



## Speeding up the reporting process with E-Tabs Enterprise



### Case Study Summary: Millward Brown (France)

**Sophie Pastur, Associate Client Service Director**

#### **Summary**

In 2005 we won an International Brand and Communication Tracking survey for one of the biggest Telecommunication Company in the world. We would be responsible for monitoring their brands within 3 categories and 16 countries. From a purely operational point of view, it meant the production of nearly 300 individual reports a year. A true challenge!

With the help of E-Tabs we have successfully automated this otherwise daunting project using E-Tabs Enterprise. As a result, we achieved savings of 60% on our manual charting budget in the first year and we hope better that next year with around 70% savings.

#### **Key benefits experienced using E-Tabs Enterprise:**

- ▶ Quality of the deliverables supplied to the client: we could move from traditional excel dashboards to more visuals and actionable Power Point document on a regular basis
- ▶ Efficiency in terms of speediness to produce reports: time savings which enable people to focus more on creating value and building a relationship with our client

#### **About the customer**

**Millward Brown** aims to provide research-based advice to help their clients successfully manage their brand assets, and optimize the return on their media and communication investments, and so create value for their clients, staff and shareholders.

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