



HYPER ANNA FOR COMPLAINTS

CUSTOMER STORIES

Why customer complaints teams use
Hyper Anna.

PROBLEM 1: BOTTLENECKS

The company was completely dependent on what analysts could answer before 8:30am.

SOLUTION: HYPER ANNA

- Automated the process of manual daily reporting
- Highly engaged frontline team using Hyper Anna to self-serve insights daily
- Insights driving better customer conversations
- Team significantly improved performance, achieving the best Grade of Service of all time

Customer Story 1 - Automating insight generation & distribution to drive better conversations



COMPANY OVERVIEW

- **Company:** ASX listed
- **Industry:** Financial services
- **Company size:** 15k+
- **Location:** Australia, New Zealand

DEPLOYMENT DETAILS

- With Hyper Anna since 2016
- **Budget holder(s):** Chief Customer Officer, GM of Data
- **Latest annual renewal:** June 2021 with expansion
- **Deployment:** Cloud
- **Old stack:** Manual reporting, sourcing insights from spreadsheets & high-level Tableau dashboards
- **Platform usage:** Highly engaged daily active users across dozens of trusted and validated use-cases across the organization.

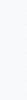
ONE OF MANY USE-CASES

- **Audience:** Service Line Managers, Team Leads, Consultants
- **Their challenge:** Manual, tedious but critical daily reporting was dependent on data analysts to perform manually, all before 8:30am. Difficult for the team to get what they needed without applying dozens of filters to finally find an 'insight' they needed.
- **Solution:** Hyper Anna completely automated the manual process of daily reporting. Not only eliminating the bottleneck, with Anna's ability to surface smarter insights, the front-line team could self-service insights driving better customer outcomes. This led to the team significantly improving performance, achieving the best Grade of Service of any team.

TODAY



FRONTLINE TEAM



- **Drive better consultant conversations**
- **Automation of report creation**

THE VALUE OF HYPER ANNA

1. AUTOMATION OF REPORTING



"Hyper Anna have completely automated the manual process of pulling together my productivity reports. I rest happy knowing that every morning at 9am my team will receive insights from the previous day on their productivity."

2. EASIER AND FASTER INSIGHTS



"Anna is so much easier to look at than the daily spreadsheet we used to receive. I would never be able to get what I want - now I can tell exactly who I need to focus on for the upcoming week."

3. DRIVE BETTER CONVERSATION RESULTING IN BETTER RESULTS



"Anna is so fun, its interactivity makes for better coaching conversations - my team has never been so engaged in their productivity. As a result my team has seen the best Grade Of Service out of any team. There's definitely a correlation between when we started to use Anna and when our performance started improving."

PROBLEM 2: SCALING CHALLENGE

Needed a self-service solution for sales teams to scale insights up and down the organization.

SOLUTION: HYPER ANNA

- Scales insights without the need for additional headcount or FTE to support
- Reduced preparation time for meetings
- Deeper insight about sales performance
- Cost saving from using Hyper Anna in the high seven figures per annum

Customer Story 2 - Empowering insight consumers to self-serve



COMPANY OVERVIEW

- Company: Global brand
- Industry: Technology
- Company size: 165k+
- Location: Worldwide

DEPLOYMENT DETAILS

- With Hyper Anna since 2016
- **Budget holder(s):** Head of BI, Head of Global Sales
- **Latest annual renewal:** June 2021 with expansion
- **Deployment:** Cloud
- **Old stack:** Manual reporting, sourcing insights from spreadsheets & high-level Power BI dashboards
- **ROI:** Cost saving from using Hyper Anna in the high seven figures pa
- **Platform usage:** Active users, platform usage and insight consumption is high, and continues to grow week-on-week.

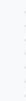
PROBLEM vs SOLUTION

- **Audience:** Sales managers, advertising leads, channel managers, customer success leads and managers
- **Problem:** Needed a self service solution for sales teams to scale insights across both internal and external stakeholders.
- **Their challenge:** Tight turnaround for each fortnightly reporting cycle (less than one day). Challenging to navigate through a dashboard to find a compelling story in the data. With limited time, insights were superficial. The team was never able to look at all key drivers across their 20 different sales KPIs.
- **Solution:** Hyper Anna scales insights without the need for additional headcount or FTE to support.

TODAY



SALES TEAM



- **Reduced preparation time for meetings**
- **Deeper insight about sales performance**

THE VALUE OF HYPER ANNA

1. SAVES TIME...AND STRESS!



"I love Hyper Anna, it is literally giving me hours and hours of my life back. I was stitching together multiple different data pieces to try and find an insight, and Anna does this for me automatically."

2. EASE OF USE



"It's easy to become a fan especially if you've been using your dashboard... I find myself addicted to this tool as it's giving me so much new information!"

3. ABILITY TO THINK DIFFERENTLY



"Spending time interpreting the data is a big investment of time. So it's a lovely characteristic from Hyper Anna to save me that time."



"It gives a lot of triggers for you to go and investigate further. It generates a very different way of thinking when we approach how to use the data, and it helps us formulate the right questions to wonder about and where to drill further on."

PROBLEM 3: INADEQUATE FIREPOWER

This finance team didn't have the capability to get insights or turn analysis around quickly.

SOLUTION: HYPER ANNA

- Hyper Anna is a must have system for the finance team to prepare bill reporting
- By automating hours of manual work each month, they now have the headspace to look at other areas like credit, collections and rebates - areas which never received attention previously
- Deeper insights than ever before, with newfound ability to spot 'needles in the haystack' automatically

Customer Story 3 - Accelerating existing processes, saving hours for the team each month



COMPANY OVERVIEW

- **Company:** Large telco provider
- **Industry:** Government
- **Company size:** 5k+
- **Location:** Australia

DEPLOYMENT DETAILS

- With Hyper Anna since 2018
- **Budget holder(s):** Chief Data Officer
- **Latest annual renewal:** June 2021 with expansion
- **Deployment:** Cloud
- **Old stack:** Manual reporting, sourcing insights from source systems & high-level dashboards
- **Platform usage:** Over the course of 2020, users consumed and shared tens of thousands of personalised insights.

ONE OF MANY USE-CASES

- **Audience:** Finance Operations Managers, Billing Analysts, Reporting Specialists
- **Their challenge:** Manual, time consuming reporting run by an under resourced team, with no time for anything other than BAU. Presentation of end reports was not in an easy to consume format resulting in questions and a lack of understanding from key stakeholders.
- **Solution:** Users have found success in Hyper Anna through:
 - 1) richer, deeper insights (spotting 'needles in the haystack'),
 - 2) accelerating existing processes (saving hours for the billing team each month).

TODAY



FINANCE TEAM



- **Reduced reporting time by 4 hours a fortnight!**
- **Elevated quality of insights**

THE VALUE OF HYPER ANNA

1. SAVES TIME (4HRS TO 30MINS PER ANALYST!)



"Setting up a Mission in Anna, I don't have to do all the manual number crunching to prepare this report.

I can simply let Anna do the analysis, she's even spotting things I wouldn't have surfaced before and then I add in any commentary for context I require to pass onto my boss.

Even better, my boss can look at the results in Anna - making his review pain-free and much quicker!"

2. EASIER AND FASTER INSIGHTS



"Instead of just producing a table for our stakeholders to read, they now have an insights story that they can simply read and take action on...

They actually get it!"



Transport
for NSW



"Hyper Anna is the analytics technology at the centre of our workflow. With a newfound ability to analyse data and distribute insights at scale, we can finally deliver actionable insights to all customers.

Hyper Anna has become part of the daily workflow and the team regularly uses the platform during weekly and monthly meetings to evaluate data in real time and make quick and informed decisions throughout the business."

Global Sales Leader - Advertising

