mnubo helps manufacturers of consumer products extract valuable insights from their connected product data by providing automated reports and dashboards that help the manufacturer understand product usage, performance, engagement, churn and other critical KPIs.

CUSTOMER PROFILING

A executive summary of where products are located, how they are being used and performing, aggregate insights and other reports on your install base

CUSTOMER ENGAGEMENT

Engagement profiles group customers on their usage behaviour. A detailed report on the health, what are the anomalies and trends, asset score etc. – in a periodic, automated report.

CUSTOMER CHURN

Correlate user behaviour and product performance with actual churn, pinpoint behavioural triggers that lead to attrition and make targeted recommendations to increase upsell opportunities

PRODUCT USAGE AND FEATURE TRACKING

What are the most popular features, are my products being used as expected or recommended, how can I focus my R&D spend etc. Enable usage-based business models and services
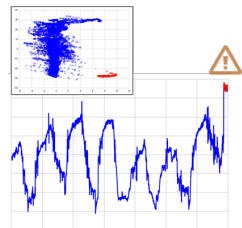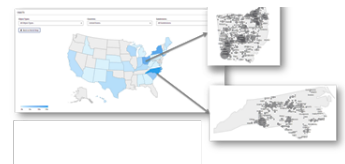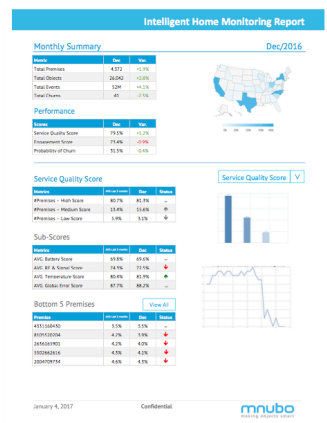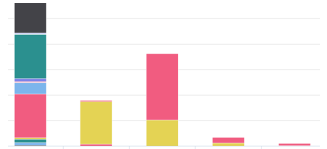
PRODUCT DIAGNOSTICS

Highlight trends, patterns and potential issues. Identify software, connectivity and pairing issues, product anomalies as well as operational issues and component failures.

PREDICTIVE TRENDS

Use data science models to predict time to action for products requiring replenishment/replacement and other advanced data-enabled features, enable targeted service and marketing actions