

# Spectos Real-Time Performance Management System

Platform & Software Architecture. Use cases.



**ESOMAR**  
member

**Data is ubiquitous – to make it work for you is the challenge!**

**Spectos solutions help you to better understand  
your customers and processes by monitoring,  
improving and developing your service quality.**

**Turn your data into targeted action.**



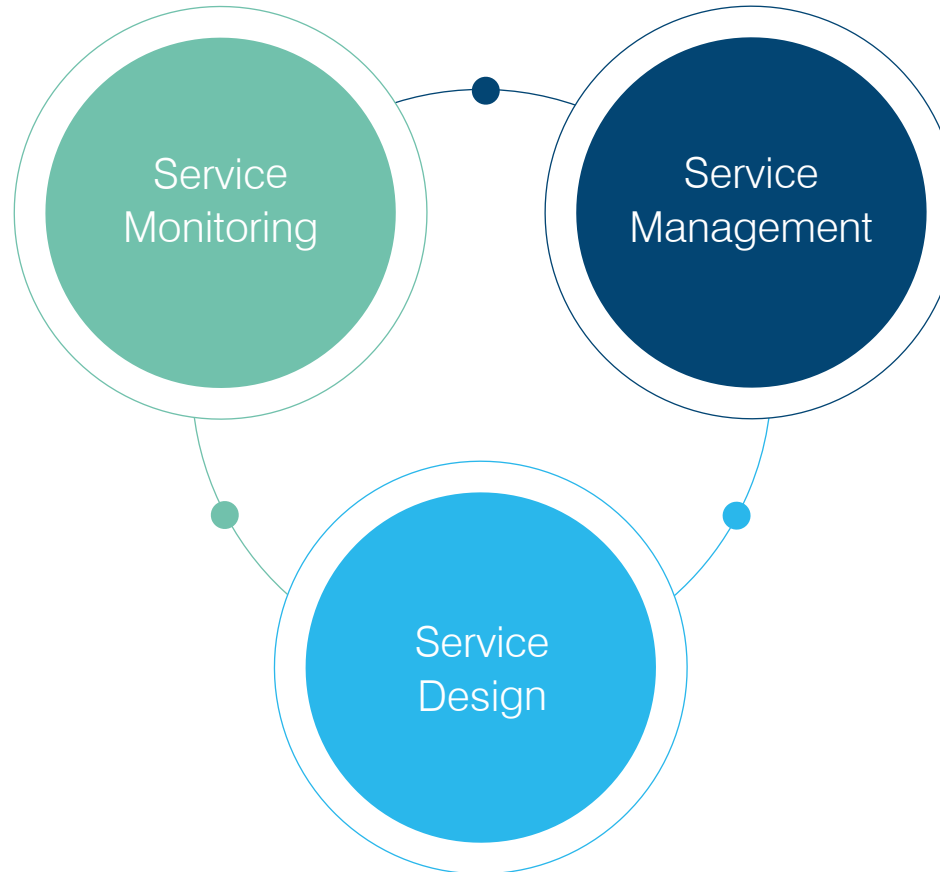
Spectos Software makes it easy for your team to manage **performance & improve day by day.**

Take things into your own hands with your tailor-made, real-time business performance management system.

## Spectos Real-Time Performance Management™

### Continuous Measurement

Surveys, feedback, data collection & handling, sensor technologies, RFID, live tracking, real-time data



### Management & Controlling

Algorithms, reporting and alerting system, ticketing-system, KPI systems, cockpits & dashboards

### Process Improvement

Consulting, training, business process outsourcing



**Based on the Six Sigma approach, our RTPM software suite combines all the features you need for performance management and continuous improvement.**

Spectos Software makes it easy for your team to manage performance & improve day by day.

## CONNECT

- Touch Points
- Social Networks
- Databases
- Cloud Platforms
- Sensors (IoT)

## MEASURE

- Customer Feedback
- Panel Feedback
- Tracking & Tracing
- Big Data (Sensors)
- Outbound

## ANALYZE

- Real-Time Analytics
- Custom Dashboards
- Benchmarks
- Automated Reporting
- Access Everywhere

## IMPROVE

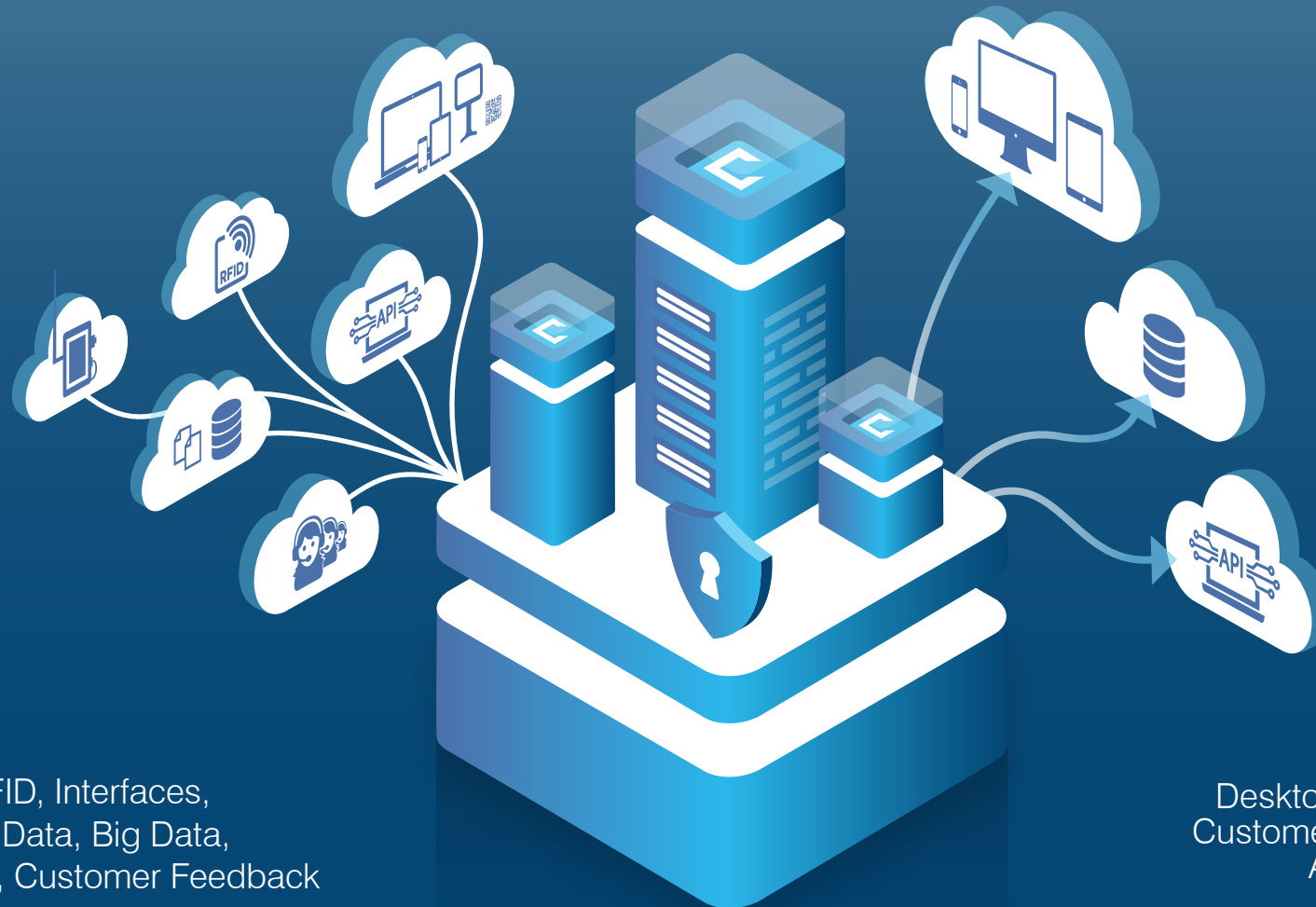
- Act Instantly
- Assign To Do's
- Work as a Team
- Involve the customer
- All in One Platform

## CONTROL

- Continuous monitoring
- Long-term changes
- More knowledge

# Platform as a Service

## Virtual Private Cloud



### Input:

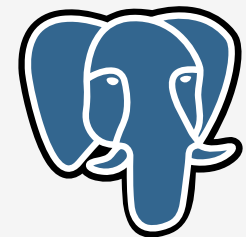
Sensors, RFID, Interfaces,  
Files, Small Data, Big Data,  
Connectors, Customer Feedback

### Output:

Desktop, Tablet, Smartphone,  
Customer Database, Customer  
Application Connectors



PostgreSQL



## Spectos Real-Time Performance Management Suite



### Connected Services

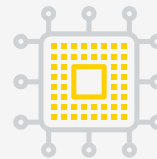
**Sensor Mesh**

**ERP/CRM Connector**

**RFID Services**

**Customer Services**

**Web Services**



### Core Services

**Feedback Management**

Panels, Surveys, Campaigns

**Sensor Management**

Sensors, Connectors, ETL

**Analytics / Reporting**

Charts, Dashboards, Scorecards

**Alerts / Notifications**

Push messages

**Data Warehouse**

Facts, Dimensions

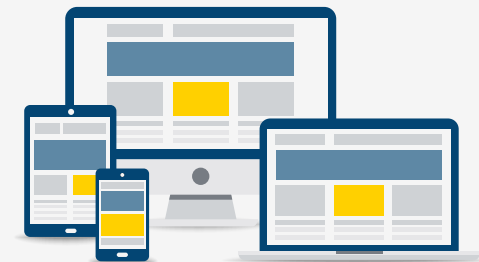
**User Management**

Collaboration, Teams

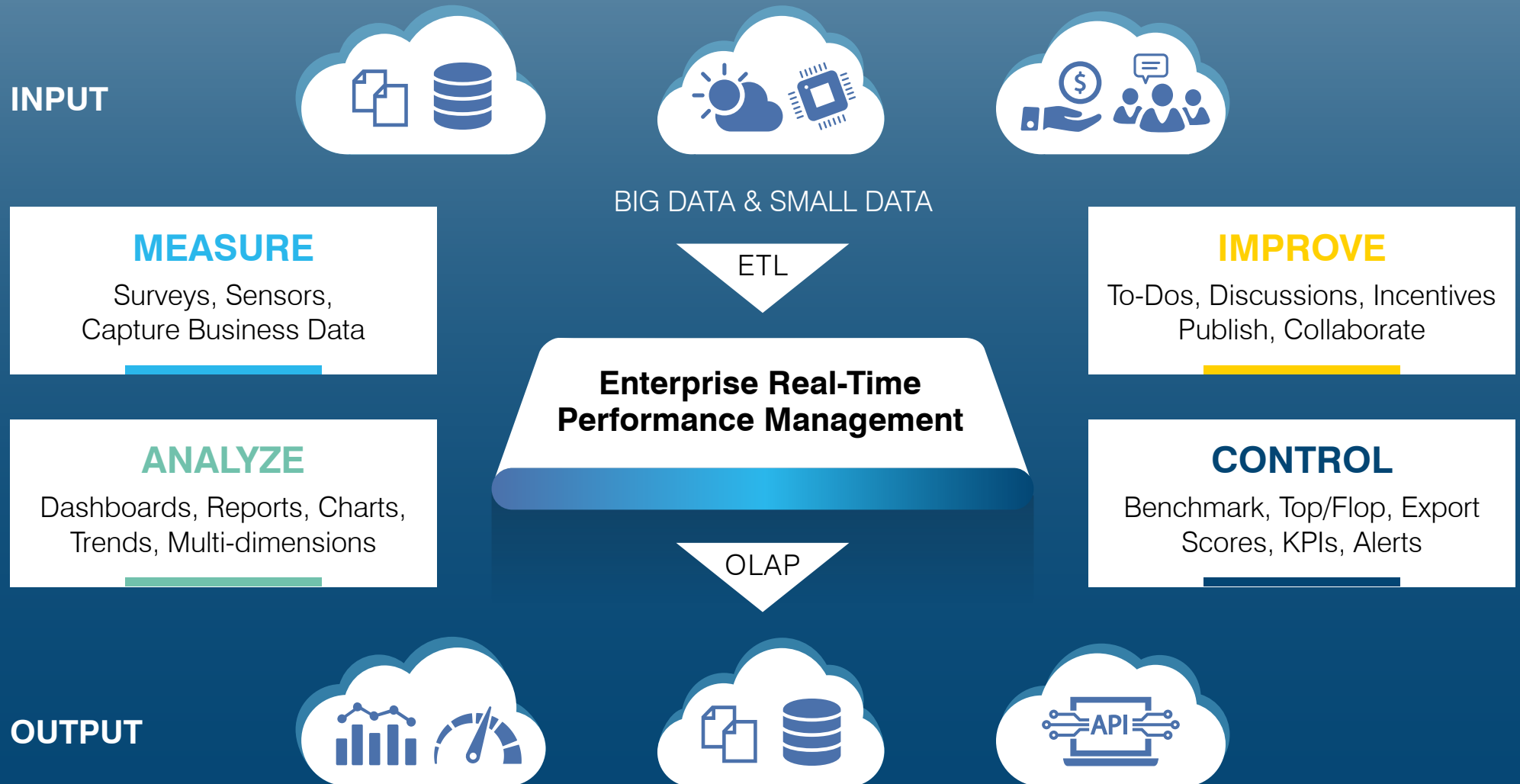


### Front End

**Platform allows flexible custom products built from standard modules**







Consumer Apps, Smart City Platforms, CRM, ERP, Location Based Services, Customer Interfaces, Data Marts

## Advantages: Steer and manage at the push of a button

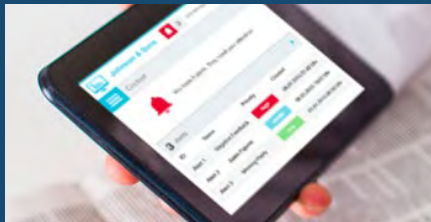


- ✓ Customized cockpit solution based on specific business objectives and needs
- ✓ Display of real-time data centrally in one platform
- ✓ Immediate evaluation and control of any business process
- ✓ Opportunity for consistent process monitoring and the development of targeted measures
- ✓ Precise insights into ratings of individual quality factors
- ✓ Efficient complaint management through integrated ticket system with real-time notifications
- ✓ Benchmarking at a glance
- ✓ QM reports at the touch of a button

## Technical Information



- ✓ Web application with 24/7 access from anywhere
- ✓ Standard screen resolution 1024 x 768 pixels, adaptation to responsive design for mobile resolutions
- ✓ Real-time data visualization in user-specific cockpits
- ✓ No separate installation necessary due to open source cloud technology
- ✓ Integration with existing KIS/CRM systems via interface (e.g. SAP, IS-H, Afga Orbis, Siemens)
- ✓ Role based user management for access control
- ✓ Easy integration into existing processes



## Postal & Logistics Cockpit

Monitor your supply chain in real-time: Transit times, idle times, delivery rates, deviations, benchmarks and end-to-end transparency.



## Healthcare Cockpit

Monitor in real-time health-care quality factors that influence patient satisfaction and patients' choice of a hospital.



## Mobility Cockpit

Monitor passenger satisfaction and quality of service in real-time based on quality standards such as EN 13816.



## Automotive Cockpit

Permanent and in real-time: Key quality indicators from continuous satisfaction surveys at your car dealership at a glance.



## Hospitality Cockpit

Be among the best of the best by always keeping an eye on your service quality with targeted real-time performance reports.



## Quality Monitoring and Supply Chain Visibility in Real-Time

- ✓ Complete and seamless monitoring of important quality factors: delivery rate, complaints, returns etc.
- ✓ Data from transit time measurements (EN 13850 / EN 14534 standards) centrally in one place
- ✓ Detailed insights into individual process steps
- ✓ Continuous monitoring of delivery quality
- ✓ Visibility of deviations and unexpected layovers
- ✓ Continuous comparability of company-own KPIs, external benchmarks and other analyses
- ✓ With integrated ticketing system and instant alerts







**The Postal & Logistics Cockpit is a specific form of the Spectos Real-Time-Performance Management Suite. Its easy-to-use dashboards provide at a glance:**

**Transparency on delivery quality.**

**Quality monitoring & steering.**

**Trends & forecasts.**

**End-to-end supply chain visibility.**

**Easy discovery of deviations and process anomalies.**

## High Quality Healthcare with Real-Time Monitoring of Key Quality Factors

- ✓ Targeted analyses and operational and strategic control based on daily updated data
- ✓ 360° view on patient experience, referring physician and employee satisfaction at a glance anytime, from anywhere
- ✓ Clear and central presentation of relevant quality criteria
- ✓ Easy internal and external benchmarking
- ✓ With integrated ticket system for real-time insights into complaints and ticket handling
- ✓ QM reports at the touch of a button for audits & certifications







**The Healthcare Cockpit is a specific form of the Spectos Real-Time-Performance Management Suite. Its easy-to-use dashboards provide at a glance:**

**Real-time insights into the satisfaction of patients, staff and referring doctors.**

**Holistic monitoring of important quality factors.**

**Continuous, data-supported portfolio analyses to derive targeted measures for quality improvement.**

**Structured complaint management.**

## Monitor Key Transportation Service Factors in Real-Time

- ✓ Continuous monitoring of service quality factors for passenger transport (EN 13816)
- ✓ Real-time insights into passenger satisfaction centrally in one platform
- ✓ Quality indicators down to single stops, routes, vehicles and customer service centers
- ✓ Measurement of Net Promoter Score
- ✓ Trend monitoring of critical quality factors over time: connection security, punctuality, reliability, price-performance ratio, etc.
- ✓ Agile complaint management through integrated ticket system
- ✓ Seamless integration into existing CRM systems and passenger terminals







**As a specific form of the Spectos Real-Time Performance Management Suite, the Mobility Cockpit has been developed for transport providers in local, long-distance and air traffic. It enables:**

**Continuous monitoring of passenger satisfaction and quality of service in real-time.**

**Adherence to quality standards such as EN 13816 to drive customer satisfaction and referral behavior.**

**Operational and strategic control based on daily updated data: demographic characteristics, stops, lines, vehicles, and much more.**

## Service Quality Monitoring and Supply Chain Visibility in Real-Time

- ✓ Continuous monitoring of key quality factors such as specialist knowledge, scheduling, repair quality, price-performance ratio etc.
- ✓ Integrated ticketing system for highly responsive and structured complaint management
- ✓ Delivery management: Tracking of vehicle parts for manufacturing processes
- ✓ One click reports: Cause and effect relations, ISO 9001:2015 Reports
- ✓ Measurement of Net Promoter Score
- ✓ Seamless integration into existing ERP and CRM systems







**As a specific form of the Spectos Real-Time Performance Management Suite, the Automotive Cockpit has been developed for automotive manufactures, car dealerships and garages. It provides:**

**Daily key figures for early indication of improvement potential and agile operational control.**

**Analyses and reports of key performance indicators in real-time for targeted quality improvement measures.**

**First industry-specific complaint management system according to ISO 9001 requirements.**

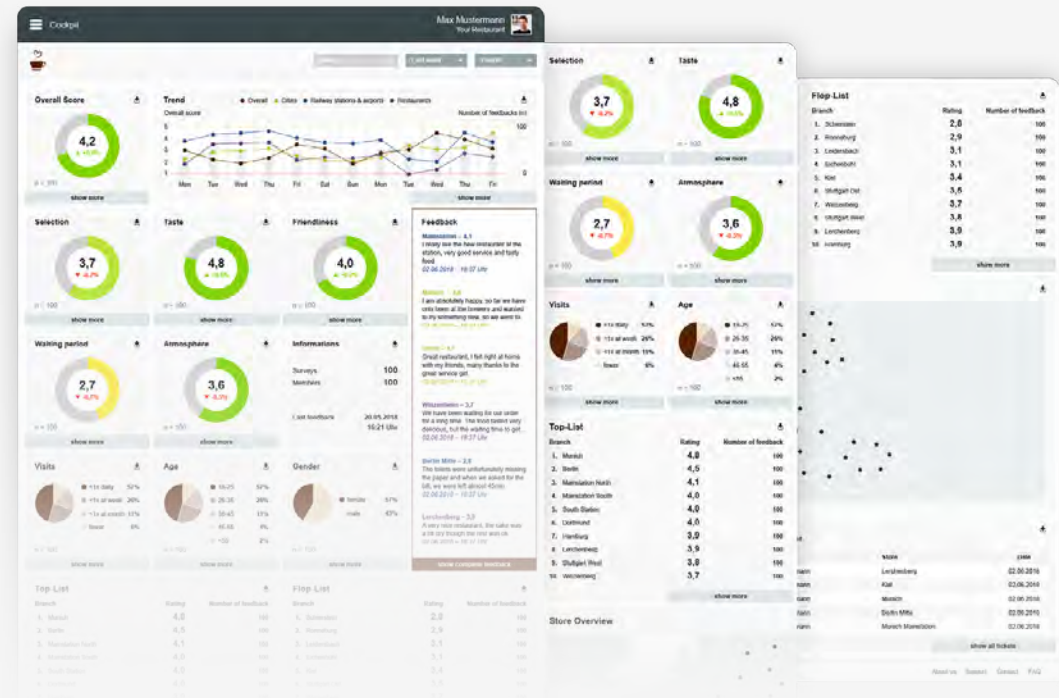
**End-to-end supply chain visibility for delivery management and just-in-time manufacturing.**

**Transparent cooperation and consistent flow of information.**



## How do your Guests Perceive your Service Quality?

- ✓ All results from satisfaction surveys centrally in one place in real-time
- ✓ Precise insights on key quality indicators such as staff service, menu design, cleanliness, taste, price-performance ratio etc.
- ✓ Daily updates on the Net Promoter Score
- ✓ Integrated ticket system enables the systematic handling of everyday events
- ✓ Comprehensive benchmarking through multi-location comparisons and top/flop-rankings
- ✓ Operative and strategic management of day-to-day operations based on daily figures





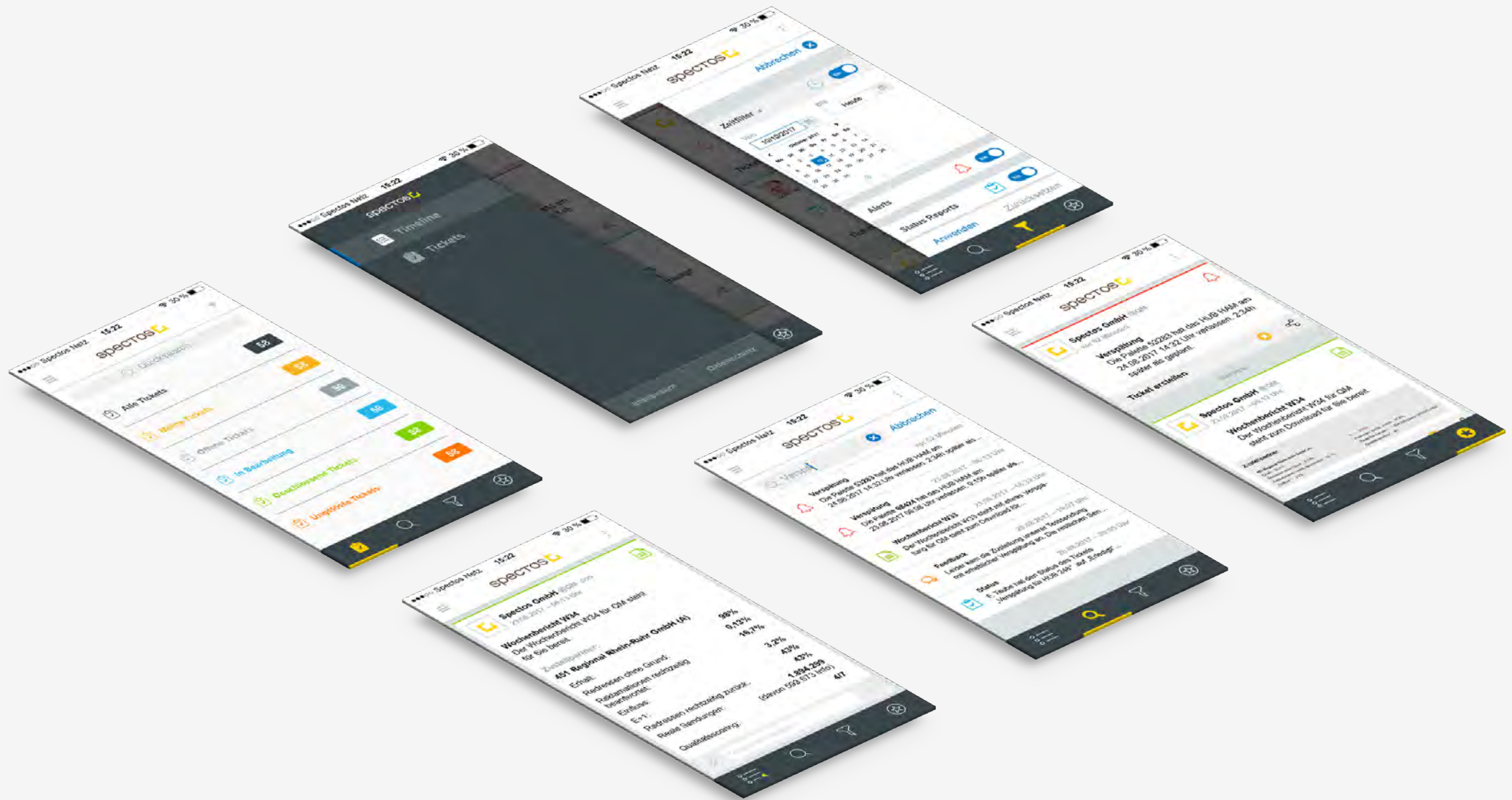
**The Hospitality Cockpit is an industry specific variation of the Spectos Real-Time Performance Management Suite (RTPM). The easily accessible web application provides:**

**Detailed insights into important key figures of your service quality.**

**Systematic target group and portfolio analysis through information such as age, gender, frequency of visits and much more.**

**Continuous feedback tracking and automated real-time analytics to reduce staff and expense costs.**

**Easy-to-understand reports for efficient assessment of your current performance within seconds.**







## The Next Generation of Market Research and Data Analytics in Real Time

### Founding Story

**Spectos is an independent Institute for Market Research, Data Analytics, Technology, Digitization & Operations.**

Spectos was founded by Niels Delater in Dresden, Germany, in 2001. For more than 15 years we have been supporting leading companies in improving business performance and service quality with data-driven solutions.

### Corporate Philosophy

**Real improvement begins with the continuous collection & usage of reliable, high-quality data.**

The first step towards progress starts with looking at processes from the customer's perspective, listening to the customer's voice and learning from it to get the right data.

### The Team

**Our team is comprised of experts from various industries & specialist fields.**

Our international team of more than 100 experts at locations around the globe includes market researchers, engineers, designers, mathematicians, analysts and account managers to handle your projects.



## Postal & Logistics

Our transit time measurements, supported by cutting edge technologies, give you precise insights into your logistics supply chain end-to-end.



## Healthcare

We help to measure the pulse of your health organization's integral support system.



## Mobility

Let us support you in making every ride a pleasant one with our continuous, multi-channel surveys to measure passenger satisfaction.



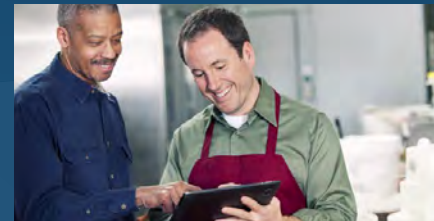
## Automotive

From entering the door to picking up their vehicle, we show you how satisfied your customers are with the service quality at your car dealership.



## Hospitality

Your guests constantly put the service quality at your restaurant or hotel to the test. Learn about their satisfaction day by day and excel with their feedback.



## Others

We support customers from any industry with tailor-made B2B solutions for the monitoring, management and design of their service quality.



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