



INSIGHT LAB

Struggling to find the missing link or the red flag? Utilise HGEM's bespoke insight consultancy service to find the things you need to know.



Levels of support available at HGEM



CLIENT SUPPORT TEAM

Available to all clients

Our support team will signpost you to useful resources, deal with questions and problems, and make sure everything is configured properly.

- Access to knowledge base
- Same day response to queries or problems via tickets, email and chat
- Configuration of locations, questionnaires, response templates, integrations, visit schedules, standard analysis delivery, users and notifications
- First line guidance on navigating and getting results from The Hub



CLIENT SUCCESS MANAGER

Available to all clients

Your CSM is an extension of your team – aware of your business priorities and working with you to help achieve them.

- Teams meetings to align the HGEM programme with your business strategy
- Demos, training and guidance on getting the most from The Hub
- Recommendations for product features/reports to support your goals
- Support in deriving actionable insights from the available data in The Hub
- Proactive approach to identifying and solving problems
- Support for relevant internal comms.



NEW: INSIGHT LAB

Chargeable service

For those that have custom reporting requirements or who wish to dig deeper into the guest data, we offer a new insight consultancy service.

- On demand, deep-dive into part of your data to answer strategic questions
- Creation of custom templates for regular delivered reports
- Collation of data, graphics and commentary into custom performance reports
- Presentation of insight analysis via Teams or in person

Who is Insight Lab for?

a) Your reporting requirements are unique and you wish to present guest experience data to your business in a particular format, or integrate with other types of business data, such as sales or labour.

b) You want to delve deep into your data but don't quite have the resources. You'd like someone to point out what your highlights and red flags are, or perhaps there is a specific question you'd like to find an answer for.



What can you get?



Insight Generation

On-demand, deep dive into your data to answer strategic questions



Custom Templates

Creation of custom templates for regular delivered reports



Performance Analysis

Collation of data, graphics and commentary into custom performance reports

Examples of questions we can help answer

- What are the key drivers of NPS in my business?
- How do scores vary according to the experience type?
- Where are my key opportunities for improvement?
- What are people saying about their experiences online – what can we learn from this?
- Where should we set our targets for performance?
- What patterns do we see in locations/regions/areas?
- How have we been performing over a time period (year to date, quarter, 6 months)?

Insight Report Contents

All of our reports will follow the same format, for consistency and clarity. You'll know what you will be getting before the project even begins.



Custom Report Options

Below are the various options possible for setting up custom reporting.

Format – CSV, Excel, PDF, PowerPoint, email body

Destination – email, SFTP, Azure Blob

Regularity – daily, weekly, monthly, period

Content:

- CSV: data tables
- Excel: data pivoted into a matrix and formatted
- PDF: charts and tables as images
- PowerPoint: charts and tables as images, plus ability to add commentary
- Email body: simple table of data showing results



Pricing & Contact



If you are interested in our Insight Lab service, please get in touch and we will arrange a call with you to discuss the project requirements and scope you have in mind.

We will then be able to provide you with a quote based on a day-rate of £750/per day and an estimated number of days required for project completion.

Please contact your Client Success Manager to enquire further or alternatively, you can also reach us on our details below:



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