



TrueView

TrueView helps the world's leading brands capture, track, and analyze what matters most when it comes to customer experience and brand protection. With seamless data capture, dynamic reporting, and proven performance improvement solutions, TrueView gives your frontline teams the tools they need to fulfill the promise of your brand.

Data Management

TrueView aggregates and collects customer experience and operating data into a centralized repository. Manage data collection on a smart phone or tablet using inputs such as checklists, surveys and photography.

Client Portal

A landing page for all things TrueView, the configurable client portal provides end users with the tools they need to succeed. This branded portal provides access to actionable insights to manage brand performance.

Waivers

With variances in operations by brand, region, and location type, individual locations can request exemptions to core standards via a customized workflow creating a centralized repository of approved waivers.

Management Action Plans (MAPs)

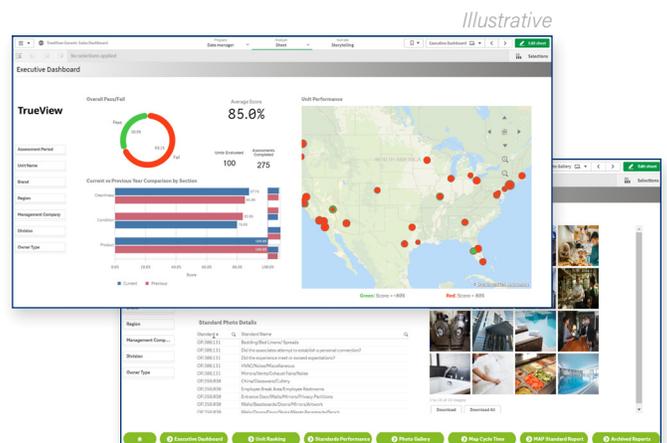
MAPs allow corporate and location-level users to collaborate on solutions for identified issues and track problem resolution. Managers can access resources related to specific deficiencies in order to facilitate remediation.

Reporting

Custom reporting enables leaders to generate role-based reports, leveraging single sign-on authentication and multichannel distribution capabilities for PDF reports, configurable dashboards and visual analytics.

Self-Assessments

Users can create self-assessments using our customizable inspection checklists. Data from self-assessments can be integrated into dashboards and other reports for a complete picture of your front-line performance.



TrueView allows for reporting and data analytics to benefit brand leaders and location managers alike.



Data Integration

Client data, including KPIs and customer satisfaction metrics

External data, including social media and market share tracking

A centralized archive of current standards to promote consistent communication and execution



Dynamic Reporting

Customized snapshots of field performance to drive focus and action

Drill-down capability to generate ad hoc reports and supporting graphs in real-time

Searchable online repository of unit-level imagery

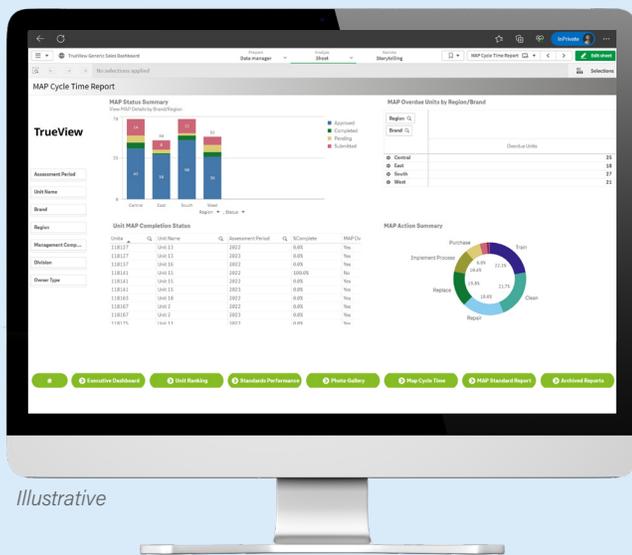


PDF Reporting

Assessment level reports designed for location managers

Available for review on-site immediately after the assessment

Configurable to highlight key brand drivers or risk areas



TrueView enables insights and action with a reporting platform that is customizable at the role level, authenticated for easy access, and delivered in real-time. Users also have the ability to filter, search, and drill down on key components. It all adds up to reports that frontline managers will appreciate and use:

- ▶ Executive dashboard
- ▶ Geo-located photography
- ▶ Business unit tracking
- ▶ Operational priorities
- ▶ Performance trending
- ▶ Leading practices
- ▶ Standards compliance
- ▶ Remediation cycle time



Contact your TrueView representative

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