

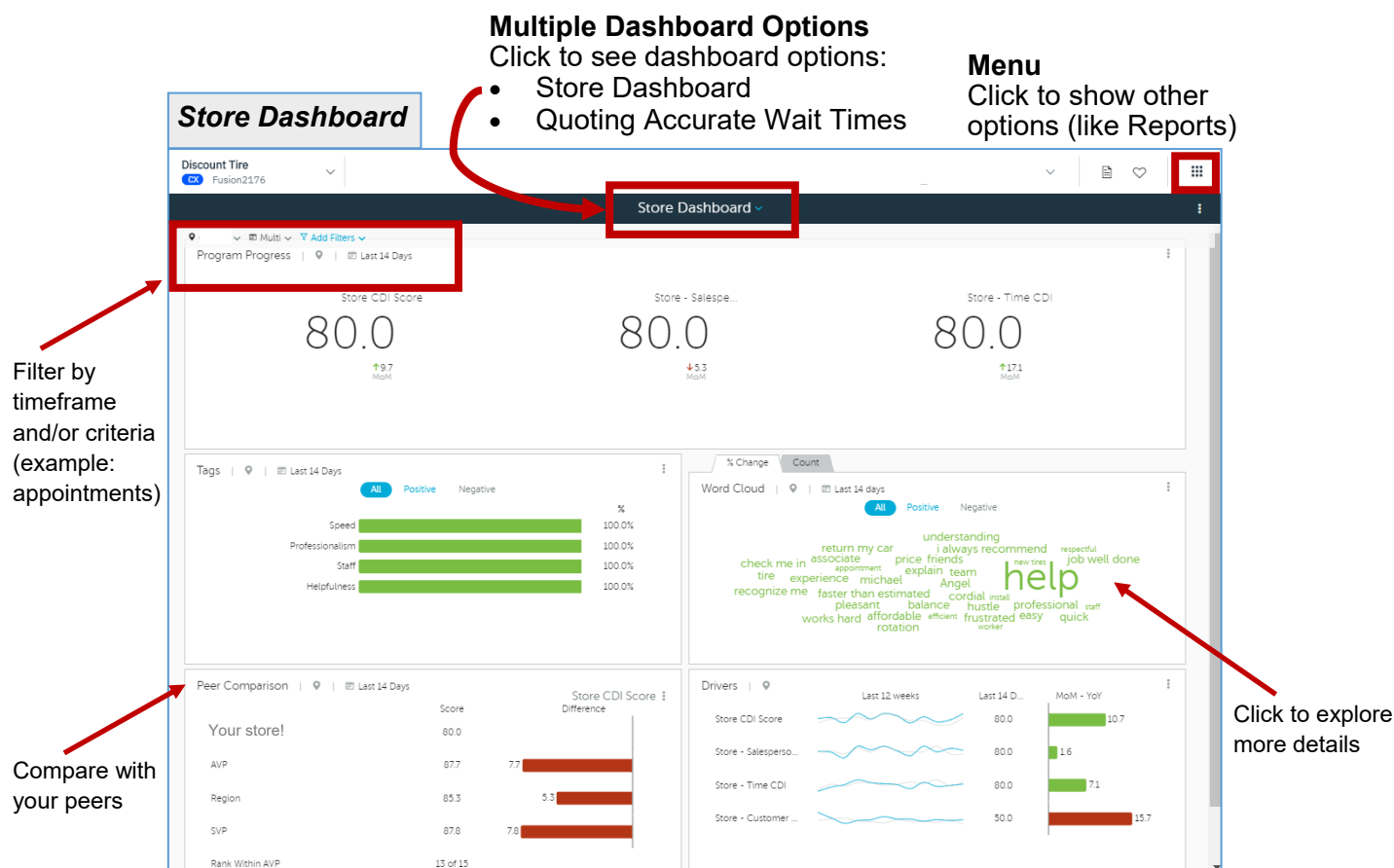
Access CDI Using the InMoment Dashboard QRG

Purpose Stores can access CDI data on-demand through the InMoment dashboard. This guide gives an overview of the dashboard navigation and interactions. It also provides tips for analysis.

Review reports with your teams and look for areas of opportunity to improve CDI.

Log In Supported browser: Chrome
 URL: <https://app.inmoment.com/>
 Username: Store email address
 (Ex: CAL_99@americastire.com)
 Password: Brand name + site number + !
 (Ex: Discounttire1005!, Americastire1040!)

Getting Started This is a highly interactive dashboard. Most of the display can be clicked on, hovered over, or filtered to give more insight. Start by picking your dashboard (center of screen). Next, filter by timeframe and/or criteria (upper-left corner).



Terms and Definitions

- **Store CDI:** How likely are you to recommend DT/AT to a friend or family member?
- **Store - Salesperson CDI:** How satisfied were you with the knowledge and professionalism of the Salesperson who served you?
- **Store - Time CDI:** How satisfied were you with the overall time spent at our store?

Interact with the Data

- Hover over fields to reveal more
- Click sections to explore more details (ex: Word Cloud and Tag sections)
- Filter by timeframe, sentiment, or criteria (ex: appointments)
- Enter free-form text to search or filter

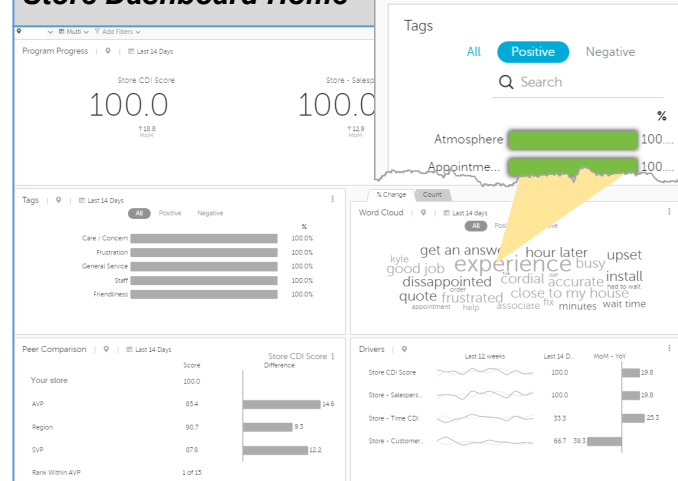
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Explore Page

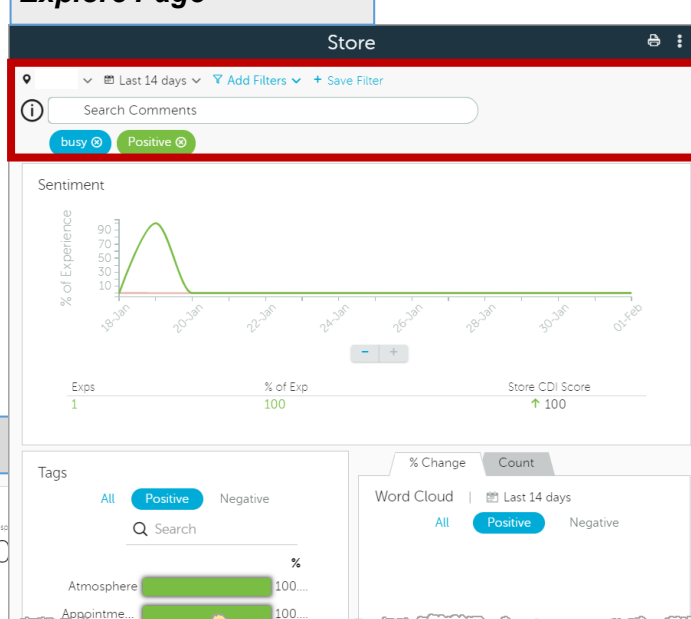
Access the page from the dashboard home's word cloud section, or from the menu icon.

- See actual customer comments
- Analyze comments by filtering results, searching, and seeing change over time.

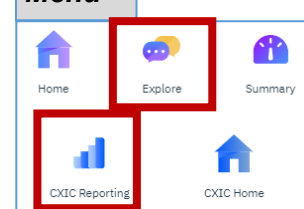
Store Dashboard Home



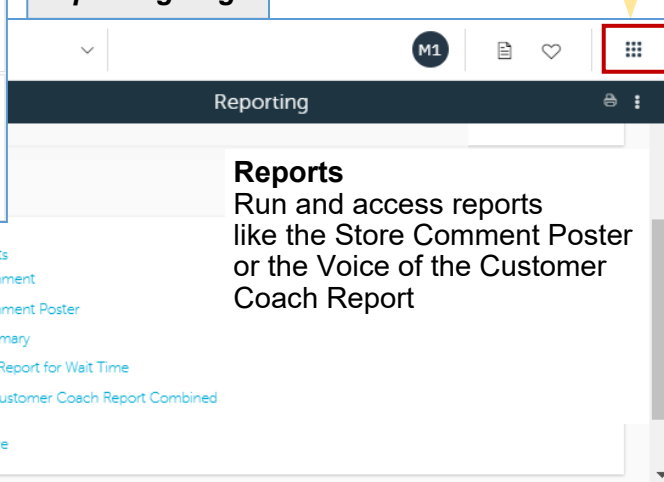
Explore Page



Menu



Reporting Page



Analysis Tips

- How is your performance trending? What is the change over time?
- How does CDI affect your business drivers?
- How does your store CDI compare to the company's average CDI? Or to your peer stores?
- What is the volume of comments behind your score? (Hover-over stats to show vol.)
- What store behavior and performance is typical for the timeframe you are analyzing?

Related Resources

- Voice of the Customer Coach Report QRG
- Store Comment Poster QRG

Contact

Contact your regional staff or the Service Desk at support@discounttire.com or 1-800-366-4399 with questions or concerns.