

Improved communication process

The **e-Boks Business Intelligence** is a tool that contributes to improving the knowledge level of the end user behavior and subsequently the communication processes between sender and end user. Sender will get access to a vast number of e-Boks statistics on behavior and activity patterns.

The objective of the **e-Boks Business Intelligence** is to provide sender with detailed statistics on the pattern of user behavior and activity on the e-Boks platforms to pave the way for improved planning and monitoring of the communication with end user.

The sender can among others benefit from the following data results:

- **Timing**
Sender will know how soon after receiving a document the end user will in fact open and read the document.
- **Notifications**
When end user signs up to receive notifications, sender can keep metrics for the frequency and number of users logging on to the email system, just as sender can verify that the mail is read by user.
- **Demography**
Sender can investigate to what extent age or gender impact the user behavior.

The **e-Boks Business Intelligence** is powered by the Microsoft Power BI tool. From the Power BI tool, sender will have access to many enterprise-specific statistics. The statistics are available from several out-of-the box standard e-Boks reports and dashboards.

The **e-Boks Business Intelligence** is a cloud-based service where the statistical data is stored in the Microsoft Azure “cloud.” Microsoft is the provider of the cloud-based data processing services and moreover a guarantee for optimal data security.

When sender is logged on, there will be access to data made available by e-Boks. To cater to own needs, sender can customize the view and display of data in dashboards or online reports.

Sender will have access to the e-Boks data via a browser or a Power BI app for smartphones or tablets. Sender logs on to the Power BI app using the credentials provided by e-Boks.

Sender benefits

- Weekly updates of end user statistical data
- Create a series of key metrics and behavior funnels
- Analysis results display in user-friendly formats
- Insightful reporting system
- Improved processes for planning, evaluating, and monitoring
- Faster and improved reaction to end user behavior

End user benefits

- End users will benefit from a faster and more target-oriented communication from sender

Features

The dashboards powered by the Microsoft Power BI provide a graphical overview of the sender specific data. The following is a list of some of the available features.

- Statistics on documents sent and subsequent user behavior to these
- Statistics on documents read (such as on a weekly or daily basis)
- Subscription statistics
- Statistics on user mobile access
- Statistics on documents on hold (pending registration requests)

Process

For sender to be able to view the end user specific data, it is necessary to download the Power BI app for the phone or tablet. Sender can also access the data from a browser.

Sender must log on using the credentials provided by e-Boks. When sender has logged on, the end user data is available via the Microsoft Power BI tool and will be displayed in dashboards or via reports.

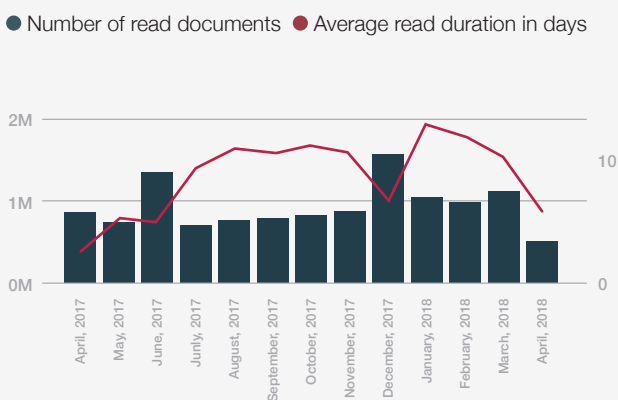
Sender can customize data display and reports to suit own needs and requirements.

e-Boks provides assistance for the setup of the dashboards and reports to quickly get started processing the data and create the necessary overview to benefit the most from the data on end user behavior.

The data security for the **e-Boks Business Intelligence** solution is very high as the data represents highly classified information. All statistical data in the **e-Boks Business Intelligence** solution is general e-Boks data and made completely anonymous, and the data can in no way be related to individuals.

8,771,537 Documents read in 2017

Number of read documents and Average read duration in days per month



3.75 average days from receipt till read

Read document ratio by user age group

