Vergic Engage – Analytics

Contents

1 Introduction

Vergic Engage offers an effective analytic approach designed to measure different aspects of the Vergic Engage solution and the effectiveness of the users.

The **Dashboard** view gives a quick and simple overview of the load and current situation. The purpose is to give a summary in order for the user or manager to make an informed decision. The dashboard view contains different widgets with different type of information. Note that access rights is set on the widgets so all users do not have access to all widgets.

The **Statistical** views allow a viewer to set a specific time interval and use specific filters to view the specific details and metrics e.g. specific user or solution effectiveness.

This document provides an overview of the different dashboard widgets and statistical views and informs about the different metrics and measures displayed

1.1 Version History

Date	Version	Description	Author
2014-09-28	1.1	Updated for first Statistics version Sep 2014	Christian Ståhlberg
2014-09-02	1.0	First version	Christian Ståhlberg

1.2 Vergic Analytics Terminology

Term	Definition
Metric	A metric is a numerical measurement, for example "number of visits". Metrics constitutes the information we would like to measure
Key Performance Indicator (KPI)	KPIs are metrics that helps you understand how you are doing against your objectives. So in other terms, these are the metrics you really want to measure and are often tied to Targets
Targets	Targets are numerical values you have pre-determined as indicators of success or failure. It is rare that you have targets for all metrics.
Dimension	A dimension is typically an attribute a property of the items you measure. Example: In the example above with the metrics "number of visits" then Time is a dimension. Another dimension in this example would be "Device". Of all the visits, then group them on the device they used to access the website. Dimensions are often used to filter the data on to do a drill-down and find the interesting information
Visit/Session	A visit is an interaction, by an individual, with a web site consisting of one or more page requests. If an individual has not taken another action (typically additional page views) on the site within a specified time period, the visit session will terminate. A five minute limit ("time out") is used by Vergic Engage. Note that a visit can consists of one page view, or thousands and a visit is considered one visit as long as the events (page views, clicks) are five minutes or less in between.
Visitor & Unique Visitors	The number of individual people within a designated reporting timeframe, with activity consisting of one or more visits to a site. Each individual is counted only once in the unique visitor measure for the reporting period It is important to understand that the "Visitor" is not the same as the human being sitting at the computer at the time of the visit, since an individual human can use different computers or, on the same computer, can use different browsers, and will be seen as a different visitor in each circumstance. Visits/Sessions will get the same VisitorId based on cookies specific to the browser and device. Vergic Engage also includes the possibility for more accurate visitor identification by customer integration.
Case	A Vergic Engage case is a request for a service for a visitor. It can be all from questions about a TV to advice about insurances. A case start when a service request is selected by a user and ends

	when the user has helped the visitor. These time points do not have to be on the same day. However, cases are closed with a reason and an outcome which indicates the result of the case. A case may contain different supporting information such as dialogs with visitors etc.
Dialog	A Vergic Engage dialog is a session between a particular user/agent and a visitor. A dialog starts when the visitor accepts to interact with the user and ends when the visitor or the user closes the dialog. A user can then continue to add information to the case before the case is closed. If the user transfers the case to another user then a new dialog is created within the case. A single dialog can also result in several cases if the visitor would like assistance on different subjects.

2 Dashboards

2.1 Top Metrics Bar

The top metrics bar will give an indication of current load for the account.
**Note** The top metrics bar includes data for all sites in the account.

Last update: *10:49:48*

8403	3	8	56	3
Visitors on site	Visitors waiting for dialog	Visitors in dialog	Completed dialogs today	Users online

Metrics	Definition
Visitors on site	The number of visitors currently on the site.
Visitors waiting for dialog	The number of visitors that are in queue waiting to be selected.
Visitors in dialog	The number of visitors in dialog with a user
Completed dialogs today	The number of dialogs that were completed today
Users Online	The number of available online users. (This values excludes paused users)

The Top Bar Metrics is updated every 30 s and the latest update time point is visible in the top right corner

2.2 My Stats

The My Stats widget gives personal info to all users from today, yesterday, last 7 days or last 30 days.
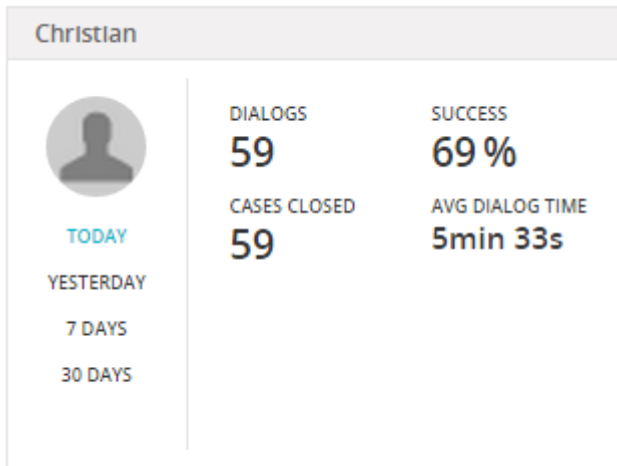
Metrics	Definition
Dialogs	The number of dialogs the user have taken part in
Cases closed	The number of cases the user has closed
Success	The percent cases that were closed with output "Success"
Avg. dialog time	The average dialog time for the user

The My Stats widget is updated when the page is reloaded.

2.3 Queue Overview

The Queue Overview gives an overview of the different queues and the current situation


Metrics	Definition
Queue	The name of the queue (group)
Total users online	The number of users online and can work with this queue
Visitors waiting for dialog	The number of visitors waiting for dialog
Visitors in dialog	The average dialog time
Average dialog time	The average dialog time
Average wait time	The average wait time (calculated for the last 15 minutes)
Max wait time	The maximum wait time (today)

The Queue Stats is updated every 30 seconds.

2.4 Total Dialogs

The Total Dialog graph gives an overview of the total number of dialogs during the current month.
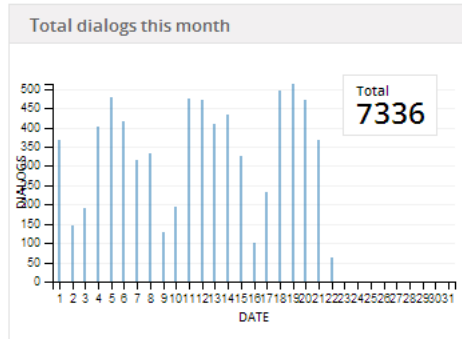

3 Views

The statistical views show different aspects of the performance and load. Filters can be used to drill down on different aspects. One or several specific items that might be interesting to analyze in details.

Note The statistical views contain impressive filters that work together in order to select a subset of the data. If several filters are used, then it's the items that fulfills all selected filters that are shown in the table.

3.1 Customer Service Overview

The Overview gives an indication of the load and performance during a selected time period. Metrics for the different groups are displayed, such as the number of visitors that joined a queue, was selected etc. Furthermore, time metrics are also displayed, such as avg. wait time and avg. abandoned time (avg. time before a visitor left the queue). The view can also be filtered on different dimensions to drill down even further.
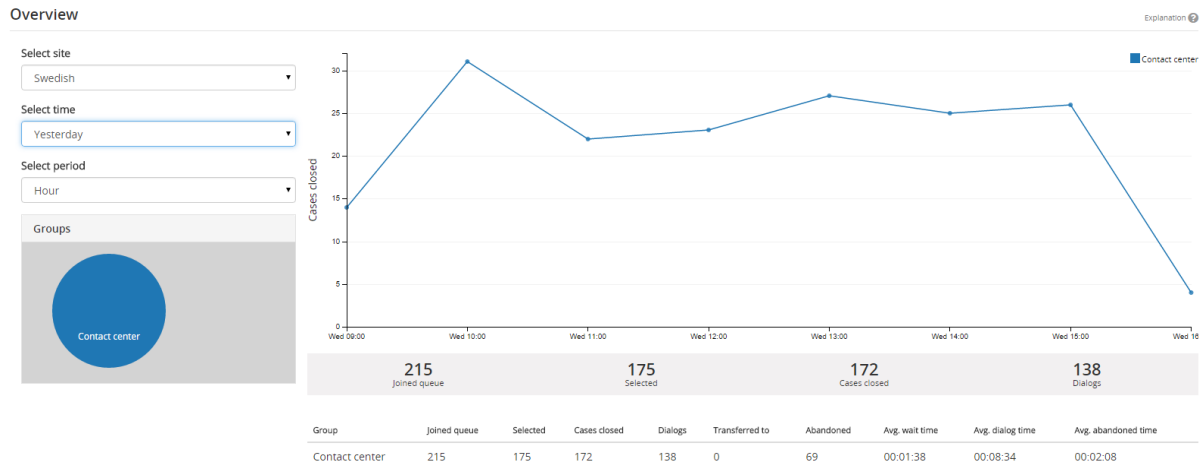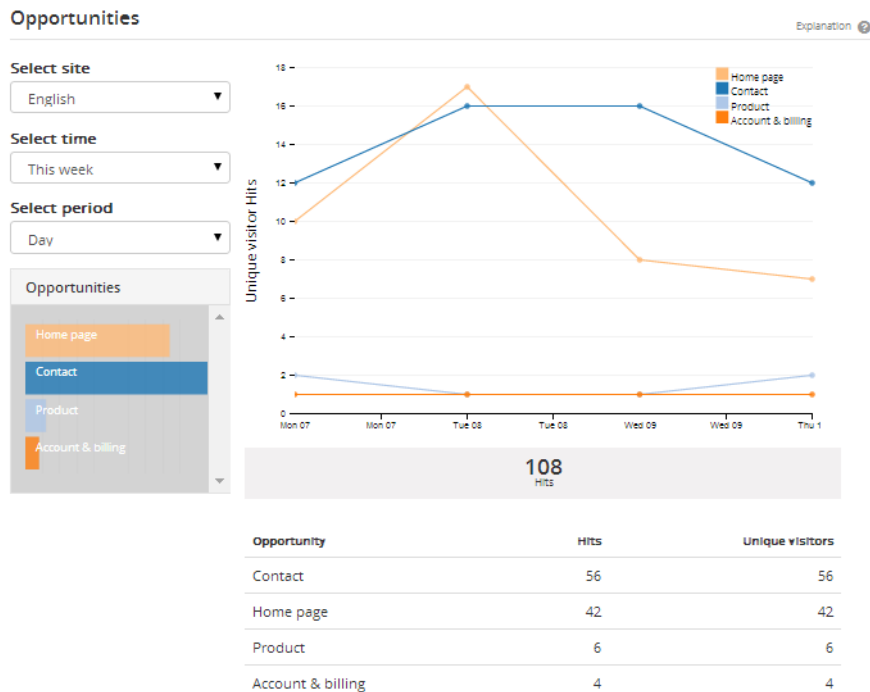

Metrics	Definition
Joined queue	The number of visitors that joined the queue
Selected	The number of visitors that were selected
Cases closed	The number of cases that were closed
Dialogs	The number of dialogs
Transferred To	The number of transfers of visitors to another group
Abandoned	The number of visitors that abandoned the queue
Avg. wait time	The average time a visitor had to wait before being selected
Avg. dialog time	The average dialog time
Avg. abandoned time	The average time before the visitor left the queue

Filters

Dimension	Definition
Groups	The groups for this site

3.2 Opportunities

Every step a visitor takes on your web page is monitored. An Opportunity is a combination of events and rules that is triggered by a visitor's behavior. Examples of Opportunities can be a visitor leaving the checkout process, visiting a campaign page, or staying too long time on a page. The outcome of an Opportunity is a Solution.


Opportunity	Hits	Unique visitors
Contact	56	56
Home page	42	42
Product	6	6
Account & billing	4	4

Metrics

Metrics	Definition
Hits	The number of times the opportunity has been triggered.
Unique visitor hits	The number of unique visitors that has caused this opportunity to be triggered.

Filters

Dimension	Definition
Opportunities	The opportunities that were hit for this site

3.3 Solutions

When an Opportunity is triggered, the outcome is a Solution. Think about Solutions in this way: What should we do in this Opportunity? The action can be a banner displaying on a web page, customized pushed content, or other server action like saving data in external system.
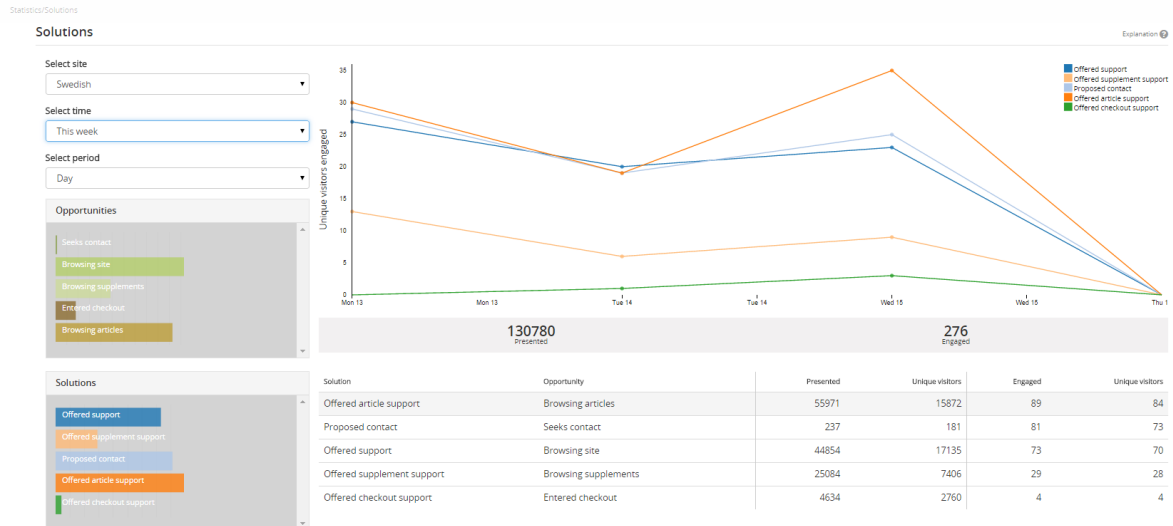
Metrics

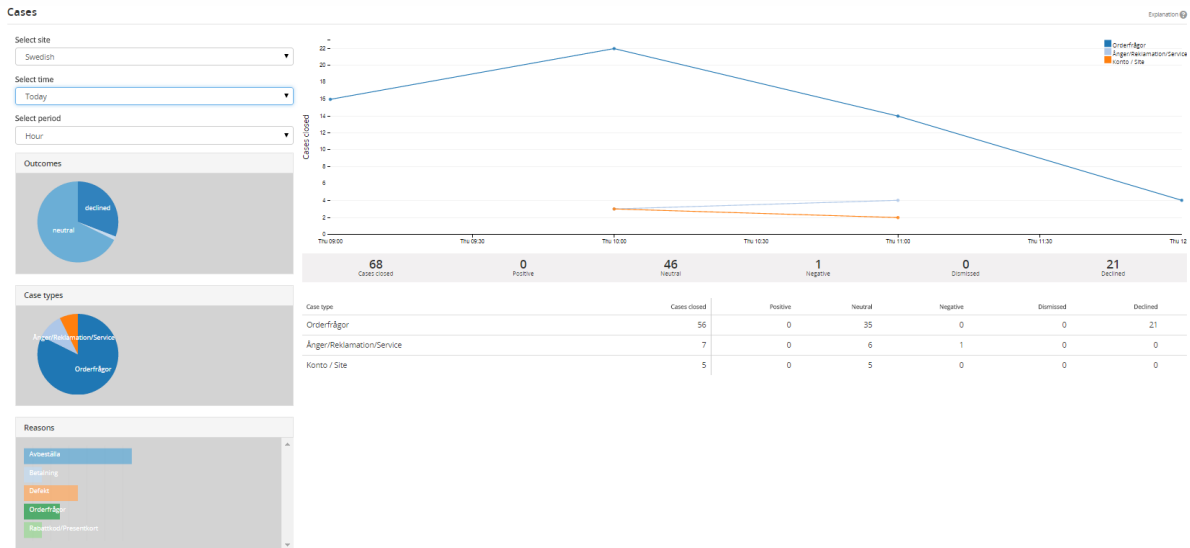| Metrics	Definition
Presented	The number of times the solution has been presented.
Unique visitor - Presented	The number of unique visitors that the solutions has been presented to.
Engaged	The number of times the visitors has engaged with the solution (e.g. clicked on a banner)
Unique visitor - Engaged	The number of unique visitors that has engaged with the solution (e.g. clicked on a banner)

Filters

Dimension	Definition
Opportunities	The opportunities that were hit for this site
Solution	The solutions for this site

3.4 Cases

Every dialog with a visitor is categorized. A category is called Case. Cases can have different customized closures like Success, Failure and Interested. Cases are used to quantify types of dialogs and their outcome.

Note that one dialog can have more than one Case because the result of a dialog can belong to different subjects. For instance, a dialog can start with questions about a TV, but end up with talking about insurance. The User has the possibility to split one dialog into several Cases.

Metrics

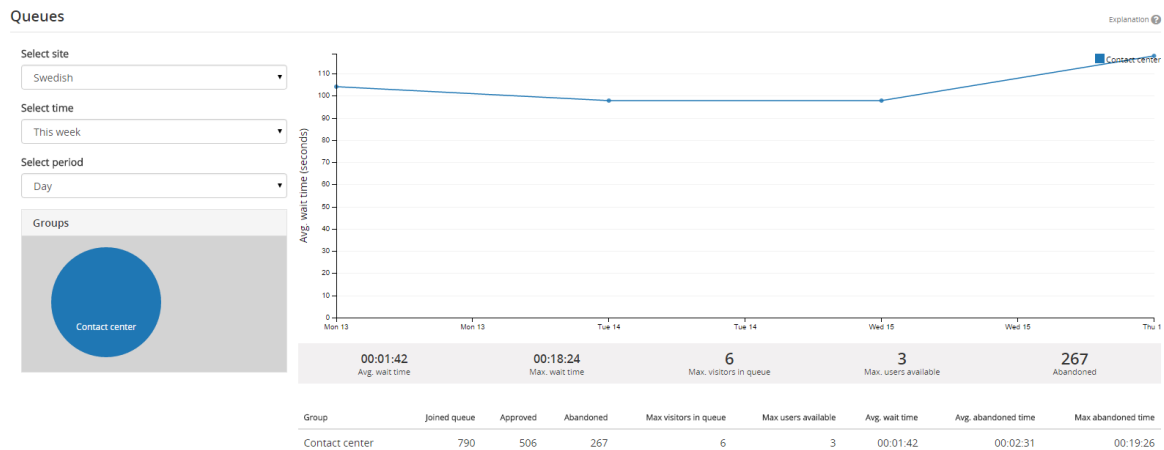| Metrics	Definition
Cases closed	The number of cases that has been closed
Positive	The number of cases that has been closed with positive outcome
Neutral	The number of cases that has been closed with neutral outcome
Negative	The number of cases that has been closed with negative outcome
Dismissed	The number of cases that has been dismissed
Declined	The number of cases that has been declined

Filters

Dimension	Definition
Outcomes	The case outcomes
Case types	The different case types
Reasons	The different close reasons that can be set up for a case type

3.5 Queues

To give relevant assistance, there can be several Queues depending on area of interest. Users are working in different and sometimes several Queues based on their competence. For example, a site can have different Queues for Sales and Support. Another example can be different languages.

Metrics

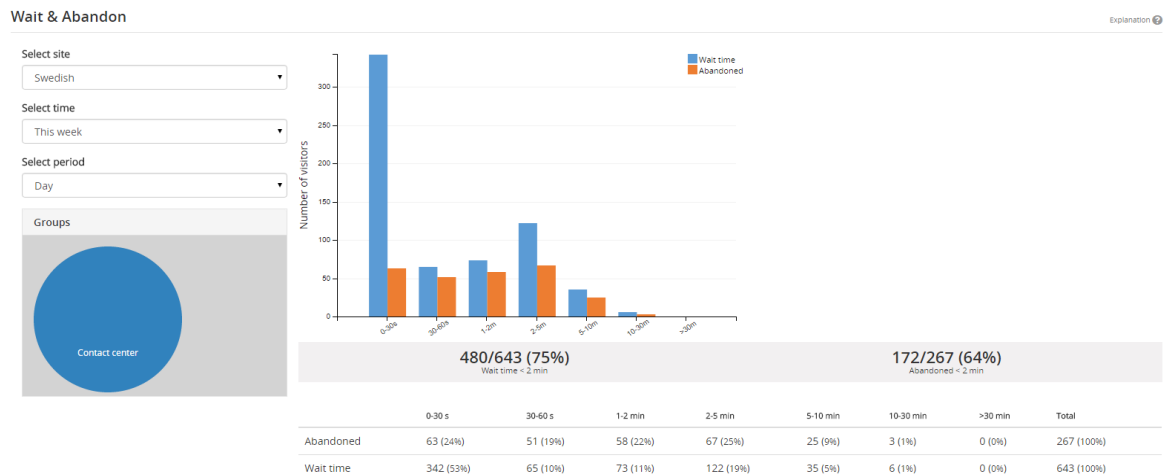| Metrics	Definition
Joined queue	The number of visitors that joined the queue
Approved	The number of visitors that approved to start dialog
Abandoned	The number of visitors that decided to leave the queue before they were selected by a user.
Max visitors in queue	The highest number of visitors that were in the queue at the same time waiting to be selected.
Max users available	The highest number of users that were available at the same time to handle visitors in the queue.
Avg. wait time	The average time a visitor had to wait in the queue before dialog started.
Avg. abandoned time	The average time a visitor was in the queue before leaving the queue
Max abandoned time	The maximum time during the time period before a visitor decided to abandon the queue.

Filters

Dimension	Definition
Groups	The groups for this site

3.6 Wait Time and Abandonment

When a visitor is placed in queue there is normally a wait period before a user selects the visitor and a dialog can start. There is a relationship between how long time a visitor needs to wait and how often a visitor decides to leave the queue. This correlation is displayed in this view.
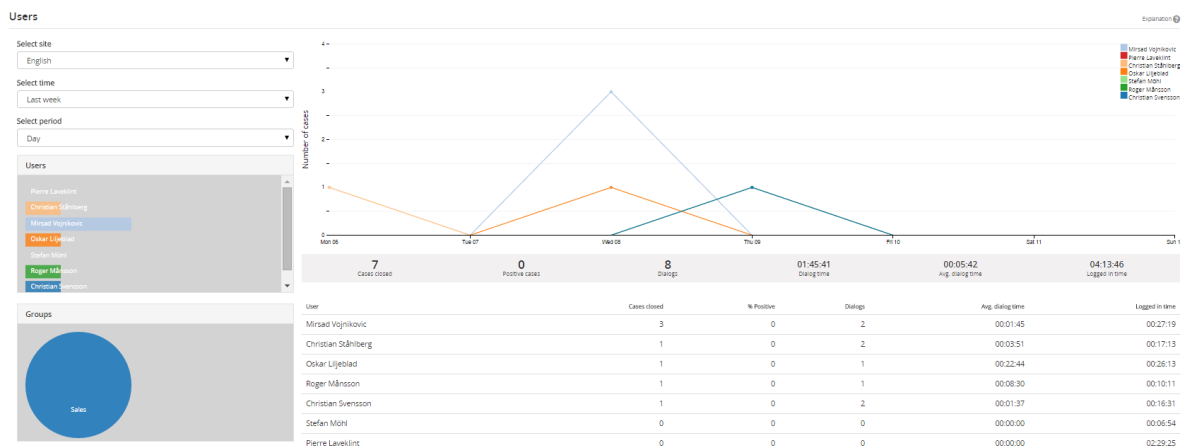

Metrics

Metrics	Definition
Wait time	The number of visitors that had to wait this amount of time
Abandoned	The number of visitors that abandoned the queue after having waited this amount of time

Filters

Dimension	Definition
Groups	The groups for this site

3.7 Users

A User is the agent that interacts with visitors. A User can be a member of several Queues depending on his/her competence. A User can also have several different roles in the system.


Metrics

Metrics	Definition
Cases Closed	The number of cases closed.
% Positive	The percentage of cases closed with a positive outcome.
Dialogs	The number of dialogs.
Avg. dialog Time	The average time for a dialog between the user and a visitor
Logged in Time	The total time the user was logged on

Filters

Dimension	Definition
Users	The individual users
Groups	The groups for this site

3.8 Conversion Funnel

The conversion funnel view is used to display the road a visitor takes through a conversion e.g. on an ecommerce site. It all starts with the number of visitors on the site for the specified time period and then the view shows how the numbers decrease in every step of the process until the purchase and purchase with dialog.
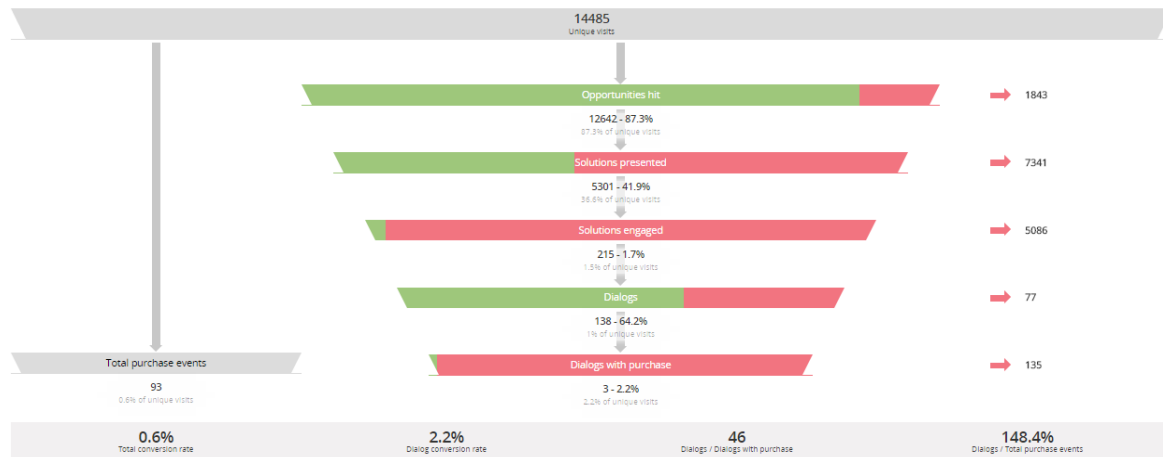
Steps	Description
Unique visits	The unique visits on the site
Total purchase events	The number of registered purchase events
Opportunity hit	How many of the visits trigged at least one opportunity
Solutions presented	How many of the visits was presented with at least one solution
Solutions engaged	How many solutions was engaged
Dialogs	How many dialogs was performed
Dialogs with purchase	How many dialogs was followed by a purchase event.
Total conversion rate	Calculated as Total purchase/Unique visitors (percent)
Dialog conversion rate	Calculated as Purchase with dialogs/Dialogs (percent)
Dialogs/Dialogs with purchase	Calculated as Dialogs/Purchase with dialogs
Dialogs/Total purchase events	Calculated as Dialogs/Total Purchases (percent)