

# Essentials Usage Reports

## Frequently Asked Questions

### 1. What are the Essentials Usage Reports?

These are new weekly reports you'll receive every Monday showing how and how often your frontline workers are using Theatro's essential apps to connect and communicate to drive productivity and service to the customer.

### 2. When does Essentials Usage reporting go live?

Monday, April 6th, 2020.

### 3. How often will the Essentials Usage Reports be sent?

They'll be sent each week at 1pm EST / 12pm CST / 10am PST.

### 4. What's included?

Essentials Usage Reporting includes five report types:

#### Collaboration Report:

- How many associates are making Theatro part of their day? (Average, Peak, Weekly)
- How intensively are they using Theatro to work as a team? (Commands, Orations)
- Example: "Hello James"

#### Request & Respond Performance Report:

- How often R&R commands are being used and what are employee response times?
- Example: "Register Backup"

#### Leadership Effectiveness Report:

- How frequently morning huddles and sales updates are being delivered by leadership to their teams (Huddle Compliance % and Sales Update %).
- Example: "Good morning team, here are the priorities for today..."

#### Group Communications Report:

- Which groups in the store are being contacted the most?
- Example: "Hello Front-End Team"

#### Interaction Type Report:

- What form of communication are associates using?
- Example: One-to-one vs. Messaging vs. One-to-Group

### 5. Is there an additional cost?

No, this reporting is included in your subscription. In future releases of analytics, pricing for optional value-added packages will be set on a per subscriber basis and will be announced with the next analytics release.

### 6. Who should you contact with questions or concerns about your report?

Please contact [support@theatro.com](mailto:support@theatro.com) to make the request and we'll connect you to the right person based on your need.

### 7. What's next?

In Q2 we are launching our first version of analytics to give you automated insights on what's most important. Stay tuned for more information.

*Please do not hesitate to reach out to your account manager with any questions or concerns!*