



Theatro's Data Analytics Suite

Hourly workers are the last unexplored frontier of retail

Like the astronomer who pointed the first telescope at the skies, Theatro provides an entirely new field of study, your hourly workers. Using our voice-controlled mobile platform, we can track and measure employee communication, movement and behavior patterns to tell a story about a store's performance.

Theatro's data analytics suite compiles and analyzes that information to tell a story about your store performance. Are the managers spending enough time on the floor? Are cashier backups responsive? Which employees are the hubs for critical information that makes the store succeed? All of these insights enable retailers to establish new benchmarks that can be used to drive operational improvements across the organization, increasing store performance and driving revenue gains.

Theatro's Internet of Things (IoT) Communicator is best known as an innovative new mobile endpoint for hourly workers to access Theatro's suite of voice-controlled apps, but it is also an amazing and effective data collector. The proprietary data captured by the Theatro Communicator can be analyzed to provide valuable insight to store leadership regarding employee performance. Theatro's customer analytics team is building an automated platform designed to sense, analyze and act on the employee performance data created by Theatro's SaaS platform. This new data platform will allow customers to access powerful new analytics insights in real-time from their stores or at their headquarters.

Theatro's data analytics suite integrates with any store relationship management system or point of sale system. Correlate sales trends with employee activity for a real-time understanding of sales influencers and key success trends that you can strategically scale.

Theatro continues to be a disruptive force in retail by bringing incredible innovation for the millions of forgotten hourly workers who are on the frontline of today's retail battle for customers.





Measure and drive action in your store ecosystem
Theatro's Data Analytics Suite

Nobody has data like we have data



Influencers

Quickly and accurately identify the key influencers, the “go-to people” in each store, thereby providing store leadership with great insights into which team members are key to a store’s success.



Manager Effectiveness

Validate which managers provide daily strategic direction and how present they are on the sales floor. Identify your success formula and replicate across other stores increasing store performance and driving revenue gains.



New Hire Assimilation

Capture detailed data about new-hire interactions with other store team members to predict their assimilation into the store social network. New hires are most at risk if they fail to successfully integrate and the Theatro analytics app provides store leadership early insight to improve employee retention.



Employee Responsiveness

Employee profiles based on type and frequency of their communication. Identify leaders, active employees, or inactive employees. Recognize and reward top performers while offering corrective actions to those struggling, boosting productivity and employee satisfaction.



Performance Profiles

Employee performance profiles created based on type and frequency of their communication and interaction with their team members can be valuable to identify leaders, those who are active and those who are a drag on the stores performance. Recognize and reward top performers while offering corrective actions to those struggling in order to boost productivity and improve employee satisfaction.



Employee Churn

Analyze employee churn frequency and patterns to identify retention problems and implement corrective measures to reduce employee turnover. Insightful data on employee loss coupled with Theatro’s retention oriented apps help retailers retain their most valuable asset...their employees.