

# KnowledgeForce®

Make better decisions faster.

A powerful platform for collecting, integrating and visualizing data.

## KnowledgeForce Facts:

Manage your business more efficiently and improve every location's performance using our mobile app, reporting platform, text analytics, and action planning tools.

- Web-based decision support system that ties customer experience measures to financial results
- Performance results by location, unit, region, or customized hierarchy
- Role-based dashboards identifying problem areas at a glance
- Store rankings and performance indices by key metrics
- Trends and comparisons with historical data
- Automated alerts
- Built-in analyses, metrics, and workflows

**M**ARKET FORCE INFORMATION® PROVIDES TECHNOLOGY solutions that create a powerful platform for collecting, integrating and visualizing data. KnowledgeForce technology platform combines datastreams from any source into a single pane of glass. Built as a big data platform on a Hadoop architecture, KnowledgeForce provides the latest in technology for integrating structured and unstructured data. Our flexible dashboards create unique views that help you understand the performance of every level of the organization at a glance and then act on what you see.



### ALL DATA IN ONE PLACE

Many companies struggle to have a single view of their location-based data. The process of finding and organizing that data into a management spreadsheet wastes precious resources and is error-prone. KnowledgeForce uses the latest big data technologies to consolidate consumer data from any source—whether collected by Market Force, other vendors, or you. Stakeholders can assess performance on any datastream—mystery shopping, customer survey, contact center, audits, same store sales—individually or in unique combinations. That flexibility creates a single pane of glass for data and empowers every user with the tools they need to improve performance.



One major restaurant company spent several years to develop an internal system to tie customer intelligence data together in one system. Stores that utilized the new reporting dashboard generated an average of 1–3% lift in like-for-like sales.

**The ROI was captured in months.**

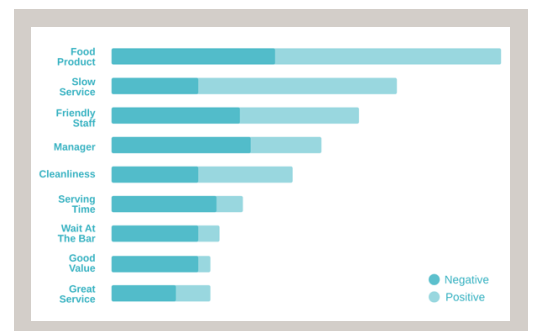
### INTUITIVE, ROLE-BASED REPORTING SAVES TIME

KnowledgeForce displays data based on role. Stakeholders can view data across the entire enterprise and quickly drill down into site specific information. Store managers and individual franchisees view data for their specific location and can compare performance at regional or corporate level. We have over 50 standardized reports that can be configured for online or push reporting. And of course, our reporting is mobile enabled with responsive design for Android and iOS platforms.



### LISTEN AND LEARN

How do you mine the rich comments coming from your customers for new ideas, emerging issues, or the unknowns? Unstructured comments feed into KnowledgeForce from social media, customer surveys, mystery shops, and our contact center. Text analytics categorize those comments into sentiment and categories of information. Trending and drill-down capabilities help determine where hot spots of comments are occurring and coach managers on how to take action. Our text analytics engine integrates with IBM Watson as our natural language processing tool.



### WINNING TECHNOLOGY

KnowledgeForce has been developed using the latest big data methodologies and search engine technologies and designed with input from some of the best restaurant and retail industry leaders. And it shows. Market Force has won awards from Red Herring, from Tech411, and even been the basis of the company's recognition as a Top 100 company to watch by Forbes.

#### Home



#### Contact Summary - Site 17

[View full report](#)

Contact Status	2015-12	2015-11	2015-10	Total 6 Months	Company Total 6 Months
Open Contacts	20	17	15	55	2,073
Closed Contacts	37	75	55	196	7,775
<b>Total</b>	<b>57</b>	<b>92</b>	<b>70</b>	<b>251</b>	<b>9,848</b>

#### Action Item Summary

Status	Count	Type	Status	Count	Current Improvement
New	0		Improved	0	
Pending Approval	0		Not Improved	0	
In Progress	0		Doing Worse	0	
Review Required	0		Total	0	

“It is a tool that when used effectively will not only help change the culture of the people on the front line with customers, it will also help the company leverage their time and resources more effectively.”

- Global VP Customer Measurement for major QSR

## Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

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INFORMATION®

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