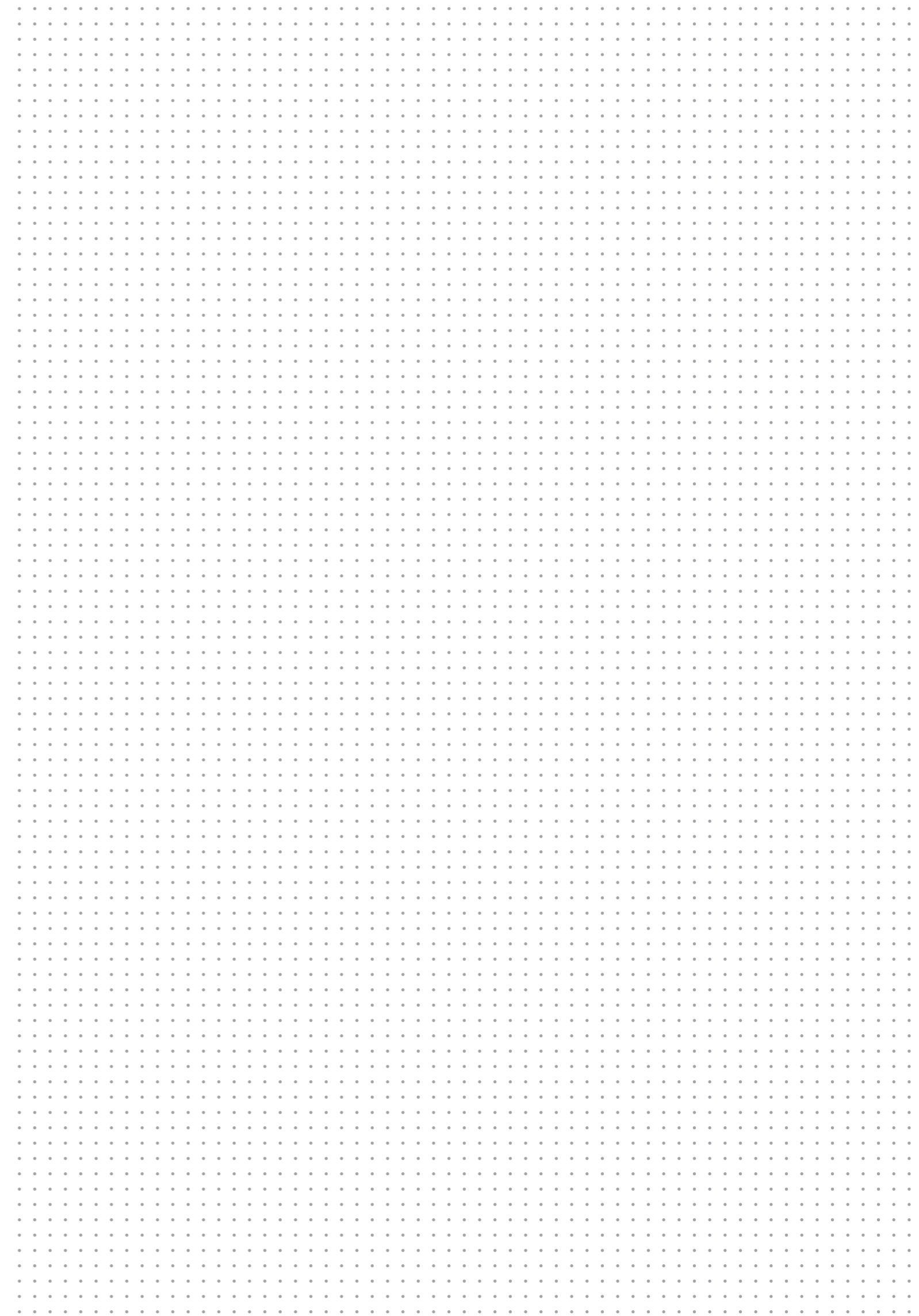




How RTÉ uses Piano Analytics to cut reporting times down from one day to less than one hour



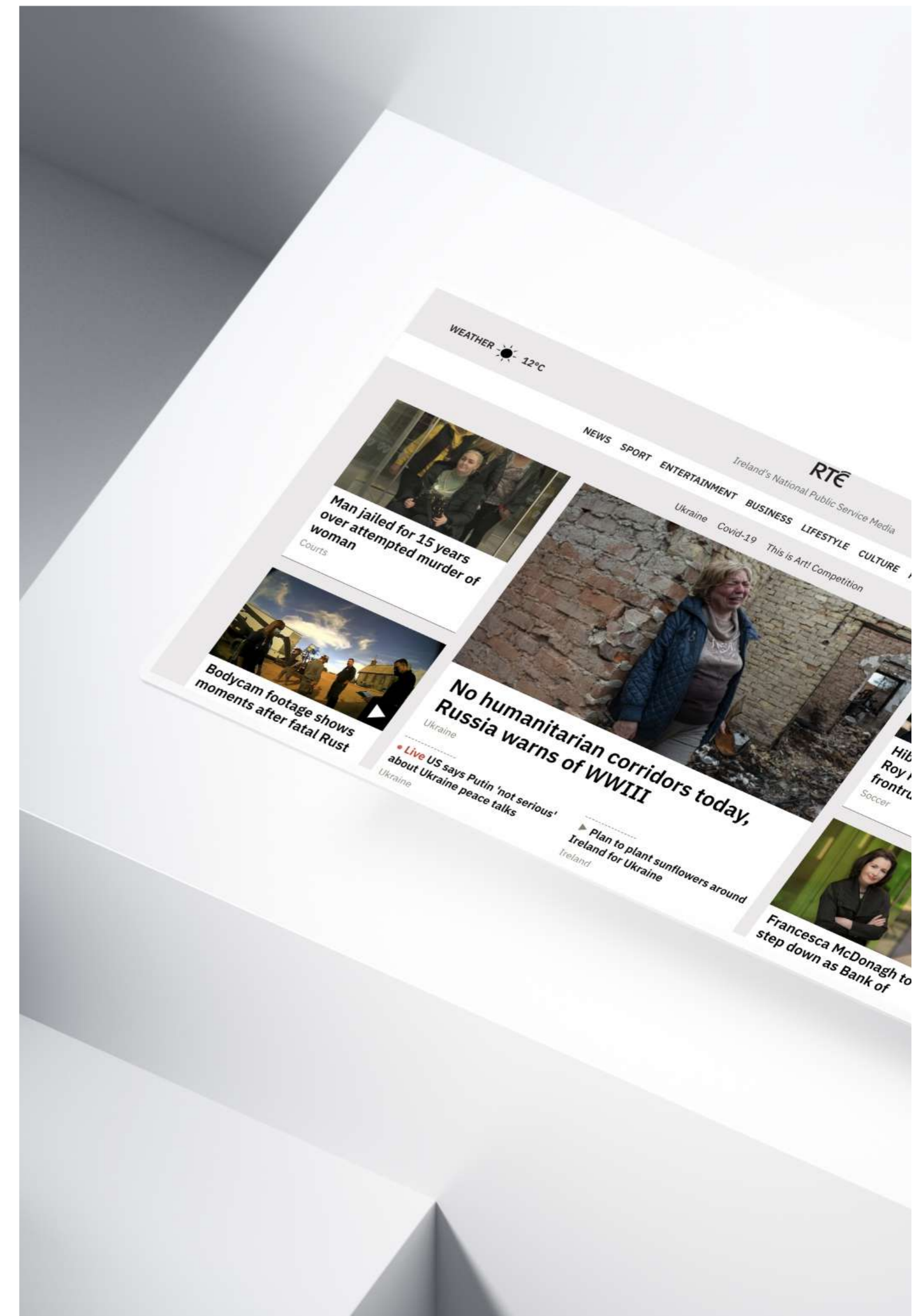
Overview

Problem

Solution

Results

RTÉ is one of the oldest continuously operating public service broadcasters in the world, producing programmes for television, radio, and online.



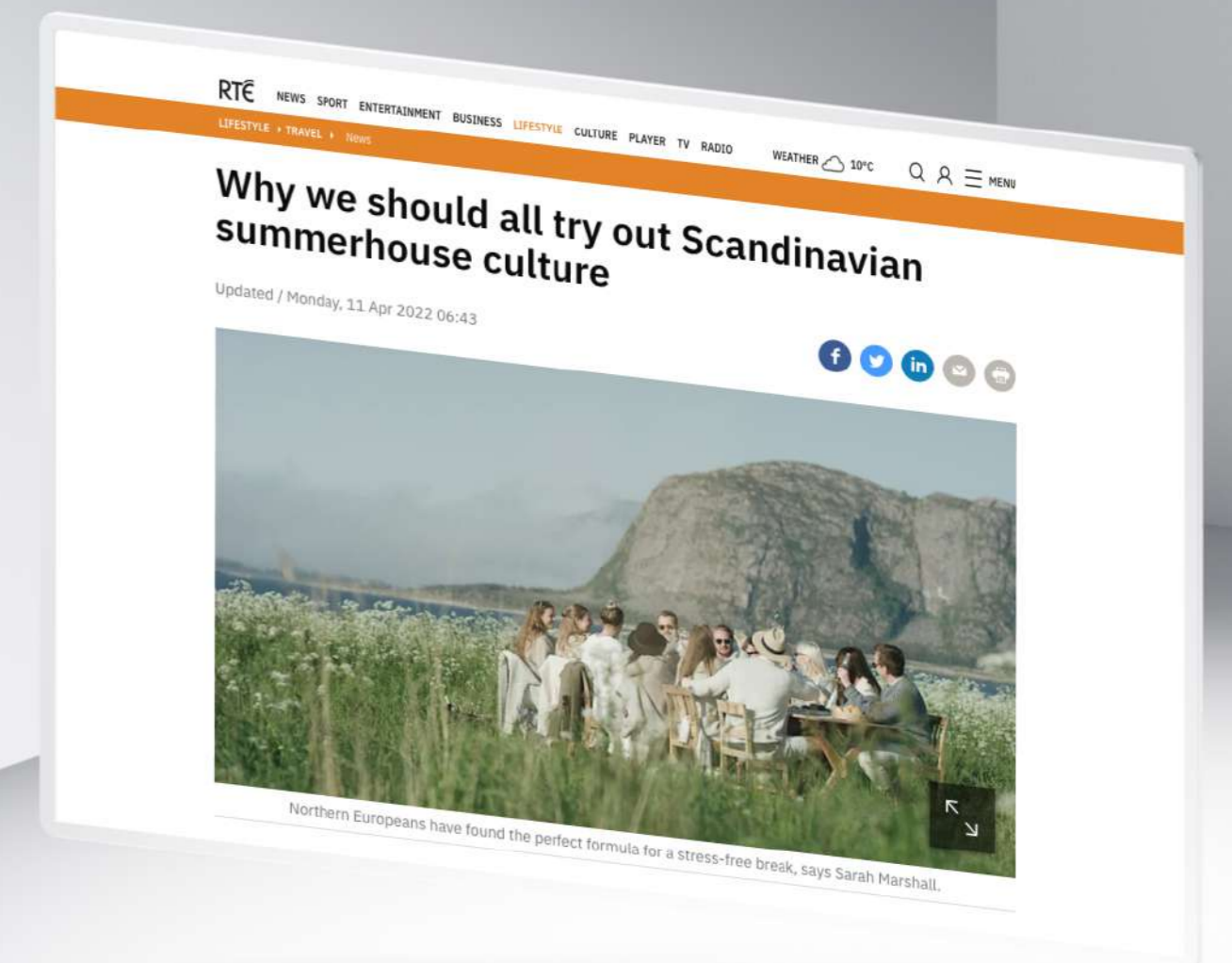
Overview

Problem

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With content across television, radio, and online, understanding how their wide audience is engaging with their content on a weekly basis is critical to developing long term plans for success. The problem is, analyzing and sharing such high volumes of data is a manual, tedious process and takes up time that could otherwise be spent optimizing content and improving performance in other ways.



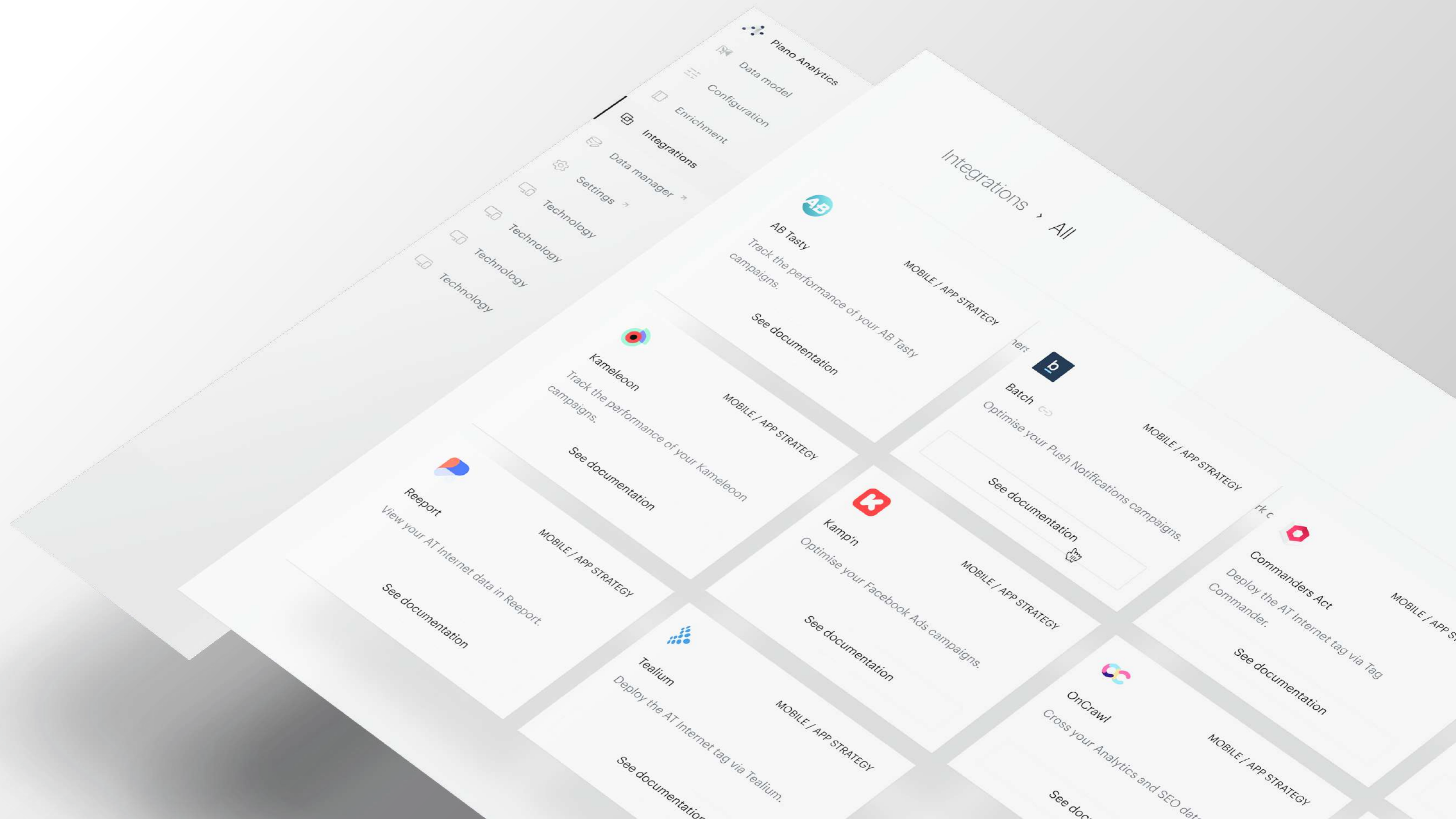
Overview

Problem

Solution

Results

Instead of manually updating various PowerPoint slides, RTÉ uses a pre-built dashboard to quickly update the data and share across teams so everyone has a view into the key performance drivers of the week prior.



Overview
Problem
Solution
Results

Using Piano Analytics' dashboards, it now takes only a few minutes to update data across approximately 40 API calls. What was previously a heavily manual and time-consuming process that required a full day's work for two people, is now managed by one person and means key weekly performance data is ready to share by 10:00am every Monday morning.

This allows RTÉ's data team to quickly review the trends and insights across their site that may impact future performance and plans.

Neal Cante, RTÉ's digital audience research officer, says the time saved means he can conduct his own quick analysis before sharing with the team to ensure all the data is accurate and if any notable trends are present that need to be acted on.

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It doesn't make sense to be talking about last week on Wednesday. Piano Analytics really makes your life easier because now we can review this data first thing Monday and the focus is on the week ahead—everyone has all their ideas after seeing what's worked, what hasn't, and can crack on with the work."

Process

Manually updating PowerPoint slides



A few clicks to refresh the dashboard

Resources

One full work day between two employees



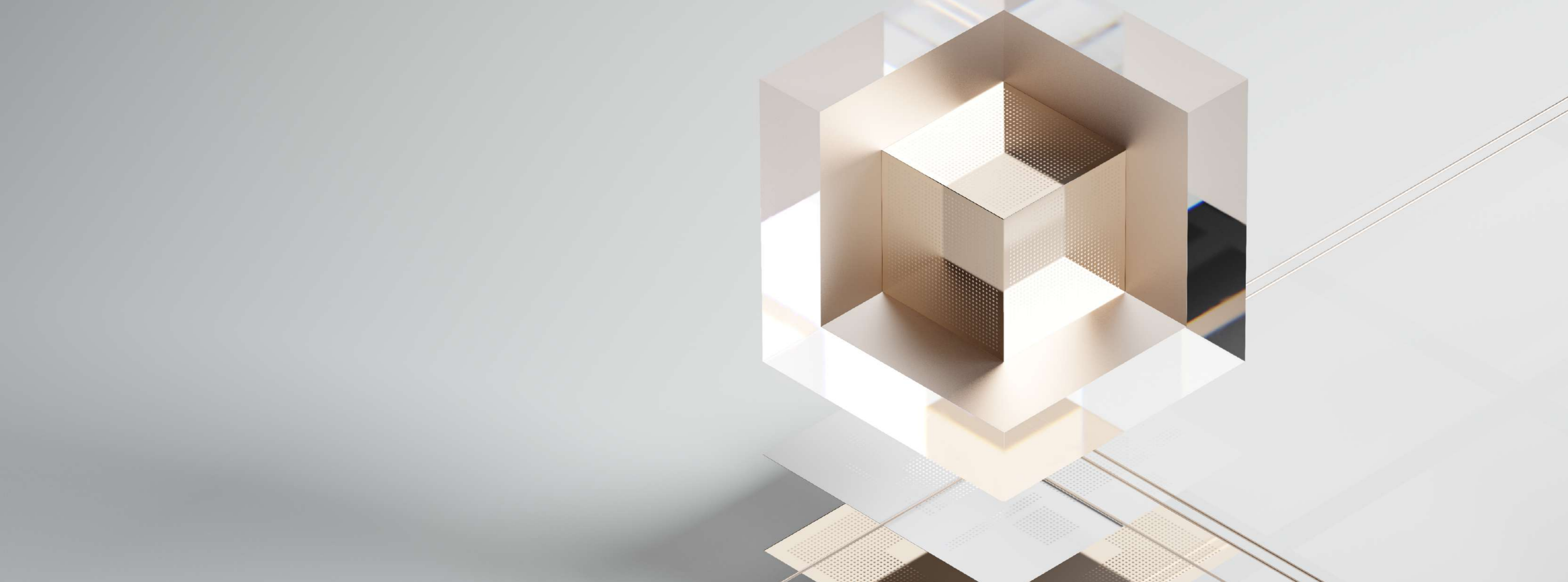
Approx. one hour, one employee

Timing

Last week's data ready for review by mid-week



Last week's data ready for review by Monday 10:00am



ABOUT PIANO

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Philadelphia with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

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