identify software, connectivity and pairing issues, product anomalies as well as operational issues and component failures.



PREDICTIVE TRENDS

Use data science models to predict time to action for products requiring replenishment/ replacement and other advanced data-enabled features, enable targeted service and marketing actions

OUTCOMES



NEW REVENUE
STREAMS



NEW BUSINESS
MODELS



CROSS-ORGANIZATION
VISIBILITY



OPERATIONAL
EFFICIENCY



CUSTOMER
SATISFACTION