Theatro

Content Distribution Manager
v2.0 Enhancements

Frequently Asked Questions

1. What is CDM?

Content Distribution Manager (CDM) is a web application that allows users to create, schedule, and distribute voice messages directly to the ears of relevant front line employees so that enterprises can take a programmatic approach to communicating with their teams.

2. Why should we use CDM?

CDM is an Essential Theatro tool that enables organizations to cascade important information to front line employees and align action across large distributed workforces. By using both in-the-moment and pre-scheduled communications, they can:
- Ensure consistent enterprise-wide messaging from management down to the local level
- Drive adoption of strategic initiatives and programs
- Prompt immediate action in time-sensitive situations like a technical outage, product recall, or pandemic

3. Where should I go to access CDM?

CDM can be accessed through the Theatro Services Portal online at https://central.theatro.com. Use your company's credentials to log in.

4. Is there an additional cost for CDM?

No. CDM is included in every Essential Theatro subscription.

5. How do you add audio to a CDM message?

Audio can be uploaded to CDM as a .wav file, or recorded directly in the tool. We find that recordings made with the help of free third-party audio recorders either on your phone or desktop. If you're recording to your desktop, we recommend you use a microphone.

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Here are a few apps we've found helpful:

For iOS: TwistedWave Recorder available on iTunes
https://itunes.apple.com/us/app/twistedwave-recorder/id690359266?mt=8

To create new recording:
- Select + button in bottom left corner
- Select 32 000 Hz & Mono
- Record then press the share button to send via Email
- Name the recording before uploading it for ease of use

For Android: WavePad Audio Editor available on Google Play
https://play.google.com/store/apps/details?id=com.nchsoftware.pocketwavepad_free&hl=en

To create new recording:
- Select red button on the bottom left corner

After recording select:
- Export
- Export with app

6. What's the difference between a "Theatro Group," a "Collection," and a "Dynamic Group?"

"Theatro Groups" are groups to which a team member may be assigned based on their role or communication need. A person can be assigned to more than one group. For example, someone may be in the 'Cashiers' group and 'Customer Service' if they are able to answer requests for assistance, provide support, or have responsibility for these groups.

"Collections" are specific sets of facilities that can be named and targeted with the same CDM communications. Collections can be set up to manage messaging in multiple languages, for locations participating in unique programs, pilots, or tests, or to facilitate any specific messaging that may be needed for a subset of facilities. Collections may also offer helpful functionality in support of staggered reopenings after Covid-19.

"Dynamic Groups" target communications to a set of individuals that do not share common Theatro Group assignments but are instead based on another shared variable. The New Theatro User group is a 'Dynamic Group' that includes Theatro users with profiles that have been created in the last 30 days. Individuals in this 'Dynamic Group' will participate in this group only while the membership criteria are valid. In this case, once they hit their 30-day anniversary, they will be automatically moved out of the 'Dynamic Group.'

7. What's the difference between relative and absolute timing?

"Relative Timing" indicates that a message will be distributed in recipients' relative time zone. "Absolute Timing" means a message will send at the absolute time determined by its author regardless of the recipients' local time zone.

8. What does "Time to Live" (TTL) mean?

The TTL represents the duration of the CDM message, after which time it will expire. Select the appropriate TTL to determine the length of time the message will be active and available in a user's EarBox. Once the message has been heard or the TTL is reached, the message will automatically be deleted from user's EarBox.

9. "Which browser should I use?"/ "Why can't I see the entire screen?"

Google Chrome is the recommended browser for using CDM and the Theatro Services Portal in general. Some computers default to the Internet Explorer browser which does not properly support the Services Portal. When this happens, users may see a "white box" covering a portion of the viewing screen. This onscreen artifact must be closed out (click the "X" at the upper right) or cannot be removed. The white box may also match the Services Portal background making it confusing for new users. Please use Chrome to view the entire CDM screen.

10. A 'Permission not given for recording from browser' dialog box appears, now what do I do?"

If the users' browser has been blocked from allowing microphone access, the "Record > Start Recording" feature will not appear. There will be no indication that they can and should change this setting, which can be done in the browser system preferences. Adjusting these settings will allow recording directly into CDM.

11. Even though they are new to a given facility, can previously active users transferred from another location be removed from the "New Theatro User" Dynamic Group?

At this time, all users added less than 30 days ago will be enrolled in the "New Theatro Users" group. Because transferred employees are deleted in one location and added as new to another, they will also be automatically assigned to the "New Theatro Users" group.

12. Will a member of the "New Theatro User" Dynamic Group hear active communications posted prior to their profile being created?

No. Once a CDM message is posted it will be distributed to members of the "New Theatro Users" group at the time it is submitted. Members added after posting but before the TTL expiration will not receive the notification.

13. Where should I go if I am having trouble with CDM?

Please contact support@theatro.com or "Message Tech Support" from any Communicator for further assistance.