

# Dapresy Helps GlobeScan Reduce PowerPoint Tracking Study Production Time by 40 Percent For Key Client



*"We found a way to incorporate Dapresy into our workflow in a way that gives our clients the classic PowerPoint reports that they want, and the time and cost savings that we desire."*

**Terri Newman**

Director, Graphics and Technical Training, GlobeScan

## ABOUT GLOBESCAN

GlobeScan is a strategy and insights consultancy, focused on helping clients build long-term trust with their stakeholders. Offering a suite of specialist research and advisory services, GlobeScan partners with clients to meet strategic objectives across reputation, sustainability and purpose.

## THE CHALLENGE

Several years ago, GlobeScan was researching tools to run its data tables. After seeing Dapresy, it realized that in addition to creating [online dashboards](#), it could be used as an efficient [PowerPoint production tool](#). This was important, because while many of its clients wanted dashboard views, others simply sought the efficient production of PowerPoint slides. Thus, they realized, Dapresy could serve both of its constituencies.

## THE SOLUTION

For some clients, GlobeScan provides online credentials to [C-Suite](#) and marketing teams for dashboards that display data based upon their title or function as well as at the individual level. It does this through role-based information on a data-permission basis. Meanwhile, others request that the agency use the same role-based capabilities and filters to produce customized PowerPoint decks for certain client teams or regions. In both situations, filters enable fast, intuitive data analysis.

According to Terri Newman, Director, Graphics and Technical Training for GlobeScan, two important engagements exemplify the latter.

The first one regarded the agency's longest-running [custom tracking study](#) for a global corporation. This experience over six years pointed to valuable insights GlobeScan obtained in constantly re-evaluating the tools and processes used to complete a project. While the questionnaire and reporting style (PowerPoint reports, heavy on charts) changed little over the course of the study, the way report charts were created evolved dramatically. Because of the sheer volume of data that went into reports, each new project manager was eager to find more efficient ways to spec, prepare and proof them.

The project consisted of 10 different country reports, about 60 pages long, as well as regional reports and an overall one. While DeltaGraph and Excel were originally used to create jpeg charts, which were placed into PowerPoint slides, the agency eventually evolved to using Dapresy to export these PowerPoint slides and charts. Looking specifically at the reporting phase of the project (report writing, chart specifications, graphics, and proofing), GlobeScan saw a dramatic decline in the time it took to create each report.

"Over six years, we went from spending 90 hours per report using Excel data tables to only 55 hours per report using Dapresy," said Newman. "That enabled the project team to shave a significant number of hours off the reporting stage, a full 40% less time to fully prepare country reports. And although the process for creating and proofing these reports changed, the overall look and clarity of the charts remained consistent, allowing GlobeScan to make changes like this behind the scenes without the client losing the clarity that they were used to."

The evolution to Dapresy offered other benefits as well. To develop those slides using Excel, it needed to employ a trained and experienced design team using specialized software, a laborious and time-intensive process. Even when the agency transitioned to charting directly into PowerPoint (before Dapresy), it still required cutting and pasting data to the slides, which invariably introduced errors and time-consuming corrections.

"Interestingly, the client wasn't interested in improving the look of the slides," she noted. "They wanted them to look the same as the old ones to eliminate any learning curve. Fortunately, Dapresy enabled us to design slides that looked nearly identical to the ones from previous years."

Filters and permission capabilities ensured that the exact information was presented to the right people and groups. It also made revisions a snap. Before, when a client wanted a new view presented or requested new data be added to the slide deck, it meant a major rework. With Dapresy, GlobeScan simply entered the new data into the dashboard and exported any impacted slides as replacements.

"Having these capabilities was slick, impressed the client and made us look like a larger organization than we were," she said.

The second example was a **multilateral organization that conducted data-heavy job satisfaction surveys**. GlobeScan was charged with packaging the results with analysis to more than 100 offices around the globe, each individualized for country, region and headquarters. While some offices wanted and received results via online dashboards, many of them were printed and mailed or faxed to offices that didn't have strong internet capabilities.

Originally, GlobeScan outsourced the reporting phase of the project to a third-party consultant because it didn't have the internal capacity to create so many reports, which included both data and analysis elements. But it still had to proof all reports, which was time intensive. When Dapresy was introduced, the agency was able to automate the process, saving the cost of hiring the third party and maintaining a level of internal control that ensured it met its quality and time commitments to the client.

Today, executives access a consolidated view of the entire study via online portal. The biggest benefit, beyond time and cost savings, was the increase in quality control. Previously, errors were introduced and, once identified, had to be fixed each instance. And when clients wanted to view different sets of data, changes had to be manually input. This could be daunting considering the more than 100 versions of slides in use. Now, a quick change of a filter provides instant solutions for portal viewers and for those accessing PowerPoint slides, a mere printing of the slide after creating the new filter that addresses the request.

**“Today, we are far more confident of the quality and can more nimbly address client requests,”** she said. “Before when dealing with a third party, we often felt like we had to wait in line to have our client issues addressed.”

Another benefit Dapresy provides is the tab archive function, in which GlobeScan can load external files to the dashboard, such as previous years’ questionnaires and studies.

**“Like the reports themselves, permissions apply, so groups in certain regions or countries only have access to their own data on the archive tab,”** Newman noted. “Clients really appreciate having historical data that can be easily accessed from the same online portal as their current reports. We simply ask them to send us what they want accessible and we make it available to them at a click.”

## OUTCOMES ACHIEVED BY DAPRESY

- Reduced report production time for one major client by 40 percent, while providing the same look and feel of the report the client had come to expect.
- Enabled GlobeScan to retain control of report production for another major client to ensure quality control, offer time and cost savings and present itself as offering the nimbleness and quality of a boutique agency with the delivery capabilities of a larger organization.
- Design flexibility enables the agency to provide innovative and intuitive slide and dashboard design or exact replications of PowerPoints that a client has used historically, thus meeting their precise needs.
- Use of filters, permissions and choice of online dashboard or slide production enable GlobeScan to present the precise information required to specific individuals and groups in the exact format that they prefer.

## ABOUT DAPRESY

Dapresy, a Confirmit company, is a global provider of data analysis and visualization software for market research and customer experience management. Its SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads, to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 30 countries utilize the Dapresy platform to clearly communicate complex data from markets, users, and customers. Founded in 1999, Dapresy's global headquarters is in Sweden with North American headquarters in Portsmouth, NH. In addition, it has client service offices in Germany, United Kingdom, Bosnia and Herzegovina, and Australia.