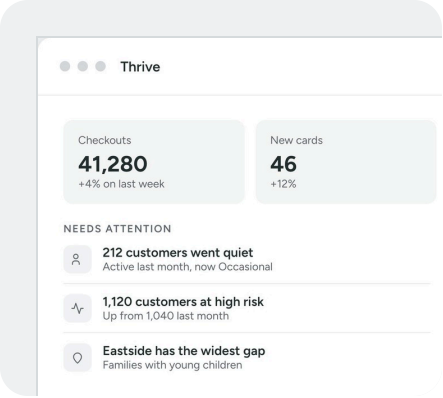
Thrive

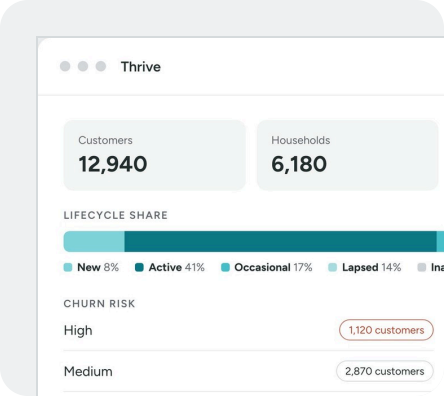
LIBRARY INTELLIGENCE

Everyone who uses your library, cardholders or not, in groups you define, and what to do next. Thrive builds on the customer record every Communico module shares, so it works from the day you switch it on.



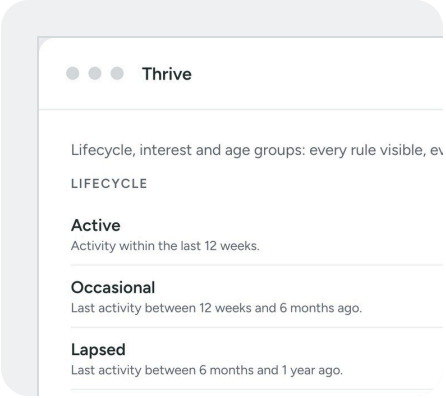
Needs attention

A short list of what to look at first each week, such as customers who went quiet or are at high risk.



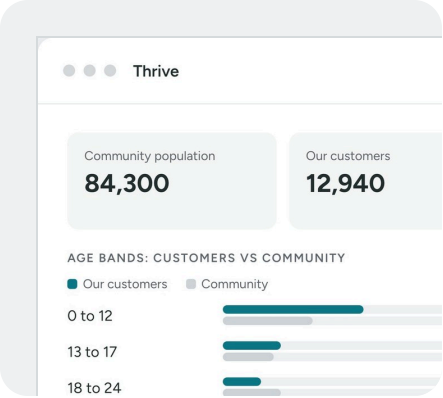
Score, stage and risk

Three plain measures that work together, so you can reach out while a customer is still a customer.



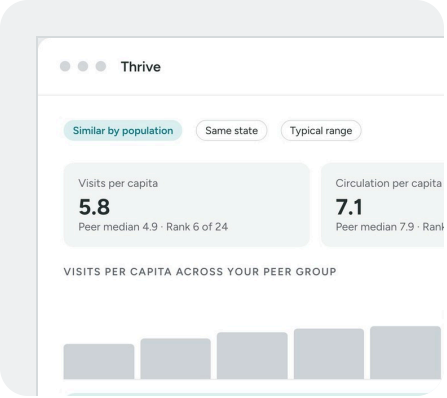
Groups that explain themselves

Every customer is placed in a group by a rule you can read. Every label shows the rule and the numbers behind it.



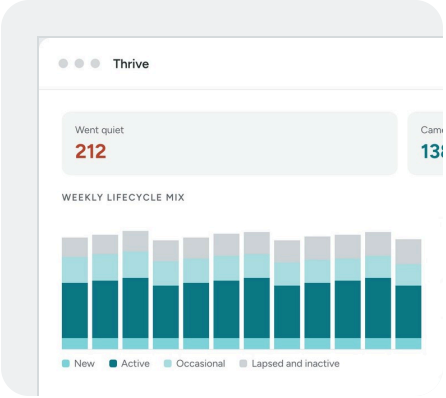
Your community

Your customers beside the people who live around the library, with age bands side by side and the gap in points.



Libraries like yours

Your rank and the peer median for every measure, against libraries of a similar size or budget.



Movement

See who went quiet and who came back, and use them as an audience with a button.

Customer scores

Every customer gets a score from how much they use the library.

Churn risk

See which customers are drifting away before they lapse.

Lifecycle groups

Every customer sits in one stage: New, Active, Occasional, Lapsed or Inactive.

Your own groups

Design groups with and, or and not rules over what customers do and who they are.

Preview before you save

See how many customers a rule holds before it goes live.

Customers without a card

Count people who use the library without a card, kept out of cardholder totals.

Community map

A map when you ask for one, by neighborhood and never by street address.

Groups as audiences

Turn any group into a Nurture audience in one step. Consent is checked before any message.

Share by link

Send a dashboard to someone without a login, or save it as a PDF.

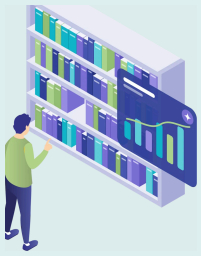
Consent comes first

Marketing messages go only to customers who have said yes. A group never overrides consent.



Empower your customers

- Libraries that know their community
- Services shaped around real needs
- Messages that match their interests



Help staff

- See who uses the library and who does not
- Turn insight into outreach
- Share a dashboard with a link

Communico specification sheets
Available to download at www.communico.one

communico one