

Market Research Firm Intellitrends Provides Interactive Dashboards Using InetSoft's BI Technology

Company Overview

Headquartered in Southeast Michigan, Intellitrends LLC has been providing quality market research to clients of all sizes for over 25 years. They conduct thousands of business and consumer research studies in multiple languages,



spanning multiple methodologies, from one-to-one interviews, to phone and web surveys. Using time tested, accurate, primary and secondary market research methods, Intellitrends serves a cross-section of industries, such as fast food providers, manufacturing, automotive suppliers, automotive OEM's, faith-based and non-profit organizations, school districts, counties, banking, retail, public relations companies, and consumer product manufacturers.

Intellitrends takes pride in its ability to provide clear and concise reports to clients that include a "what does it mean" analysis, providing clear, actionable recommendations from their research. Intellitrends also follows a unique process of understanding a client's position in the marketplace by conducting a thorough review and analysis of the competitive landscape. Utilizing their proprietary Competitive and Positioning Radar (itCAPR) process model, they provide their clients with an accurate view of their relationship and position in regards to the target market space.

Their reports include financials, market position, product position, product lifecycle, product component details, competitive organizational levels, and many other valuable attributes.

Problem/Challenge

Previously, Intellitrends had been presenting accumulated data to clients in the form of PowerPoint presentations. But many of their clients wanted something more dynamic that they could change on the fly, something that they could view and interact with during meetings. Also, some of their clients were global customers, so they needed a solution that could capture information from multiple business units in multiple countries, each in their respective languages.

Solution/Requirement

After careful evaluation, Intellitrends decided to utilize the dashboarding capabilities of InetSoft's Style Intelligence to create a new product, Dashview. Dashview is a cloud-based dashboard program available through the password protected Intellitrends website. The dashboards enable clients to view and track market opportunity data online, anytime and anywhere.

The dashboards are customized for each organization and can focus on such areas as geographic sales growth, market share growth, marketing campaign effectiveness, competitive share, brand awareness or any combination of the above. The dashboards can also be customized to make different information accessible to different levels of management and departments, and data can be tracked globally, regionally, or by market or product segment



One client that uses Dashview is a well known international robotics manufacturer. Intellitrends has prepared customized dashboards for this manufacturer that display vital customer feedback measures. “We take the information from our survey software that’s collected multiple times per year and put it into a SQL database,” explains Keith Stone, Chief Operating Officer of Intellitrends. “InetSoft’s solution takes that SQL information and populates the screens of dashboards to reflect divisions such as countries and business unit.”

The dashboards for this particular client include fixed dials showing the top key metrics such as general customer satisfaction index, net promoter score, and future purchase score. A multicolored world map shows the distribution of different clients. Different charts show customer satisfaction measures in comparison to standard performance measures, and are filtered by client, business line and region. “The underlying calculation of the metrics is very technical, but these dashboards enable the client to look at them in black and white.”

Customer Value

With their Dashview solution, Intellitrends can now present insights to their clients in a way that is far more useful than the PowerPoint presentations used previously. With Dashview, clients receive actionable, up-to-date information, which they don’t have to wait for. “Because this is instantaneous and we can feed them data in near real time, they can see the changes in what they’re measuring as the data comes in,” Keith Stone explains. Clients can now visually explore their data to glean actionable insights. “Our customers can click to explore data since it’s all interactive; they can drill down and go multiple levels deep to learn more about a specific business unit or region. And that’s very advantageous.”

Intellitrends has a large variety of clients, and the flexibility that InetSoft’s solution offers is a major benefit. “A lot of customers measure different kinds of performance metrics, whether its sales, customer satisfaction, opinions of a particular product etc... We focus on communicating the dashboard tool’s flexibility to clients. There is absolutely no limit to what kind of measures we can show.”