

# Award-winning dashboards deliver customer service team stories alongside data to increase speed to insight

## Overview

The Analytics team developed a comprehensive dashboard to inform and highlight business performance metrics across the Customer Service team. Visible by everyone from Executive leadership to floor managers, the dashboard includes reports on the overall business summary, trends, KPI performance, and more. For some, the visualizations on the dashboard were difficult to interpret, and the champions on the customer service team were spending a significant amount of time analyzing the data and explaining key takeaways to different departments.

## The Solution

The multi-national retailer turned to Narrative Science for Narratives for MicroStrategy, which instantly transforms complex data visualizations in MicroStrategy into dynamic stories that surface interesting trends in a written format. From charts and graphs to dynamic, easy-to-read narratives, Narratives for MicroStrategy automatically writes insights about our visualizations that anyone can share.



## Benefits



Winning submission  
for world dashboard competition



Increased  
engagement  
as more time spent reviewing  
dashboards within Microstrategy



Up-tick in adoption  
with higher login activity

## What our clients say



Executive customers still prefer to read a bulleted text summary over a large dashboard of data, as it provides a focus point. We provided this text summary manually but we were able to automate that work with Narrative Science. Narrative Science was super easy to incorporate into our products and it added an impressive new way to look at reporting.



Sr. Manager, Business Intelligence & Web Development

## About Narrative Science

Narrative Science creates software that writes stories from enterprise data to drive understanding and results. Powered by artificial intelligence, our technology automatically turns data into easy-to-understand reports, transforms statistics into stories, and converts numbers into knowledge.

Narrative Science works with customers including Deloitte, MasterCard, USAA, and members of the U.S. intelligence community, empowering them to understand and act on key business metrics, make better decisions, and focus talent on higher-value tasks -- all through the power of data storytelling.

narrative  science

CASE STUDY

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