

EMconnect instructions for reporting feature

Purpose: Generate targeted reports

The same process is used for generating each type of report, including **Learning, Ratings, Actions vs Updates** and **Active vs Inactive** reports

From the dashboard select **Reports** and choose the type of report to generate

The screenshot shows the EMconnect Reports generation interface. The top navigation bar includes the Exxon Mobil logo and a hamburger menu. The left sidebar lists various navigation options: Dashboard, App Analytics, Reports (highlighted), Learning Report, Ratings Report, Action vs Updates, Active vs Inactive, User Management, BW Customer Mgmt., Programs Content, Message Center, Home Screen Admin, and Help. The main content area is titled "Report generation" and includes the subtitle "Designate content for targeted or general reporting". The form contains several fields: "Target" (dropdown menu with "Select" selected), "Filter" (dropdown menu with "Nothing selected" selected), "Language" (dropdown menu with "Nothing selected" selected), "Brand" (dropdown menu with "Nothing selected" selected), "Report content type" (dropdown menu with "My Learning" selected), "Filter" (dropdown menu with "Nothing selected" selected), "Report start date" (text input field with placeholder "mm/dd/yyyy"), "Report end" (text input field with placeholder "mm/dd/yyyy"), and "User segmentation" (radio buttons for "Site Users", "BW Users", and "EM employees"). At the bottom of the form are "Reset" and "Run Report" buttons. Below the form is a "Data Export" section.

Report generation options:

- The **Target** field contains a drop-down menu with options for County, City, State, Area, Territory and Branded Wholesaler
- The **Filter** field further refines the Target search. Note that you can choose All options listed, just one option, or multiple options
- In the **Language** and **Brand** fields, either one or both options can be selected (e.g., you can choose both Exxon and Mobil branded sites)
- The **Report content type** field specifies either a My Learning report or a Ratings report
- Once a report content type has been selected, the **Filter** field lists the content options (up to 12 selections can be included on the report)
- A date range (optional) can be chosen by using the **Report start date** and **Report end** fields
- Once a **User segmentation** type is specified, select **Run Report** to generate the report



EMconnect instructions for reporting feature

Purpose: Navigate the report interface

Depending on the selections chosen, reports can drill-down multiple levels

The content selections from the report generation page appear as a **Legend** at the top of report

Legend

1 Site Experience	2 Site Experience - Be the best	3 Site Experience - Score the staff	4 Site Experience - Score the sign
5 Site Experience - Score the forecourt	6 Site Experience - Score the pumps	7 Site Experience - Score the restroom	

State	1	2	3	4	5	6	7
AR	5.0000 ★	★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★
10001 - BARNHART, IL COMPANY	5.0000 ★	★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★
10002 - BARNHART, IL	5 ★	★	★	★	★	★	★
10003 - BARNHART, IL	5 ★	★	★	★	★	★	★
10004 - BARNHART, IL	5 ★	★	5 ★	5 ★	5 ★	5 ★	5 ★
10005 - BARNHART, IL	5 ★	★	5 ★	5 ★	5 ★	5 ★	5 ★
CT	5.0000 ★	★	★	★	★	★	★

Report description:

- The Header row (wide blue band) displays the **Target** chosen and the **Report Content Type** selected
- The numbered columns refer to the selections shown in the Legend at the top of the report
- The top level selection (in this case State, shown in red) can be drilled down to customer level (Branded Wholesaler), site level (name of site), and finally user

Sample report (left) generated by selecting:

- State as a Target
- Filter as All (results include all States)
- Ratings as the Report content type
- Filter as all 7 Site Experience activities (displayed in the Legend)
- Site Users chosen as the user segmentation (results include site-level employees)



EMconnect report sample

Purpose: Review the Learning report

Completion of learning activities can be tracked as a percentage

Learning activity completion report:

- Branded Wholesalers can view overall results from their sites, or drill-down to individual user results
- The completion report applies to training content only
- Partially completed learning activities (represented by an orange checkmark in EMconnect) are not displayed in the completion report
- Users that have completed learning activities offline must reconnect to WiFi to upload their completion status

Sample report shows:

- Site name on the first row, with the percent completion of each learning activity
- **Example:** for the Be the best activity (column 1), the 90% represents the 9 out of 10 users listed (from that site) that completed the activity
- Each user's percent completion of all the activities selected is shown in the last column labelled as %
- **Example:** the first user completed all 7 learning activities (represented by a green checkmark in each of the 7 columns) resulting in 100% completion

Legend								
#	Training Program							
1	Be the best				5			SCORE the forecourt
2	SCORE the staff				6			SCORE the pumps
3	SCORE the restroom				7			Give us feedback
4	SCORE the sign							

Site	1	2	3	4	5	6	7	%
Site 1	90%	80%	60%	70%	60%	50%	70%	
Site 2	✓	✓	✓	✓	✓	✓	✓	100%
Site 3	✓	✓		✓	✓		✓	71%
Site 4	✓	✓	✓	✓				57%
Site 5	✓						✓	14%
Site 6	✓	✓	✓					42%
Site 7	✓	✓	✓	✓	✓	✓	✓	100%
Site 8	✓	✓		✓	✓	✓	✓	85%
Site 9								0%
Site 10	✓	✓	✓	✓	✓	✓	✓	100%
Site 11	✓	✓	✓	✓	✓	✓	✓	100%



EMconnect report sample

Purpose: Review the Ratings report

Content ratings can be tracked

Content ratings report:

- Branded Wholesalers can view overall results from their sites, or drill-down to individual user results
- A 5-star rating scale is used for all content
- Content that has not been rated will show up as blank and is not included in calculation of average results

Sample report shows:

- State average results in the first row (to 4 decimal places)
- Branded Wholesaler average results in the second row
- Site results in the third row
- User results in the fourth row

Legend

1 Site Experience 2 Site Experience - Be the best 3 Site Experience - Score the staff 4 Site Experience - Score the sign
5 Site Experience - Score the forecourt 6 Site Experience - Score the pumps 7 Site Experience - Score the restroom

State	1	2	3	4	5	6	7
AR	5.0000 ★	★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★
1001 BARNHART COMPANY	5.0000 ★	★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★	5.0000 ★
1118 BARNHART	5 ★	★	★	★	★	★	★
1119 BARNHART	5 ★	★	★	★	★	★	★
1120 BARNHART	5 ★	★	5 ★	5 ★	5 ★	5 ★	5 ★
1121 BARNHART	5 ★	★	5 ★	5 ★	5 ★	5 ★	5 ★
CT	5.0000 ★	★	★	★	★	★	★



EMconnect report sample

Purpose: Review the Action vs Updates report

User engagement on messages within EMconnect can be tracked

Action vs Updates report:

- In the Report content type field, **Push Notification** or **Update Notification** can be selected for specific results
- The Sent column represents the number of messages sent out (to active users), while the Opened column tracks the number of messages that have been viewed by users (by going into the Message Center of EMconnect)
- Notifications and updates in the Message Center of EMconnect include an actionable check box for users to select once they have read the message
- The Clicked column displays how many of these actionable check boxes have been selected

Sample report shows:

- In the fourth row, 11 messages were viewed out of the possible 15 users registered to that Branded Wholesaler, resulting in an Open % of 73%
- Out of the 11 messages viewed, 10 users clicked the actionable check box, resulting in a 90% Click Action %

PUSH & Update Report generation
Select campaign and targeted details

Notification Type: PUSH Notification, UPDATE Notification
Campaign Name: PUSH Campaign 1
Start Date: dd/mm/yyyy
End Date: dd/mm/yyyy
Target: Sales area
Filter: Select

Reset Run Report

Date	Target	Sent	Opened	Open %	Clicked	Click Action %
		227	144	63 %	45	24 %
		227	144	63 %	45	24 %
		25	20	80 %	20	100 %
		15	11	73 %	10	90 %
		11	10	90 %	10	100 %
		43	27	62 %	21	77 %
		57	37	64 %	30	81 %
		76	10	13 %	10	100 %
		451	123	27 %	77	62 %
		224	201	90 %	199	99 %
		561	367	65 %	277	75 %



EMconnect report sample

Purpose: Review the Active vs Inactive report

User activity can be tracked

Active vs Inactive report:

- Displays a site overview
- Sites without a registered EMconnect user will be classified as inactive
- Users can be displayed by drilling down from the site view
- Job roles are displayed beside the user name
- Can be used to easily find sites that do not have a site manager registered with EMconnect

Sample report shows:

- Active users are those that have logged in or used EMconnect in the last 45 days
- Inactive users are those that have not logged in or used EMconnect in last 45 days
- Users who have been de-activated are shown as Inactive

Customer	Active	Inactive
	●	
	●	
	●	
	●	
		●
		●
		●
		●
		●
		●
	●	
	●	
	●	
	●	
		●
		●
	●	
		●
	●	
	●	
	●	

