

Predefined Dashboards

LiveEngage Report Builder

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Before starting your analysis

The LiveEngage Report Builder provides a robust reporting platform with powerful DIY features allowing brands to create their own business-intelligent dashboards. LiveEngage comes with a set of predefined dashboards which offer ready made reports for account data flowing into Report Builder from the LiveEngage data platform. These predefined dashboards can be used out of the box, or manipulated to create customized reports which contain unique key performance indicators.

The following guide looks in more detail at each predefined dashboard, providing an overview of out of the box KPIs and pre built visuals (graphs, maps, grids, etc.). After reading this guide, the user will be able to:

- A) locate the dashboard that includes the desired KPI
- B) understand the levels of timeframes in which data is presented within each dashboard
- C) use filters to extract only relevant KPIs
- D) map between information sent from the website (engagement attributes, or SDEs) and attributes in Report Builder

Disclaimer: Brands who wish to enrich the predefined dashboards, and customize them to their needs are requested to approach their LivePerson Customer Success Manager or Account Manager.

Metric Glossary

Before beginning your analysis using the available predefined dashboards, we highly recommend opening the glossary listing all metrics with their corresponding formulas and descriptions.

The glossary contains a full list of metrics available through report builder. Metrics that do not appear in the predefined dashboards can be added by a LivePerson member to the account specific dashboards upon request. Please reach out to your account manager or customer success manager for information about gaining access to additional metrics.

Click [here](#) to access the glossary.

Field Details Sheet

Every predefined dashboard includes a sheet titled "Field Details". This sheet presents a grid with the definitions of each metric displayed in the visualizations of the dashboard.

Column Name	Description
ANSWER COUNT	The number of times the answer is answered for the question.
ANSWER RATE	Answer Rate : (Answer Count)/(Answered Questions)
ANSWERED QUESTIONS	Answered Questions indicate the number of visitors that answered this question over time.
ANSWERED QUESTIONS CSAT	Answered Questions indicates the number of visitors that answered a CSAT question over time.
AVG. ENG. LENGTH	Average length ([h]:mm:ss) of engagement from connection to end for interactive and non-interactive engagements.
AVG. INTERACTIVE ENG. LENGTH	Average length ([h]:mm:ss) of engagement from connection to end for interactive engagements.
AVG. NON-INTERACTIVE ENG. LENGTH	Average length ([h]:mm:ss) of engagement from connection to end for non-interactive engagements only.
AWAY	Cumulative time ([h]:mm:ss) in "Away" state.
AWAY RATE	Percentage of "Away" state out of the logged in time.
AWAY TIME ENG.	Cumulative time ([h]:mm:ss) in "Away" state but engaged.
BACK SOON	Cumulative time ([h]:mm:ss) in "Back soon" state.
BACK SOON RATE	Percentage of time agents are in Back Soon state out of logged in time.
BACK SOON TIME ENG.	Cumulative time ([h]:mm:ss) in "Back soon" state but engaged.
COMPLETED SURVEYS	Number of survey forms completed.
CONC. ENGAGED	Number of concurrent engagements handled by agents during their engaged time: (Total concurrent engaged time) / (engaged time).
CONC. LABOR	Number of concurrent engagements handled by agents during their labor in time.
CONC. LOGGED-IN	Number of concurrent engagements handled by agents during their logged in time.
CONCURRENT ENG. TIME	Cumulative concurrent time ([h]:mm:ss) agents were engaged.
CONNECTED ENGAGEMENTS	Number of engagements where visitors connected to agents.
CONVERSIONS	Total conversions generated by visitors following engagements with an agent.
CROSS SESSION CONVERSIONS	Number of cross session conversions generated by visitors following engagements with an agent.
CROSS SESSION REVENUE	Total of cross session revenue generated by visitors following engagements with an agent.

Image 00 - Field Details sheet

Agent Activity Dashboard

This dashboard includes operational metrics used to analyze agent activity and performance. This Dashboard also entails hour offset capabilities allowing users to show the data with an offset to match the time zone where they manage their operation.

Primary Datasets: Agent Activity, Conversions, Engagements, Surveys

Primary Filters: Agent, Agent Group, Skill

Minimum timeframe: Hourly

Main Panel: Agent Activity Dashboard

The following default panel will be presented when accessing the Agent Activity predefined dashboard. It provides an overview of the performance of all agents active on the account.



Image 1.0 - Agent Activity Dashboard main panel

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions

Logged in time (pie chart)	LOGGED IN TIME	AGENT STATUS	Hover to view the % contribution of the angle
Away Time (pie chart)	AWAY	AWAY REASON	Hover to view the duration of a specific away reason and the % contribution of the angle
Engaged duration per state (bar chart)	ENGAGED TIME	DATE	Filter by Agent Status (attribute)
	NON ENGAGED TIME		
Engagements per hour (bar chart)	INTERACTIVE ENGAGEMENTS PER HOUR	DATE	N/A
Concurrency (line chart)	CONC. ENGAGED	DATE	N/A
	CONC. LABOR		
	CONC. LOGGED IN		
Conversions (bar chart)	IN SESSION CONVERSIONS	DATE	N/A
	CROSS SESSION CONVERSIONS		
Revenue (bar chart)	IN SESSION REVENUE	DATE	N/A
	CROSS SESSION REVENUE		

Panel 2: Agent Activity Grid

The following grid view presents information available on a daily basis which can be exported to Excel for further manipulation of the data, primarily by agent groups and day of the week.

Agent Activity Grid												
DATE	DAY OF THE WEEK	GROUP	AGENT	LOGGED IN TIME	ONLINE	ONLINE RATE	ONLINE TIME ENG.	AWAY	AWAY RATE	AWAY TIME ENG.	BACK SOON	BACK SOON RATE
15 Feb	Wednesday	Business Sales	Etach-HR-Sharst Chauhan	00:06:32	00:00:00	0%	00:00:00	00:06:32	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Business Sales	Etach-HR-Hiran Buch	07:42:04	07:20:05	96%	01:50:47	00:21:59	4.76%	00:15:23	00:00:00	0%
15 Feb	Wednesday	Business Sales	Etach-HR-Jay Pandya	08:51:26	07:02:07	79%	01:24:43	01:49:19	21%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Business Sales	Etach-HR-Mukesh Sharma	07:33:03	07:20:55	97%	02:34:04	00:12:08	2.68%	00:06:10	00:00:00	0%
15 Feb	Wednesday	Business Sales	Etach-HR-Zeal Tivedi	08:30:27	07:13:17	85%	02:58:52	01:17:10	16%	00:39:33	00:00:00	0%
15 Feb	Wednesday	Main Group	AFNI - Shannon Miller	02:58:26	00:00:00	0%	00:00:00	02:58:26	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	AFNI - Steven Lee	14:13:17	00:00:00	0%	00:00:00	14:13:17	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Becky	02:09:16	00:00:00	0%	00:00:00	02:09:16	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Cox QA 2	07:43:00	00:00:00	0%	00:00:00	07:43:00	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Cox QA 3	03:56:49	00:00:00	0%	00:00:00	03:56:49	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Daniel Paniccia	02:28:14	00:00:00	0%	00:00:00	02:28:14	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Daniel Pitt	09:06:45	00:00:00	0%	00:00:00	09:06:45	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Igleason	04:37:18	00:00:00	0%	00:00:00	04:37:18	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Jesse Wilbur	00:22:47	00:00:00	0%	00:00:00	00:22:47	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Jnesbitt	04:38:15	00:00:00	0%	00:00:00	04:38:15	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Katie Grist	01:02:23	00:00:00	0%	00:00:00	01:02:23	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	Satyawan.Maharana@ec	03:09:20	00:00:00	0%	00:00:00	03:09:20	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	SET COX - Barbara Hundt_81913	09:12:59	00:00:00	0%	00:00:00	09:12:59	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	SET COX - Landon Armstrong_80373	07:51:28	00:00:00	0%	00:00:00	07:51:28	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	STP - Javier Reyes (WFM)	02:00:43	00:00:00	0%	00:00:00	02:00:43	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	STP - Jose Fong (GRA)	00:16:47	00:00:00	0%	00:00:00	00:16:47	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Main Group	STP - Nicole Jerome (QA)	07:49:47	00:00:00	0%	00:00:00	07:49:47	100%	00:00:00	00:00:00	0%
15 Feb	Wednesday	Res Sales Call Agents	SET COX - Amy Duarte_5785	07:37:14	05:58:30	78%	00:07:10	01:40:44	22%	00:42:25	00:00:00	0%

Image 1.1 - Agent Activity grid (panel 2)

Rows (Attributes): DATE, DAY OF THE WEEK, GROUP, AGENT

Columns (Metrics):

1. LOGGED IN TIME
2. ONLINE / AWAY / BACK SOON (time)
3. ONLINE / AWAY / BACK SOON RATE

4. ONLINE / AWAY / BACK SOON TIME ENGAGED
5. ENGAGED / NON ENGAGED TIME
6. ENGAGED / NON ENGAGED RATE
7. CUMULATIVE ENGAGED CHAT TIME
8. LABOR TIME / RATE
9. INTERACTIVE ENGAGEMENTS PER HOUR
10. CONC. LOGGED-IN / LABOR / ENGAGED
11. CONVERSIONS
12. IN SESSION / CROSS SESSION CONVERSIONS
13. REVENUE
14. IN SESSION / CROSS SESSION REVENUE
15. INTERACTIVE CHATS
16. AVG. INTERACTIVE CHAT LENGTH
17. CONNECTED CHATS
18. NO. OF COBROWSE INTERACTIVE SESSIONS (CHAT)
19. NO. OF SECURE FORM (PCI) SUBMITTED (CHAT)

Panel 3: Agent Performance

The following grid view presents agent performance metrics for the entire duration of the time selected in the date filter available on the dashboard. The grid data may be exported to Excel to manipulate the data further, such as by grouping the agents into custom groups based on their performance.

Agent Performance					
AGENT	CSAT Score	ENGAGED TIME RATE	ENGAGEMENTS PER HOUR	AVG. ENG LENGTH	CONC. ENGAGED
Brooke Blasingame		0%		00:00:00	
Elech-HR-Hiren Buch	87.50%	31%	1.85	00:11:41	1.19
Elech-HR-Jay Pandya	94.44%	24%	1.94	00:11:13	1.21
Elech-HR-Mukesh Sharma	70.00%	34%	1.91	00:11:59	1.12
Elech-HR-Zeel Trivedi	50.00%	36%	1.75	00:15:14	1.15
SET COX - Aaron Johnson_39059	68.52%	93%	8.03	00:11:16	1.62
SET COX - Abigail Lopez_89460	77.78%	84%	4.51	00:12:24	1.00
SET COX - Alejandra Garcia_76857	82.35%	90%	8.34	00:10:25	1.61
SET COX - Alexandra Mullenaux_73469	76.47%	89%	5.07	00:10:45	1.02
SET COX - Alexandra Clark_89364	73.17%	93%	7.58	00:09:43	1.35
SET COX - Amanda Mesimar_89385	62.16%	94%	7.48	00:10:48	1.46
SET COX - Amber Isaacson_89399	80.36%	87%	7.02	00:10:39	1.42
SET COX - Ana Isaura_74916	72.13%	96%	9.90	00:10:17	1.79
SET COX - Any Duarte_5785	57.14%	13%	1.01	00:05:26	1.00
SET COX - Ayana Lamb_73995	81.25%	96%	7.96	00:12:17	1.73
SET COX - Bradley Appleby_14192	93.55%	93%	7.87	00:09:37	1.37
SET COX - Breana Bradley_80292	85.00%	92%	6.87	00:10:01	1.26
SET COX - Cecilia Scanlan_85366	82.93%	95%	7.72	00:13:32	1.84
SET COX - Chia Thomas_80382	86.11%	96%	11.00	00:10:11	1.98
SET COX - Cody Hemmo_84414	66.67%	94%	8.05	00:10:17	1.49
SET COX - Courtney Renova_85364	71.79%	96%	11.96	00:11:15	2.34
SET COX - Daniel Slaven_89369	75.86%	82%	5.75	00:11:56	1.38
SET COX - Diana Figueroa_85388	66.67%	91%	10.38	00:08:02	1.69
SET COX - Elora Noel_81832	68.00%	93%	8.03	00:10:28	1.50
SET COX - Eric McCarter_77025	100.00%	9.38%	0.73	00:07:41	1.00
SET COX - Eva Fong_75452	81.36%	94%	9.60	00:09:08	1.56
SET COX - Felicity Mendiola_80978	100.00%	9.94%	1.00	00:05:47	1.00
SET COX - Gabriel Castro_77603	89.74%	95%	8.47	00:13:53	1.69
SET COX - Gabriel Gonzales_87426	94.38%	94%	11.90	00:09:08	1.96
SET COX - Gabrielle Infante_77847	78.57%	96%	13.10	00:09:24	2.16
SET COX - Garrett Moore_70016	66.22%	94%	13.66	00:09:25	2.27
SET COX - Hether Hunt_73157	37.50%	92%	15.57	00:07:19	2.03
SET COX - India Willis_85369	69.84%	94%	9.17	00:10:09	1.66
SET COX - Jacqueline Shaffer_89459	69.23%	92%	4.64	00:12:17	1.02

Image 1.2 - Agent Performance (panel 3)

Rows (Attributes): AGENT

Columns (Metrics):

1. CSAT SCORE
2. ENGAGED TIME RATE
3. INTERACTIVE ENGAGEMENT PER HOUR
4. AVG. INTERACTIVE CHAT LENGTH
5. CONC. ENGAGED

Skill Activity Dashboard

This dashboard includes metrics used to analyze skill queue performance. This Dashboard also entails hour offset capabilities allowing users to show the data with an offset to match the time zone where they manage their operation.

Primary Datasets: Queue Health, Engagements, Surveys

Primary Filters: Skill, Agent Group

Minimum timeframe: Hourly

Main panel: Skill Activity Dashboard

The following panel will be presented when accessing the Skill Activity predefined dashboard. It provides an overview of the performance of all skills associated with active agents on the account.



Image 2.0 - Skill Activity Dashboard main panel

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Eng. Volume (area chart)	REQUESTED CHATS	DATE	N/A
	CONNECTED CHATS		
	INTERACTIVE CHATS		
Average engagement length	CSAT	DATE	N/A

(bar chart)	AVG. INTERACTIVE CHAT LENGTH		
Abandon Rate (bar chart)	ABANDONED CHAT RATE	DATE	N/A
Average wait time (line chart)	AVG. TIME TO ABANDON CHAT	DATE	N/A
	AVG. TIME TO ANSWER CHAT		
	CSAT		

Panel 2: Skill Activity Grid

The following grid view presents information available on a daily basis which can be exported to Excel for further manipulation of the data, primarily by skills, agent groups, and day of the week.

Skill Activity Grid							
DATE	DAY OF THE WEEK	GROUP	SKILL	REQUESTED ENG.	CONNECTED ENG.	INTERACTIVE ENG.	INTERACTIVE RATE
15 Feb	Wednesday	Account Services	chat-account-service-english	3,570	3,414	3,212	94%
16 Feb	Thursday	Account Services	chat-account-service-english	3,549	3,476	3,275	94%
17 Feb	Friday	Account Services	chat-account-service-english	4,098	3,852	3,450	90%
18 Feb	Saturday	Account Services	chat-account-service-english	2,765	2,620	2,489	95%
19 Feb	Sunday	Account Services	chat-account-service-english	2,605	2,500	2,373	95%
20 Feb	Monday	Account Services	chat-account-service-english	3,706	3,604	3,408	95%
21 Feb	Tuesday	Account Services	chat-account-service-english	3,852	3,732	3,510	94%
15 Feb	Wednesday	Account Services	chat-account-service-spanish	13	11	10	91%
16 Feb	Thursday	Account Services	chat-account-service-spanish	22	22	19	88%
17 Feb	Friday	Account Services	chat-account-service-spanish	19	15	13	87%
18 Feb	Saturday	Account Services	chat-account-service-spanish	20	18	18	100%
19 Feb	Sunday	Account Services	chat-account-service-spanish	14	13	12	92%
20 Feb	Monday	Account Services	chat-account-service-spanish	13	13	13	100%
21 Feb	Tuesday	Account Services	chat-account-service-spanish	16	16	15	94%
15 Feb	Wednesday	Account Services	chat-data-service-english	1,358	45	40	89%
16 Feb	Thursday	Account Services	chat-data-service-english	1,388	46	44	96%

Image 2.1 - Skill Activity grid (panel 2)

Rows (Attributes): Date, Day of Week, Group, Skill

Columns (Metrics):

1. REQUESTED / CONNECTED / INTERACTIVE CHATS
2. INTERACTIVE CHAT RATE
3. ABANDONED CHATS
4. ABANDONED CHAT RATE

5. AVG. INTERACTIVE CHAT LENGTH
6. AVG. TIME TO ABANDON / ANSWER CHAT
7. MAX TIME TO ABANDON / ANSWER CHAT

Goal Tracker Dashboard

This dashboard includes raw data for every goal reached in any of the selected account's campaigns. The Goal Achieved Event, which serves as the data source for this report, includes all goal types:

1. Assisting goals: Interact with visitors, Increase page views, and "other" (user defined URL based goals)
2. Conversion goals: Sell Product/Service, Generate Leads, Service Activity Complete

This dashboard is loaded with assisted conversion; which occurred after an engagement with an agent. The Goal Tracker does not include self serve conversion / assisting goals reached.

This Dashboard also entails hour offset capabilities allowing users to show the data with an offset to match the time zone where they manage their operation.

Main Panel: Agent Goals Tracker Report

The following panel will be presented when accessing the Goal Tracker predefined dashboard. It provides an overview of all goals reached (including conversions), by Skill and by Agent, and a list of all goals reached events within the selected timeframe.



Image 3.0 - Agent Goals Tracker Report main panel

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Conversion/Goal by Agents (bar chart)	CROSS SESSION CONVERSION/GOAL	AGENT	N/A
	IN SESSION		

	CONVERSION/GOAL		
Conversion/Goal by Skill (bar chart)	CROSS SESSION CONVERSION/GOAL	SKILL	N/A
	IN SESSION CONVERSION/GOAL		

Campaign Goals by Skill and Agent (Grid)

Rows (Attributes): Agent, Skill, Campaign Name, Goal Name, Goal Type

Retrieving Cross Session Conversion/Goal by Date

The Goal Tracker date filter is applied to the engagement start time. A cross session conversion will therefore be logged under the date on which the chat started. The following example demonstrates the expected behavior:

- The account's conversion window is set to 3 days.
- On June 1st a chat engagement took place.
- On June 3rd the consumer converted.
- On June 4th the Campaign Manager wishes to pull a report for all conversions achieved on June 3rd.
- To ensure this cross session conversion is included in a Goal Tracker report, the Campaign Manager needs to set the Date filter in the Goal Tracker to go back at least as far as June 1st.

Engagement Attributes in Goal Tracker

The following metrics and attributes may be added to the predefined dashboard visualizations by an LPA user who has edit permissions in Report Builder.

The Goal Tracker is currently unique in the sense that it captures engagement attributes sent to LivePerson from the brand's website. The data source feeding the Goal Tracker includes all events indicating that a campaign goal was achieved. Each event contains

relevant meta data per goal type. The following is a categorized list of goal types and their corresponding attributes that are included in the meta data:

Goal Type	Goal grouping	*Engagement Attribute	Goal Tracker Attribute/Metric Name
Service activity complete	Conversion	topic	TOPIC
		status	SERVICE ACTIVITY STATUS
		category	CATEGORY
		serviceId	ACTION ID
Generate leads	Conversion	topic	TOPIC
		value	VALUE
		currency	CURRENCY
		leadId	ACTION ID
Sell product/service	Conversion	total	VALUE
		currency	CURRENCY
		orderId	ACTION ID
		Cart: numItems	NUMBER OF ITEMS
		Cart: Products	**PRODUCT LIST
Interact with visitors	Assisting	-	-

Increase page views	Assisting	-	-
Other (AKA "URL")	Assisting	-	-

* To learn more about Engagement Attributes, [click here](#)

** The "PRODUCT LIST" attribute is a delimited list of the Products included in the Cart Engagement attribute. The cart is included in the Transaction Engagement attribute which is intended to be passed upon a completion of purchase. The list of values includes: name, category, sku, price, and quantity.

Messaging Performance Dashboard

This dashboard includes operational data for all messaging channels. This Dashboard also entails hour offset capabilities allowing users to show the data with an offset to match the time zone where they manage their operation.

Primary Datasets: Agent and Consumer Messaging Activity

Minimum timeframe: Hourly

Agent Level Data Sheet

Primary Filters: Agent, Agent Group, Skill, Source Type

Main Panel: Agent Performance Summary

The following panel will be presented when accessing the Messaging Performance predefined dashboard. It consists of an analysis of every messaging agent's activity and performance. The default view summarizes the data for all agents, and offers dynamic filtering with the ability to select any of the agents on the list to show only their individual performance.



Image 4.0 - Agent Performance Summary

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Agent State Activity Activity (pie chart)	AWAY RATE	N/A	Hover to view the % contribution of the angle. Dynamically reflects the selected agent from the "Overview by Agent" grid (default:
	BACK SOON RATE		
	ONLINE RATE		

			reflect data for all agents)
Away State Breakdown (pie chart)	AWAY	AWAY REASON	<p>Hover to view duration in specific away reason and % contribution of the angle.</p> <p>Dynamically reflects the selected agent from the "Overview by Agent" grid (default: reflect data for all agents)</p>
Agent Response Times (line chart)	AVG. RESPONSE TIME BY AGENT	N/A	
	AVG. TIME TO AGENT FIRST RESPONSE		
Agent KPI Trend (line chart)	MCS	DATE	
	CSAT SCORE		
Agent KPI Trend (bar charts)	HANDLED CONVERSATIONS (bar chart)		
	AVG. CONVERSATION DURATION (line chart - secondary axis)		
	TOTAL NO. OF		

	TRANSFERS (bar chart)		
--	-----------------------	--	--

Top data bar (Grid)

Columns (Metrics):

1. LOGGED IN TIME
2. ONLINE / AWAY / BACK SOON (time)

Overview by Agent (Grid)

Rows (Attributes): AGENT

Columns (Metrics):

1. HANDLED CONVERSATIONS
2. MCS
3. CSAT SCORE
4. AVG. RESPONSE TIME BY AGENT
5. LOGGED IN TIME
6. AGENT RESPONSES PER CLOSED CONVERSATION
7. AVG. CONVERSATION DURATION

Additional Function: This grid dynamically controls the other visualizations on this panel. When clicking on an agent from the list presented in the grid, the data displayed in the other visualizations refreshes to reflect only the selected agent's activity and performance.

Panel 2: Consumer and Agent Response Activity by Day of the Week

The following panel provides an analysis of the consumer demand and agent response. The data is aggregated by day of the week. Selecting a specific day in the week dynamically filters the top data bar high level metrics.

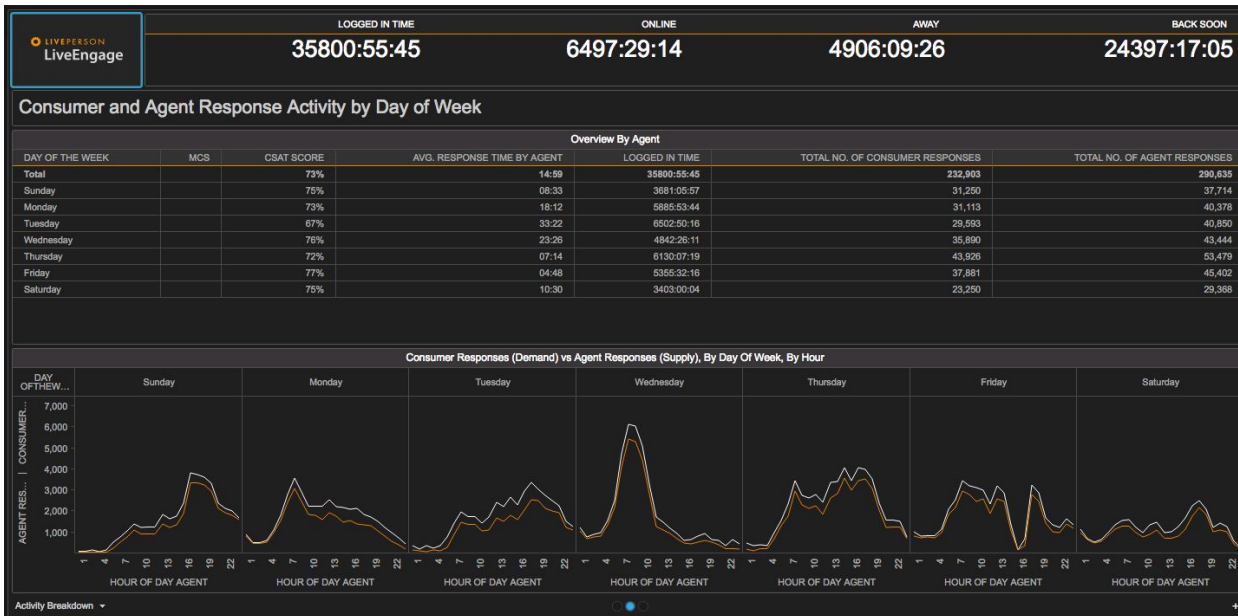


Image 4.1 - Consumer and Agent Response Activity (panel 2)

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Consumer Responses (Demand) vs Agent Responses (Supply), by Day of Week, by Hour	TOTAL NO. OF AGENT RESPONSES	DAY OF WEEK, HOUR OF DAY	N/A
	TOTAL NO. OF CONSUMER RESPONSES		

Top data bar (Grid)

Columns (Metrics):

1. LOGGED IN TIME
2. ONLINE / AWAY / BACK SOON (time)

Overview by Agent (Grid)

Rows (Attributes): Day of Week

Columns (Metrics):

1. MCS
2. CSAT SCORE
3. AVG. RESPONSE TIME BY AGENT
4. LOGGED IN TIME
5. TOTAL NO. OF AGENT RESPONSES
6. TOTAL NO. OF CONSUMER RESPONSES

Additional Function: This grid dynamically controls the top data bar. When clicking on a specific day of the week from the list presented in the grid, the performance data displayed will refresh to reflect the selected day.

Panel 3: Agent Level Data Export

The following panel provides an exportable grid which includes agent-related activity and performance metrics.

Agent Level Data Export														
DATE	GROUP	AGENT	SKILL	NO. OF CONVERSATIONS OPENED BY AGENT	NO. OF CONVERSATIONS CLOSED BY AGENT	AVG. RESPONSE TIME BY AGENT	AVG. TIME TO AGENT FIRST RESPONSE	TOTAL NO. OF AGENT RESPONSES	TOTAL NO. OF MESSAGES SENT BY AGENT	MCS	CSAT SCORE	TOTAL NO. OF TRANSFERS	LOGGED IN TIME	ONL
27 Mar 17	Wic_Team Stuberfeld	CArujo3	Messaging	2	81	01:42	02:47	482	961	45	92%	0	09:35:44	
25 Mar 17	Wic_Team Stuberfeld	CArujo3	Messaging	0	57	02:12	03:24	357	812	27	93%	0	08:25:03	
27 Mar 17	Pio_Team Romero	Jfelipe4	Messaging	0	56	03:27	05:41	298	491	15	53%	0	06:39:34	
26 Mar 17	Bel_Team Beain	CJohnso378&	Messaging	0	55	24:52	20:25	118	158	5.45	40%	0	07:27:43	
26 Mar 17	Wic_Team Norman	CLuna53	Messaging	0	55	13:30	15:36	189	262	18	76%	4	09:11:45	
27 Mar 17	Pio_Team Bernabe	stortbi	Messaging	0	48	05:11	06:18	243	324	40	100%	0	06:59:23	
27 Mar 17	Pio_Team Nahlat	JPrinc3	Messaging	2	48	06:22	06:03	215	350	10	85%	0	06:34:25	
27 Mar 17	Pio_Team Romero	mdeguzm20	Messaging	0	47	04:07	05:04	262	526	35	53%	0	07:20:45	
26 Mar 17	Bel_Team Beain	DBaley20&	Messaging	0	46	34:26	22:38	82	85	-2	75%	0	07:32:14	
26 Mar 17	Mak_Team Delos Reyes	apasaca13	Messaging	0	46	06:39	12:30	289	570	30	90%	0	07:31:11	
27 Mar 17	Pio_Team Santos	adelfin2	Messaging	1	46	03:57	06:42	244	472	7.55	62%	0	04:58:39	
27 Mar 17	Wic_Team Stuberfeld	CLam9	Messaging	0	46	03:07	04:24	314	646	33	100%	0	08:42:14	
27 Mar 17	Bel_Team Beain	CJohnso378&	Messaging	0	45	06:00	05:51	179	214	44	89%	1	07:34:46	
27 Mar 17	Pio_Team Nahlat	rasia	Messaging	0	45	04:45	06:40	249	542	30	100%	0	06:55:04	
26 Mar 17	Mak_Team Delos Reyes	greyes34	Messaging	0	44	06:02	09:18	201	288	10	80%	0	07:40:21	
27 Mar 17	Pio_Team Baliyut	nlorna12	Messaging	0	44	01:43	01:50	286	507	32	70%	0	06:46:44	
27 Mar 17	Pio_Team Nahlat	iramire195	Messaging	0	44	03:15	04:55	268	501	56	88%	0	07:01:44	
27 Mar 17	Pio_Team Nahlat	RBoqui2	Messaging	0	44	07:07	07:25	154	189	19	92%	0	07:23:23	
27 Mar 17	Pio_Team Romero	sdevera3	Messaging	0	44	03:20	05:06	279	525	40	87%	0	06:53:25	
27 Mar 17	Wic_Team Stuberfeld	jdurham6	Messaging	3	44	03:21	04:10	247	297	35	100%	0	09:10:47	
25 Mar 17	Wic_Team Norman	Ywebb	Messaging	0	43	04:21	05:30	243	371	31	75%	0	09:55:14	
26 Mar 17	Wic_Team Norman	JPatter	Messaging	0	43	18:04	16:45	132	188	23	100%	0	09:18:44	
26 Mar 17	Wic_Team Norman	CPoller6	Messaging	1	43	09:21	13:45	205	306	34	92%	0	09:06:20	
26 Mar 17	Mak_Team Delos Reyes	kpeneda	Messaging	0	42	12:09	15:13	166	284	15	79%	0	08:26:40	

Image 4.2 - Agent level data export grid (panel 3)

Rows (Attributes): DATE, GROUP, AGENT, SKILL

Columns (Metrics):

1. NO. OF CONVERSATIONS OPENED / CLOSED BY AGENT
2. AVG. RESPONSE TIME BY AGENT
3. AVG. TIME TO AGENT FIRST RESPONSE
4. TOTAL NO. OF AGENT RESPONSES
5. TOTAL NO. OF MESSAGES SENT BY AGENT
6. MCS
7. CSAT SCORE
8. TOTAL NO. OF TRANSFERS
9. LOGGED IN TIME

- 10. ONLINE / AWAY / BACK SOON (time)
- 11. ONLINE / AWAY/ BACK SOON RATE

Brand Level Data Sheet

Primary Filters: Skill, Source (App, Web, Agent, SMS, Facebook etc.)

Main Panel: Brand Summary

The main panel provides an executive view of the Messaging program performance. It summarizes daily activity and allows the user to choose a specific source from which conversations are generated.



Image 4.3 - Brand messaging summary main panel

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Avg. Response Time vs MCS (bar chart)	MCS	DATE	Dynamically filtered by "Traffic Source" selector grid
	AVG. RESPONSE TIME BY AGENT		
Login Hrs vs Conversations Per Login Hr (bar chart)	HANDLED CONVERSATIONS PER LOGIN HOUR	DATE	Dynamically filtered by "Traffic Source" selector grid
	LOGGED IN TIME		

Traffic Source (Grid)

Rows (Attributes): Source

Additional function: This grid acts as a selector to filter the visualizations in this panel. The user can select a specific source or de-select to return to the general view.

Top data bar (Grid)

Columns (Metrics):

1. ACTIVE CONSUMERS
2. AVG. RESPONSE TIME BY AGENT
3. MCS
4. CSAT SCORE

Brand Performance Detail (Grid)

Rows (Attributes): DATE

Columns (Metrics):

- 1. Conversation Detail (section header)**
 - a. ACTIVE CONSUMERS
 - b. NO. OF OPENED / CLOSED CONVERSATIONS
 - c. AVG. CONVERSATION DURATION
- 2. Conversation Operations (section header)**
 - a. AVG. RESPONSE TIME BY AGENT
 - b. AVG. CONSUMER RESPONSE TIME
 - c. AVG. TIME TO AGENT FIRST RESPONSE
 - d. TOTAL NO. OF AGENT / CONSUMER RESPONSES
- 3. Survey (section header)**
 - a. MCS / CSAT SCORE
- 4. Agent Activity (section header)**
 - a. LOGGED IN TIME
 - b. ONLINE / AWAY / BACK SOON (time)
 - c. ONLINE / AWAY / BACK SOON RATE

Panel 2: Brand Level Data Export

Export the following grid to create custom visualizations and generate calculations from the data available in this grid view.

Brand Level Data Export													
DATE	SKILL	UNIQUE USERS	NO. OF OPENED CONVERSATION	AVG. RESPONSE TIME BY AGENT	AVG. CONSUMER RESPONSE TIME	AVG. TIME TO AGENT FIRST RESPONSE	TOTAL NO. OF CONSUMER RESPONSES	TOTAL NO. OF MESSAGES SENT BY CONSUMER	TOTAL NO. OF AGENT RESPONSES	TOTAL NO. OF MESSAGES SENT BY AGENT	TOTAL NO. OF TRANSFERS	MCS	CSAT SCORE
23 Mar 17	002001	65	70	02:43	02:49	02:54	182	289	172	244	0	40	86%
23 Mar 17	008001	48	51	01:57	02:05	01:28	104	219	121	160	0	14	50%
23 Mar 17	Gen_Care_Chat	1	0	00:32	00:32	01:37	9	9	10	22	0	100	100%
23 Mar 17	Messaging	9,808	9,802	01:54	03:16	02:28	58,932	95,828	68,937	117,184	449	41	82%
23 Mar 17	Messaging_Overn	70	0	01:53	02:36	02:13	383	628	436	808	4	33	86%
24 Mar 17	002001	30	32	02:36	03:33	02:56	58	124	66	99	0	27	100%
24 Mar 17	008001	34	35	03:43	08:08	03:32	75	132	88	127	0	24	100%
24 Mar 17	Messaging	6,292	6,297	01:49	03:23	02:15	37,534	59,840	43,234	78,926	418	38	82%
24 Mar 17	Messaging_Overn	47	1	01:29	02:50	01:11	249	354	289	495	1	26	88%
25 Mar 17	002001	35	36	01:41	03:37	01:27	145	257	158	206	0	39	100%
25 Mar 17	008001	25	25	02:33	02:44	02:02	36	71	46	67	0	0	
25 Mar 17	Gen_Care_Chat	11	0	05:23	03:31	08:17	46	59	57	89	0	9.09	50%
25 Mar 17	Messaging	6,931	7,201	03:32	03:47	05:19	33,003	55,999	39,151	68,718	355	30	78%
25 Mar 17	Messaging_Overn	36	0	02:49	04:21	02:55	161	255	190	302	0	49	80%
26 Mar 17	002001	39	44				0	43					
26 Mar 17	008001	43	47	03:40	10:47	02:27	32	79	43	67	0	43	100%
26 Mar 17	Gen_Care_Chat	13	0	32:08	09:42	26:23	19	21	31	57	0	7.69	100%
26 Mar 17	Messaging	7,182	7,829	05:48	04:39	08:47	29,703	53,414	36,174	65,718	319	22	74%
26 Mar 17	Messaging_Overn	69	0	02:27	03:50	03:11	325	483	390	641	2	16	79%
27 Mar 17	002001	52	66	02:01	02:47	01:30	116	254	137	224	0	41	76%
27 Mar 17	008001	51	56	02:40	07:04	02:58	113	227	126	151	0	61	80%
27 Mar 17	Business_Care	1	0		00:29	00:00	1	2	0	0	0	-100	
27 Mar 17	Gen_Care_Chat	7	0	02:46	03:31	05:29	90	80	55	96	0	0	67%
27 Mar 17	Messaging	10,523	11,388	03:56	05:04	05:28	48,209	86,126	57,881	98,982	78	27	76%
27 Mar 17	Messaging_Overn	72	1	09:57	04:34	14:08	276	424	337	577	0	25	55%
28 Mar 17	002001	63	67	02:32	04:29	02:22	137	281	158	212	0	15	88%
28 Mar 17	008001	38	42	07:34	02:55	15:50	102	209	118	140	0	47	100%
28 Mar 17	Business_Care	1	0		00:50	00:00	1	1	0	4	0	-100	
28 Mar 17	Gen_Care_Chat	16	0	02:54	03:43	05:09	85	124	110	198	0	13	100%
28 Mar 17	Messaging	10,137	10,270	02:14	03:42	02:57	57,029	95,613	65,676	113,237	285	37	81%
28 Mar 17	Messaging_Overn	86	0	01:44	03:51	01:37	279	429	332	587	3	39	82%

Image 4.4 - Brand level data export (panel 2)

Rows (Attributes): DATE, SKILL

Columns (Metrics):

1. ACTIVE CONSUMERS
2. NO. OF OPENED / CLOSED CONVERSATIONS
3. AVG. CONVERSATION DURATION
4. AVG. RESPONSE TIME BY AGENT
5. AVG. CONSUMER RESPONSE TIME
6. AVG. TIME TO AGENT FIRST RESPONSE
7. TOTAL NO. OF AGENT / CONSUMER RESPONSES
8. TOTAL NO. OF MESSAGES SENT BY AGENT / CONSUMER

- 9. TOTAL NO. OF TRANSFERS
- 10. MCS
- 11. CSAT SCORE

Messaging Metrics Attribution to Agent and Skill

When computing a **Messaging** related metric that should allow filtering by an Agent or Skill, an attribution model is applied. This to resolve the many-to-many relationship which is inherent in the Messaging channel in which conversations may change hands and skills during their lifetime.

Metric Name	Attribution to Agent	Attribution to Skill
AVG. RESPONSE TIME BY AGENT	To the responding agent	To the skill assigned to the conversation when the response was given
AVG. CONSUMER RESPONSE TIME	Not assigned to an agent	To the skill assigned to the conversation when the response was given
AVG. TIME TO AGENT FIRST RESPONSE	To the responding agent	To the skill assigned to the conversation when the response was given
MCS	To the last agent assigned to the conversation	To the last skill assigned to the conversation
CSAT SCORE	To the last agent assigned to the conversation	To the last skill assigned to the conversation
HANDLED CONVERSATIONS	To the agent who sent a message in the conversation, resumed it, or closed it	Skill assigned to the conversation in at least one of the events this metric calculates
TOTAL NO. OF TRANSFERS	To the agent who transferred the conversation	Skill assigned to the conversation when it was transferred out (origin skill)
AGENT RESPONSES PER	To the responding agent	<u>Numerator</u>

CLOSED CONVERSATION		To the skill assigned to the conversation when the response was given <u>Denominator</u> To the last skill assigned to the conversation
TOTAL NO. OF AGENT RESPONSES	To the responding agent	To the skill assigned to the conversation when the response was given
TOTAL NO. OF CONSUMER RESPONSES	Not assigned to an agent	To the skill assigned to the conversation when the response was given
TOTAL NO. OF MESSAGES SENT BY AGENT	To the agent who sent the message	To the skill assigned to the conversation when the message was sent
TOTAL NO. OF MESSAGES SENT BY CONSUMER	Not assigned to an agent	To the skill assigned to the conversation when the message was sent
HANDLED CONVERSATIONS PER LOGIN HOUR	Not assigned to an agent	See logic for "NO. OF HANDLED CONVERSATIONS"
ACTIVE CONSUMERS	Not assigned to an agent	Not assigned to a skill
NO. OF OPENED CONVERSATIONS	To the agent who was assigned to the conversation at the time it was opened	To the skill the conversation was assigned to when it was opened
NO. OF CONVERSATIONS OPENED BY AGENT	To the agent who opened (resumed) the conversation	To the skill assigned to the conversation at the time the agent resumed it
NO. OF CONVERSATIONS CLOSED BY AGENT	To the user who closed the conversations (agent or agent manager)	To the skill assigned to the conversation at the time it was closed

NO. OF CONVERSATIONS CLOSED BY CONSUMER	The last agent assigned to the conversation	To the last skill assigned to the conversation
NO. OF CONVERSATIONS CLOSED BY SYSTEM	The last agent assigned to the conversation	To the last skill assigned to the conversation
AVG. CONVERSATION DURATION	To the last agent assigned to the conversation	To the last skill assigned to the conversation
INTERACTIVE / NON INTERACTIVE / ABANDONED CONVERSATIONS	To the last agent assigned to the conversation	To the last skill assigned to the conversation

Business Activity Dashboard

The Business Activity predefined dashboard provides a daily snapshot of campaign performance, allowing brands to analyze the campaign funnel, including both chat and web messaging engagements. Using this dashboard, you can identify opportunities to grow your reach and boost service availability by extracting actionable conclusions based on the consumer's journey through the brand website, mobile app, and other engagement sources. This dashboard reflects consumer demand as well as how successfully the campaign was set up on the account. You can utilize this dashboard to optimize your campaign targeting and engagement routing.

Operational metrics for agent productivity and utilization have been added to compliment the funnel metrics. These operational metrics can be viewed alongside the funnel data but cannot be streamlined into one filterable view, as the dashboard does not include skill level analysis.

Note: metrics with the term "chat" in their title only include data for live chat engagements, not for web messaging or other sources.

Primary Datasets: engagement exposures, viewed and accepted engagement offers, conversions

Primary Filters:

- Initial device: desktop/laptop, mobile smartphone, mobile tablet
- Goal type: based on campaign goals, such as “Sell product/service”
- Goal: set up on the account’s campaigns
- Conversation type: chat or messaging
- Source Type: Web, Brand App, Twilio SMS, Facebook, Apple business chat, Google, Line, ...

Minimum time frame: Daily

Understanding Funnel metrics (Aggregation Levels and Distinct counting)

Aggregation Levels

The business funnel can be analyzed from several different aspects. The Business Activity dashboard offers a view into 4 of these: Site, Line of Business, Campaign, and Engagement. At each level, the metrics included in the business funnel are pre-aggregated to reflect the corresponding aspect.

A suffix has been added to each metric name to allow users to identify the level to which the metric is pre-aggregated. For example: “PROSPECTS (CAMP)” and “EXPOSED (LOB)”.

Important to note that the funnel is aligned to the Visit session start time. This means that the date filter set on the dashboard applies to all visits starting within the selected range, including the events which occurred for the entire duration of the retrieved visit sessions.

Distinct metrics

Each funnel metric is assigned to a distinct level, which indicates the consumer experience. There are two distinct levels in the Business Activity dashboard: visitor-session and engagement.

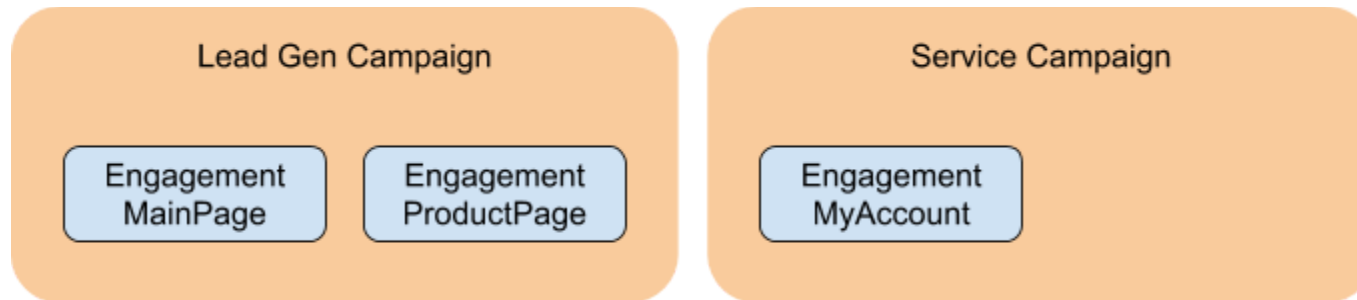
- Distinct per visitor session will add 1 to the metric results when a defined event occurred during the visit.
- Distinct per engagement will add 1 to the metric results when a visitor was exposed to a specific engagement.

The following list contains the distinct metrics and their underlying formula (where applicable):

Distinct to Visit	
PROSPECTS	Number of visits that were eligible to receive at least one engagement. Includes control group visitors if defined in the account
EXPOSED	Number of visits during which the visitor was offered an engagement
ENGAGED	Number of visitors who had at least one engagement during their visit
Distinct to Engagement	
EXPOSURES	Number of times each engagement was offered to a visitor
CHAT BUSY EXPOSURES	Number of times each engagement was offered to a visitor in busy state
CHAT OFFLINE EXPOSURES	Number of times each engagement was offered to a visitor in offline state
CHAT ONLINE EXPOSURES	Number of times each engagement was offered to a visitor in online state
CONTENT EXPOSURES	Number of times each content engagement was offered to a visitor
MESSAGING EXPOSURES	Number of times each web messaging engagement was offered to a visitor

For example:

The following campaign setup is given:



Visitor **Alex** is a prospect for the “Lead Gen” campaign, and during his visit, he sees the following:

- Offline “MainPage” button
- Online “MainPage” button after moving to another page in the same section
- Online “ProductPage” button

Alex clicked the “ProductPage” button and conversed with an agent.

Visitor **Rachel** is a prospect for the “Lead Gen” and “Service” campaign during the same visit. She sees the following:

- Online "MyAccount" button
- Offline "MainPage" button

Rachel self served (meaning she did not converse with an agent during her visit).

Here are the results observed in the Business Activity dashboard per each distinct metric in each pre-aggregated level

Distinct Metric	Aggregation level	Entity Name	Values	Analysis inquiry
PROSPECTS	Site	-	2	Q: Over the course of how many visits did the visitor become a prospect? A: Two - Alex and Rachel
	Campaign	Lead Gen	2	Q: Over the course of how many visits did the visitor become a prospect of the Lead Gen campaign? A: Two - Alex and Rachel
		Service	1	Q: Over the course of how many visits did the visitor become a prospect of the Service campaign? A: One - Rachel
	Engagement	MainPage	2	Q: Over the course of how many visits did the visitor become a prospect to the Lead Gen campaign and match the Main Page engagement's Visitor Behavior and Entry Point requirements (regardless of whether the button was shown to the visitor)? A: Two - Alex and Rachel
		ProductPage	1	Q: Similar to the previous question but with the Lead Gen campaign and ProductPage engagement. A: One - Alex
		MyAccount	1	Q: Similar to the previous question but with the Service campaign and My Account engagement.

				A: One - Rachel
Similar to the PROSPECTS logic, the following metrics count according to the same distinction and aggregation levels, however flag a different type of event				
EXPOSED	Q: Over the course of how many visits was the visitor exposed to an engagement offer at least once (in any state - offline, busy, or online)?			
ENGAGED	Q: Over the course of how many visits did the visitor accept an engagement offer and as a result, connected to an agent at least once?			
EXPOSURES	Site	-	4	Q: For each engagement, over the course of how many visits was the visitor exposed to an engagement offer (regardless of the engagement state)? A: Alex was exposed to "MainPage" and "ProductPage", and Rachel was exposed to "MyAccount" and "MainPage".
	Campaign	Lead Gen	3	Q: For each engagement setup in campaign "Lead Gen", over the course of how many visits was the visitor exposed to an engagement offer (regardless of the engagement state)? A: Alex was exposed to "MainPage" and "ProductPage", and Rachel was exposed to "MainPage"
		Service	1	Q: Similar to the previous question but with "Service" campaign A: Rachel was exposed to "MyAccount"
	Engagement	MainPage	At the engagement level, EXPOSURES = EXPOSED	
ProductPage				
MyAccount				

Reporting on Campaigns funnel from Messaging Engagements

The business funnel is open to engagements from all sources, including those originating from the Mobile app. The primary difference between tracking the funnel from a website (for Live Chat or Web Messaging) and from a Mobile app is the automated manner in which the funnel metrics are populated.

The LivePerson monitoring code present on your website pages automatically transmits to LiveEngage each step in the consumer's journey. This translates into metrics included in the Business Activity dashboard. In order to integrate consumer journeys taking place in the mobile app into Campaign Funnel metrics, the use of an SDK is required (read more on how to integrate your app with LiveEngage Campaigns).

The following diagram outlines how funnel metrics are calculated for Messaging Engagements which do not originate from a monitored web source:

LiveEngage Session >>

"Engagement" entity is requested by the App

SESSIONS + 1

LiveEngage select campaign the consumer is eligible to

PROSPECTS + 1

The App reports that an engagement button was offered to the consumer

EXPOSURES + 1
ENGAGEMENT VIEWS + 1

<< LiveEngage Session

The App reports that the consumer has accepted the engagement offer ("click")

ACCEPTED OFFERS + 1

Conversation has been assigned to an agent

ENGAGEMENTS + 1

The app reports that a transaction or service activity was completed by the consumer or agent

CONVERSIONS + 1

Counting “SESSIONS” from the Mobile App

The LiveEngage platform manages consumer activity through “sessions”. A visitor (aka “consumer”) session on a website begins when the visitor enters a webpage monitored by LE Tag. In most cases, a session ends when the visitor navigates out of the website or closes the browser completely.

Throughout the session, funnel events are transmitted to LiveEngage from the tag present on the web pages.

Similar to the activity on the website, LiveEngage will initiate a session when the mobile app requests a Campaign and Engagement in order to start the in-app conversational experience. This will result in an increase in the SESSIONS metric.

Conversions from the Mobile App

The Business Activity dashboard offers a significant number of metrics which track conversions.

The LiveEngage Campaign funnel ends with a successful assisted conversion. An assisted conversion is achieved during or after a conversation with an agent. The mobile app, similar to the website, should report an Engagement Attribute which triggers a campaign goal.

In-session vs. Cross-session conversions: A campaign goal achieved during an ongoing session (as explained in the previous section here) is considered an in-session conversion. In order for an in-session conversion to be registered, the mobile app should report on the corresponding Engagement Attribute within 6 hours of the conversation initiation. Beyond 6 hours and with respect to the cross-session window setup in LiveEngage, the conversion will be considered cross-session.

Note! A mobile app messaging conversation may continue beyond 6 hours and is not coupled with the monitored session managed by LiveEngage.

Attribution of conversions to agents: Conversions from the mobile app are either attributed to the first agent of the conversation, or the last. This model is similar to conversions tracked on your website, and is set up via the LiveEngage campaigns settings.

Main Sheet: Business Activity Analysis

Corresponding to the aggregation levels presented in the above section, the predefined main sheet of the Business Activity predefined dashboard contains a panel for each aggregation level. Since the panels are identical in metrics and attributes, the following section outlines the common list of metrics, followed by the additional functionality at the relevant level.

Common to all panels

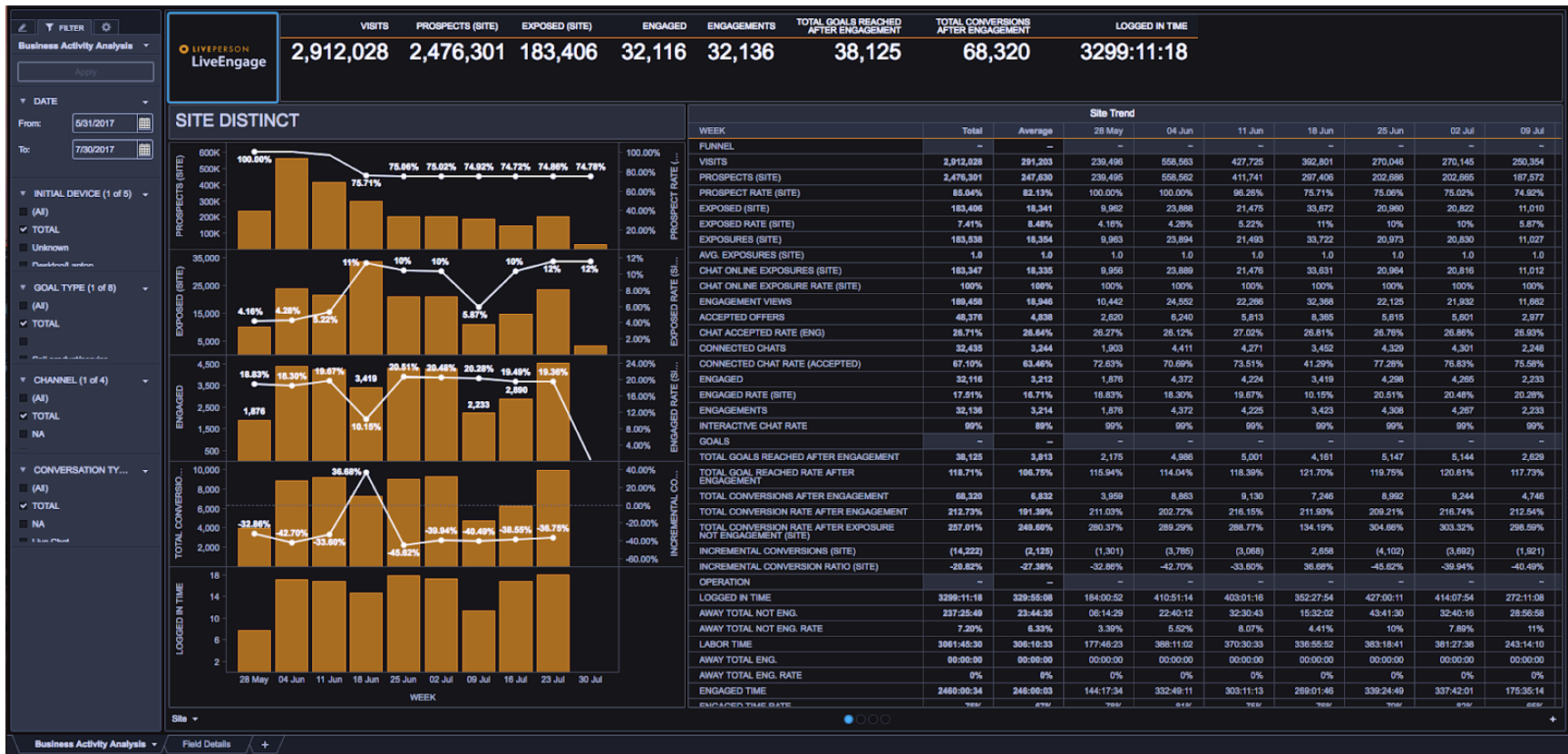


Image 5.0: Business Activity Analysis

There are four available panels in this dashboard: Site, LoB, Campaign, and Engagement. In each panel, the following visualizations are in common.

Top data bar (Grid)

Columns (Metrics):

1. PROSPECTS
2. EXPOSED
3. ENGAGED
4. ENGAGEMENTS
5. TOTAL GOALS REACHED AFTER ENGAGEMENT
6. TOTAL CONVERSIONS AFTER ENGAGEMENT

Graph Name (Type)	Vertical (Metrics)	Horizontal (Attributes)
Prospects (bar chart - main axis)	PROSPECTS	WEEK
Exposed	EXPOSED (bar chart - main axis)	
	EXPOSED RATE (line chart - secondary axis)	
Engaged	ENGAGED (bar chart - main axis)	
	ENGAGED RATE (line chart - secondary axis)	
Conversions	TOTAL CONVERSIONS AFTER ENGAGEMENT (bar chart - main axis)	

	INCREMENTAL CONVERSION RATIO (line chart - secondary axis)	
--	---	--

Trend (Grid)

Rows (Attributes): WEEK, Total, Average

Columns (Metrics):

1. Funnel metrics
 - a. PROSPECTS
 - b. EXPOSED
 - c. EXPOSED RATE
 - d. EXPOSURES
 - e. AVG. EXPOSURES
 - f. CHAT ONLINE EXPOSURES
 - g. CHAT ONLINE EXPOSURE RATE
 - h. ENGAGEMENT VIEWS
 - i. ACCEPTED OFFERS
 - j. CHAT ACCEPTED RATE (ENG)
 - k. REQUESTED CHATS
 - l. CONNECTED CHATS
 - m. CONNECTED CHAT RATE (REQUESTED)
 - n. CONNECTED ENG. RATE (ACCEPTED)
 - o. ENGAGED
 - p. ENGAGED RATE
 - q. ENGAGEMENTS
 - r. INTERACTIVE CHAT RATE
2. Goals metrics
 - a. TOTAL GOALS REACHED AFTER ENGAGEMENT
 - b. TOTAL GOAL REACHED RATE AFTER ENGAGEMENT

- c. TOTAL CONVERSIONS AFTER ENGAGEMENT
 - d. TOTAL CONVERSION RATE AFTER ENGAGEMENT
 - e. TOTAL CONVERSION RATE AFTER EXPOSURE NOT ENGAGEMENT
 - f. INCREMENTAL CONVERSIONS
 - g. INCREMENTAL CONVERSION RATIO
3. Operation metrics
- a. CUMULATIVE ENGAGED CHAT TIME
 - b. AVG. CHAT LENGTH
 - c. AVG. INTERACTIVE CHAT LENGTH
 - d. AVG. NON - INTERACTIVE CHAT LENGTH
 - e. AVG. TIME TO ANSWER CHAT
 - f. MAX. TIME TO ANSWER CHAT

Common to LoB, Campaign, Entry Point and Engagement panels

In order to isolate filtering by a specific object name to a single panel without influencing the other panels, a search box has been added to each panel. Searching and selecting one or more Lines of Business, Campaigns, Engagements, or Entry Points (each in their respective panel), will filter all the visualizations in the panel. This will allow drill down to the performance of a designated group of object (for example: all Sales related LoBs).



Image 5.1: Business Activity Campaign analysis

Each panel, in the bottom area, includes the general volume generated by each LoB, Campaign, or Engagement.

Graph Name (Type)	Vertical (Metrics)	Horizontal (Attributes)
[Object] Name (bar chart)	PROSPECTS	LINE OF BUSINESS / CAMPAIGN / ENGAGEMENT
	ENGAGEMENTS	

Site panel

The site level analysis adds to the top of the funnel an overview of web-traffic including the following additions.

Graph Name (Type)	Vertical (Metrics)	Horizontal (Attributes)
Prospects	PROSPECT RATE (line chart - secondary axis)	WEEK

Top data bar (Grid)

Columns (Metrics):

1. SESSIONS
2. LOGGED IN TIME

Site Trend (Grid)

Columns (Metrics):

1. Funnel metrics
 - a. SESSIONS
2. Operation metrics
 - a. LOGGED IN TIME
 - b. AWAY TOTAL NOT ENG.
 - c. AWAT TOTAL NO ENG. RATE
 - d. LABOR TIME
 - e. AWAY TOTAL ENG.
 - f. AWAY TOTAL ENG. RATE
 - g. ENGAGED TIME
 - h. ENGAGED TIME RATE
 - i. OCCUPANCY RATE
 - j. CONC. ENGAGED
 - k. CONC. LABOR

Engagement panel

Included in this panel is an **Engagement Formats selector**, allowing the filtering of all data presented in this panel by the format as set up in the engagement entity in the LiveEngage campaign module.

Supported formats include:

- A. Embedded
- B. Sticky
- C. Overlay
- D. Toaster
- E. Slide-out
- F. Peeling corner



Image 5.2: Business Activity Engagement analysis

Entry Point panel

The Entry Point is a section on your website or mobile app. On each entry point, setup in a LiveEngage Campaign, consumers are targeted and engaged. As your LiveEngage implementation grows, consumers arriving to an Entry Point may be targeted by several campaigns, effectively competing with each other towards the same or even different business goals.

Use the Business Activity by Entry Point to analyse the traffic on each website section or mobile app section. Are your campaigns covering all the visit sessions to this entry point? Are prospects being offered an engagement. Take the opportunity to optimise your targeting and engage with enough and the right consumers.

Image 5.3: Business Activity Entry Point analysis

Survey Activity Dashboard

Survey Activity Dashboard Sheet

Capture all responses to surveys presented to agents and consumers in your Live Chat implementation. This dashboard supports dynamic drilling down into specific survey questions and their respective responses, including a dedicated predefined visualization for analyzing CSAT trends.

Primary Datasets: Survey Forms and Answers

Minimum timeframe: Daily

Primary Filters:

1. Survey Type / Form, and Question
2. Agent, Agent Group, and Skill

Main Panel: Survey Analysis

This panel consists of an interconnected set of visualizations allowing for a drill down from the survey form level down to an analysis of distribution of responses for a specific survey question. Click through from top to bottom to follow the analysis path.

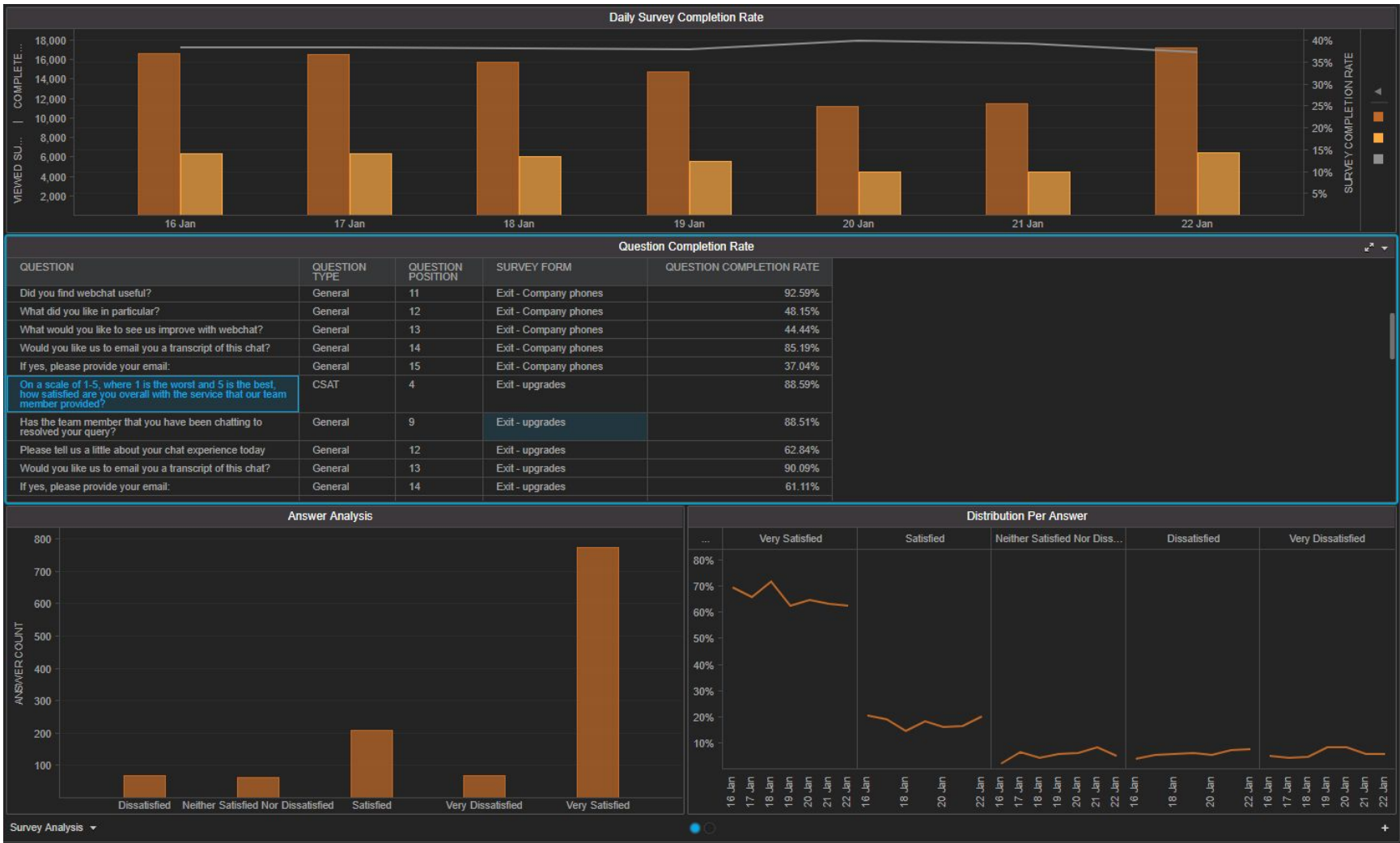


Image 6.0: Survey Activity main panel

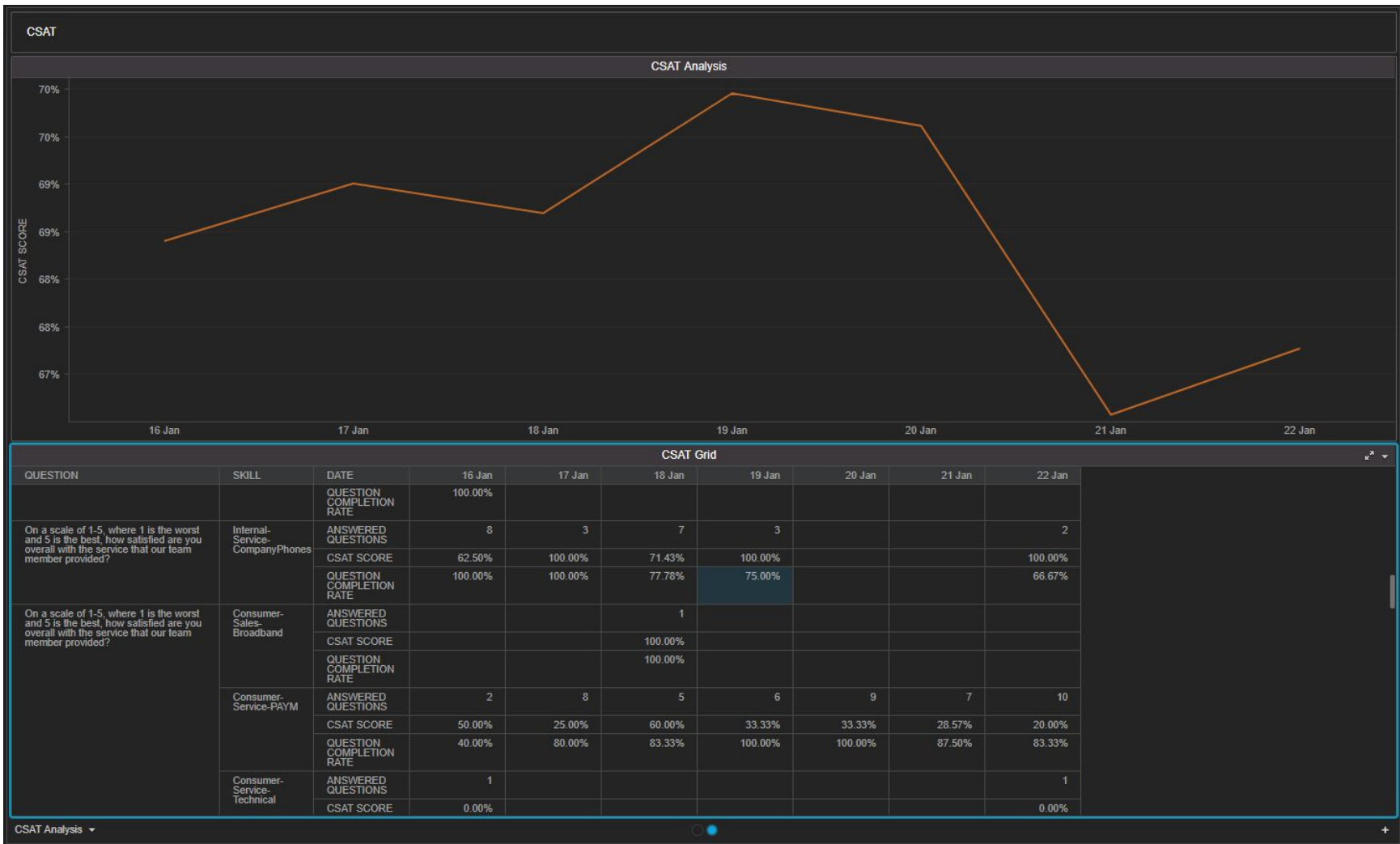
Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal /	Additional functions
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		Color (Attributes)	
Daily Survey Completion Rate (combined bar and line chart)	VIEWED SURVEY (bar chart)	DATE	Hover over bars display popup: 1) DATE 2) VIEWED SURVEY or COMPLETED SURVEY
	COMPLETED SURVEY (bar chart)		
	SURVEY COMPLETION RATE (line chart - right axis)		
Question Completion Rate (grid)	QUESTION COMPLETION RATE	QUESTION	Dynamically populates the “Answer Analysis” bar chart, and the “CSAT Analysis” line chart (if the question is of type CSAT).
		SURVEY FORM	
Answer Analysis (bar chart)	ANSWER COUNT	ANSWER	Dynamically populates the “Distribution per answer” line chart. Deselecting an answer will show the distribution for all answers of the selected question, side by side.
Distribution per Answer (line chart)	ANSWER RATE	DATE	Hover over live displays popup: 1) ANSWER 2) DATE 3) ANSWER RATE
		ANSWER	

Second Panel: CSAT Analysis

This panel displays the trend of CSAT score Over the selected time frame. The Grid will drill down to show the CSAT scoring by survey question at the skill level per day.



CSAT Grid

Row (Attributes)

1. Question
2. Skill

Row (Metrics)

1. Answered Questions
2. CSAT Score
3. Question Completion rate

Columns (Attributes)

1. Date

Survey Activity Grid

Main Panel: Survey Question Grid

Export daily survey responses with a full distribution of the provided answers. This ready made grid captures the survey responses per Skill and Agent to support additional offline manipulations over the available granularity.

Detailed Analysis (Grid)

Rows (Attributes):

1. DATE
2. DAY OF WEEK
3. GROUP
4. SKILL
5. AGENT
6. SURVEY TYPE
7. SURVEY FORM
8. QUESTION
9. QUESTION REQUIRED INDICATOR
10. QUESTION TYPE
11. ANSWER
12. ANSWER TYPE
13. STRUCTURED ANSWER INDICATOR

Columns (Metrics):

1. ANSWER COUNT
2. ANSWER RATE

Second Panel: Survey Form Grid

Export a high level overview of the survey forms to analyze the display and completion rates.

Survey Analysis (Grid)

Rows (Attributes):

1. DATE
2. DAY OF WEEK
3. SURVEY TYPE
4. SURVEY FORM

Columns (Metrics):

1. VIEWED SURVEY
2. COMPLETED SURVEY
3. SURVEY COMPLETION RATE

Business Activity Grid (Daily / Monthly)

All the funnel metrics spread out in a granular view so any member on the account may receive scheduled copies to their email. Perform the analysis and customization you need using an offline copy, in Excel using the complete business activity grid. Choose the document type (daily/monthly) based on your needed timeframe. The daily grid gives daily aggregations for the metrics below while the Monthly grid offers the corresponding aggregations at the monthly level. The data is presented at the Brand, Campaign and Engagement level.

Brand Sheet:

VISITS
PROSPECTS (SITE)
EXPOSED (SITE)
EXPOSURES (SITE)
CHAT OFFLINE EXPOSURES (SITE)
CHAT ONLINE EXPOSURES (SITE)
CHAT BUSY EXPOSURES (SITE)
MESSAGING EXPOSURES (SITE)
CONTENT EXPOSURES (SITE)
AVG. EXPOSURES (SITE)
ENGAGEMENT VIEWS
OFFLINE ENGAGEMENT VIEWS
ONLINE ENGAGEMENT VIEWS
BUSY ENGAGEMENT VIEWS
MESSAGING ENGAGEMENT VIEWS
CONTENT ENGAGEMENT VIEWS
INTERACTIVE CHATS
CONNECTED WEB MESSAGING ENG.
ENGAGEMENTS
PROSPECT RATE (SITE)
EXPOSED RATE (SITE)
[fx]VISITS ENGAGED RATE
PROSPECT RATE (SITE)
[fx]ENGAGEMENTS RATE (SITE)
IN SESSION DIRECT CONVERSIONS AFTER EXPOSURE
CROSS SESSION DIRECT CONVERSIONS AFTER
EXPOSURE
TOTAL DIRECT CONVERSIONS AFTER EXPOSURE

TOTAL INDIRECT CONVERSIONS AFTER EXPOSURE
TOTAL CONVERSIONS AFTER EXPOSURE
[fx]TOTAL CONVERSION RATE AFTER EXPOSURE (SITE)
DIRECT GOALS REACHED AFTER EXPOSURE
INDIRECT GOALS REACHED AFTER EXPOSURE
TOTAL GOALS REACHED AFTER EXPOSURE
[fx]TOTAL GOALS REACHED RATE AFTER EXPOSED
(SITE)
IN SESSION DIRECT AOV AFTER EXPOSURE
CROSS SESSION DIRECT AOV AFTER EXPOSURE
TOTAL DIRECT AOV AFTER EXPOSURE
IN SESSION AOV AFTER EXPOSURE
CROSS SESSION AOV AFTER EXPOSURE
TOTAL AOV AFTER EXPOSURE
TOTAL IN SESSION PURCHASES AFTER EXPOSURE
TOTAL CROSS SESSION PURCHASES AFTER EXPOSURE
IN SESSION DIRECT REVENUE AFTER EXPOSURE
CROSS SESSION DIRECT REVENUE AFTER EXPOSURE
TOTAL DIRECT REVENUE AFTER EXPOSURE
TOTAL INDIRECT REVENUE AFTER EXPOSURE
TOTAL REVENUE WITHOUT CONVERSION AFTER
EXPOSURE
TOTAL REVENUE AFTER EXPOSURE
IN SESSION DIRECT CONVERSIONS AFTER
ENGAGEMENT
CROSS SESSION DIRECT CONVERSIONS AFTER
ENGAGEMENT
TOTAL DIRECT CONVERSIONS AFTER ENGAGEMENT

TOTAL INDIRECT CONVERSIONS AFTER ENGAGEMENT
TOTAL CONVERSIONS AFTER ENGAGEMENT
[fx]TOTAL CONVERSION RATE AFTER ENGAGEMENT
DIRECT GOALS REACHED AFTER ENGAGEMENT
INDIRECT GOALS REACHED AFTER ENGAGEMENT
TOTAL GOALS REACHED AFTER ENGAGEMENT
TOTAL GOAL REACHED RATE AFTER ENGAGEMENT
IN SESSION DIRECT AOV AFTER ENGAGEMENT
CROSS SESSION DIRECT AOV AFTER ENGAGEMENT
TOTAL DIRECT AOV AFTER ENGAGEMENT
IN SESSION AOV AFTER ENGAGEMENT
CROSS SESSION AOV AFTER ENGAGEMENT
TOTAL AOV AFTER ENGAGEMENT

TOTAL IN SESSION PURCHASES AFTER ENGAGEMENT
TOTAL CROSS SESSION PURCHASES AFTER
ENGAGEMENT
IN SESSION DIRECT REVENUE AFTER ENGAGEMENT
CROSS SESSION DIRECT REVENUE AFTER
ENGAGEMENT
TOTAL DIRECT REVENUE AFTER ENGAGEMENT
TOTAL INDIRECT REVENUE AFTER ENGAGEMENT
TOTAL REVENUE WITHOUT CONVERSION AFTER
ENGAGEMENT
TOTAL REVENUE AFTER ENGAGEMENT

Campaign Sheet:

PROSPECTS (CAMP)
EXPOSED (CAMP)
EXPOSURES (CAMP)
CHAT OFFLINE EXPOSURES (CAMP)
CHAT ONLINE EXPOSURES (CAMP)
CHAT BUSY EXPOSURES (CAMP)
MESSAGING EXPOSURES (CAMP)
CONTENT EXPOSURES (CAMP)
AVG. EXPOSURES (CAMP)
ENGAGEMENT VIEWS
OFFLINE ENGAGEMENT VIEWS
ONLINE ENGAGEMENT VIEWS
BUSY ENGAGEMENT VIEWS
MESSAGING ENGAGEMENT VIEWS

CONTENT ENGAGEMENT VIEWS
INTERACTIVE CHATS
CONNECTED WEB MESSAGING ENG.
ENGAGEMENTS
PROSPECTS RATE
EXPOSED RATE (CAMP)
VISITS ENGAGED RATE
[fx]PROSPECTS ENGAGED RATE (CAMP)
[fx]ENGAGEMENTS RATE (CAMP)
IN SESSION DIRECT CONVERSIONS AFTER EXPOSURE
CROSS SESSION DIRECT CONVERSIONS AFTER
EXPOSURE
TOTAL DIRECT CONVERSIONS AFTER EXPOSURE
TOTAL INDIRECT CONVERSIONS AFTER EXPOSURE

[fx]TOTAL DIRECT CONVERSION RATE AFTER EXPOSURE (CAMP)
DIRECT GOALS REACHED AFTER EXPOSURE
INDIRECT GOALS REACHED AFTER EXPOSURE
[fx]DIRECT GOALS REACHED RATE AFTER EXPOSURE (CAMP)
IN SESSION DIRECT AOV AFTER EXPOSURE
CROSS SESSION DIRECT AOV AFTER EXPOSURE
TOTAL DIRECT AOV AFTER EXPOSURE
IN SESSION DIRECT REVENUE AFTER EXPOSURE
CROSS SESSION DIRECT REVENUE AFTER EXPOSURE
TOTAL DIRECT REVENUE AFTER EXPOSURE
TOTAL INDIRECT REVENUE AFTER EXPOSURE
IN SESSION DIRECT CONVERSIONS AFTER ENGAGEMENT
CROSS SESSION DIRECT CONVERSIONS AFTER

ENGAGEMENT
TOTAL DIRECT CONVERSIONS AFTER ENGAGEMENT
TOTAL INDIRECT CONVERSIONS AFTER ENGAGEMENT
TOTAL DIRECT CONVERSION RATE AFTER ENGAGEMENT
DIRECT GOALS REACHED AFTER ENGAGEMENT
INDIRECT GOALS REACHED AFTER ENGAGEMENT
DIRECT GOAL REACHED RATE AFTER ENGAGEMENT
IN SESSION DIRECT AOV AFTER ENGAGEMENT
CROSS SESSION DIRECT AOV AFTER ENGAGEMENT
TOTAL DIRECT AOV AFTER ENGAGEMENT
IN SESSION DIRECT REVENUE AFTER ENGAGEMENT
CROSS SESSION DIRECT REVENUE AFTER ENGAGEMENT
TOTAL DIRECT REVENUE AFTER ENGAGEMENT
TOTAL INDIRECT REVENUE AFTER ENGAGEMENT

Engagement Sheet:

PROSPECTS (ENG)
EXPOSED (ENG)
EXPOSURES (ENG)
CHAT OFFLINE EXPOSURES (ENG)
CHAT ONLINE EXPOSURES (ENG)
CHAT BUSY EXPOSURES (ENG)
MESSAGING EXPOSURES (ENG)
CONTENT EXPOSURES (ENG)
AVG. EXPOSURES (ENG)
ENGAGEMENT VIEWS
OFFLINE ENGAGEMENT VIEWS
ONLINE ENGAGEMENT VIEWS

BUSY ENGAGEMENT VIEWS
MESSAGING ENGAGEMENT VIEWS
CONTENT ENGAGEMENT VIEWS
INTERACTIVE CHATS
CONNECTED WEB MESSAGING ENG.
ENGAGEMENTS
PROSPECTS RATE
EXPOSED RATE (ENG)
VISITS ENGAGED RATE
[fx]PROSPECTS ENGAGED RATE (CAMP)
ACCEPTED OFFERS
OFFLINE CHAT OFFERS ACCEPTED

ONLINE CHAT OFFERS ACCEPTED
BUSY CHAT OFFERS ACCEPTED
MESSAGING OFFERS ACCEPTED
CONTENT CLICKED
CONNECTED CHATS
ABANDONED CHATS
[fx]ENGAGEMENTS RATE (SITE)
IN SESSION DIRECT CONVERSIONS AFTER EXPOSURE
CROSS SESSION DIRECT CONVERSIONS AFTER
EXPOSURE
TOTAL DIRECT CONVERSIONS AFTER EXPOSURE
TOTAL INDIRECT CONVERSIONS AFTER EXPOSURE
[fx]TOTAL DIRECT CONVERSION RATE AFTER
EXPOSURE (SKILL ENG)
DIRECT GOALS REACHED AFTER EXPOSURE
INDIRECT GOALS REACHED AFTER EXPOSURE
[fx]DIRECT GOALS REACHED RATE AFTER EXPOSURE
(ENG)
IN SESSION DIRECT AOV AFTER EXPOSURE
CROSS SESSION DIRECT AOV AFTER EXPOSURE
TOTAL DIRECT AOV AFTER EXPOSURE
IN SESSION DIRECT REVENUE AFTER EXPOSURE

CROSS SESSION DIRECT REVENUE AFTER EXPOSURE
TOTAL DIRECT REVENUE AFTER EXPOSURE
TOTAL INDIRECT REVENUE AFTER EXPOSURE
IN SESSION DIRECT CONVERSIONS AFTER
ENGAGEMENT
CROSS SESSION DIRECT CONVERSIONS AFTER
ENGAGEMENT
TOTAL DIRECT CONVERSIONS AFTER ENGAGEMENT
TOTAL INDIRECT CONVERSIONS AFTER ENGAGEMENT
TOTAL DIRECT CONVERSION RATE AFTER
ENGAGEMENT
DIRECT GOALS REACHED AFTER ENGAGEMENT
INDIRECT GOALS REACHED AFTER ENGAGEMENT
DIRECT GOAL REACHED RATE AFTER ENGAGEMENT
IN SESSION DIRECT AOV AFTER ENGAGEMENT
CROSS SESSION DIRECT AOV AFTER ENGAGEMENT
TOTAL DIRECT AOV AFTER ENGAGEMENT
IN SESSION DIRECT REVENUE AFTER ENGAGEMENT
CROSS SESSION DIRECT REVENUE AFTER
ENGAGEMENT
TOTAL DIRECT REVENUE AFTER ENGAGEMENT
TOTAL INDIRECT REVENUE AFTER ENGAGEMENT

Operational & Staffing Dashboard

This dashboard includes operational metrics used to analyze agent activity and performance. It provides brands the ability to monitor from both supply and demand perspective, their chat operation at the LOB, skill, campaign and engagement level. A dedicated user guide for working with this Dashboard can be found [here](#).

Primary Datasets: Exposures Hourly, Post Connect Hourly, Queue Health Hourly, Survey Hourly

Minimum timeframe: Hourly

Demand Analysis Sheet

Primary Filters: Skill, LOB

Main Panel: Demand Summary

The following panel will be presented when accessing the Operational & Staffing predefined dashboard. It provides an overview of Demand analysis. The dashboard aggregates data by the chosen skills to show Chat funnel metrics and present visualizations of the funnel in two levels; comparing prospects the exposures and the showing the requested chat funnel to connected chats.



Top data bar (Grid)

Columns (Metrics):

1. CHAT PROSPECTS
2. CHAT EXPOSED
3. EXPOSED RATE
4. REQUESTED CHATS
5. CLICK RATE
6. CONNECTED CHATS
7. CONNECTED CHAT RATE

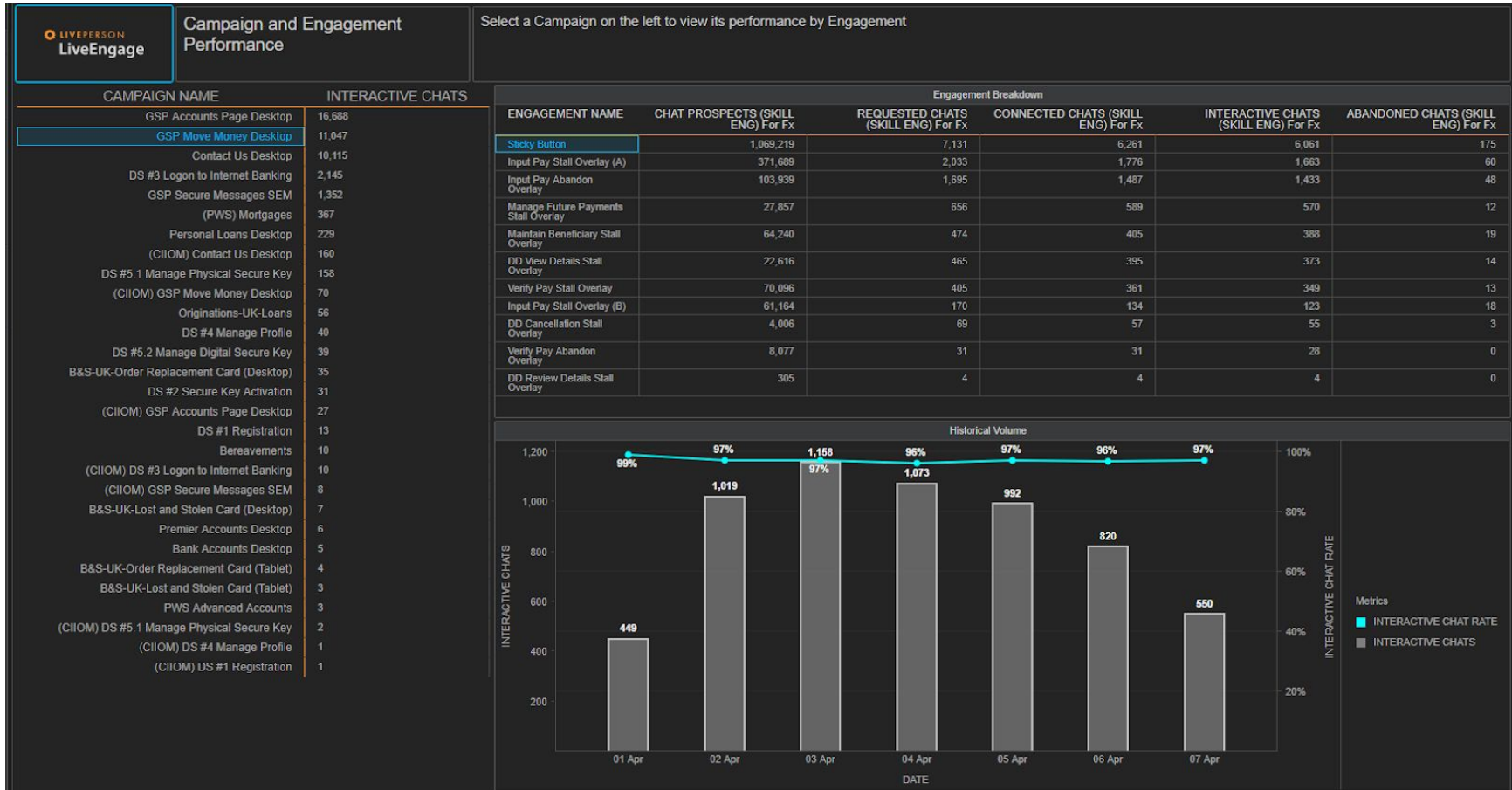
- 8. INTERACTIVE CHART
- 9. INTERACTIVE CHAT RATE

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Prospects vs. Exposure by day (Area Chart)	CHAT PROSPECTS (SKILL) For Fx CHAT EXPOSED (SKILL) For Fx	DAY OF THE WEEK = A	Hover to view the data points per hour of the day Dynamically reflects the aggregated selected skill's data as chosen in the filter.
Chat Funnel {Requested, Interactive, Connected} (Area Chart)	REQUESTED CHATS INTERACTIVE CHATS CONNECTED CHATS	DAY OF THE WEEK	Hover to view the data points per hour of the day Dynamically reflects the aggregated selected skill's data as chosen in the filter.

Panel 2: Demand Processing

The following panel will be presented when accessing the Operational & Staffing predefined dashboard. It provides an overview of Demand analysis. The dashboard aggregates data to the campaign and engagement level and shows the funnel metrics in a gridview as well as through a day by day trend view (bar chart)



Left data table (Grid) “Campaign”

Columns (Metrics):

1. CAMPAIGN NAME
2. INTERACTIVE CHATS

Right data table (Grid) “Engagement Breakdown”

Columns (Metrics):

1. ENGAGEMENT NAME
2. CHAT PROSPECTS (SKILL ENG)
3. REQUESTED CHATS (SKILL ENG)
4. CONNECTED CHATS (SKILL ENG)
5. INTERACTIVE CHATS (SKILL ENG)
6. ABANDONED CHATS (SKILL ENG)

Visualizations:

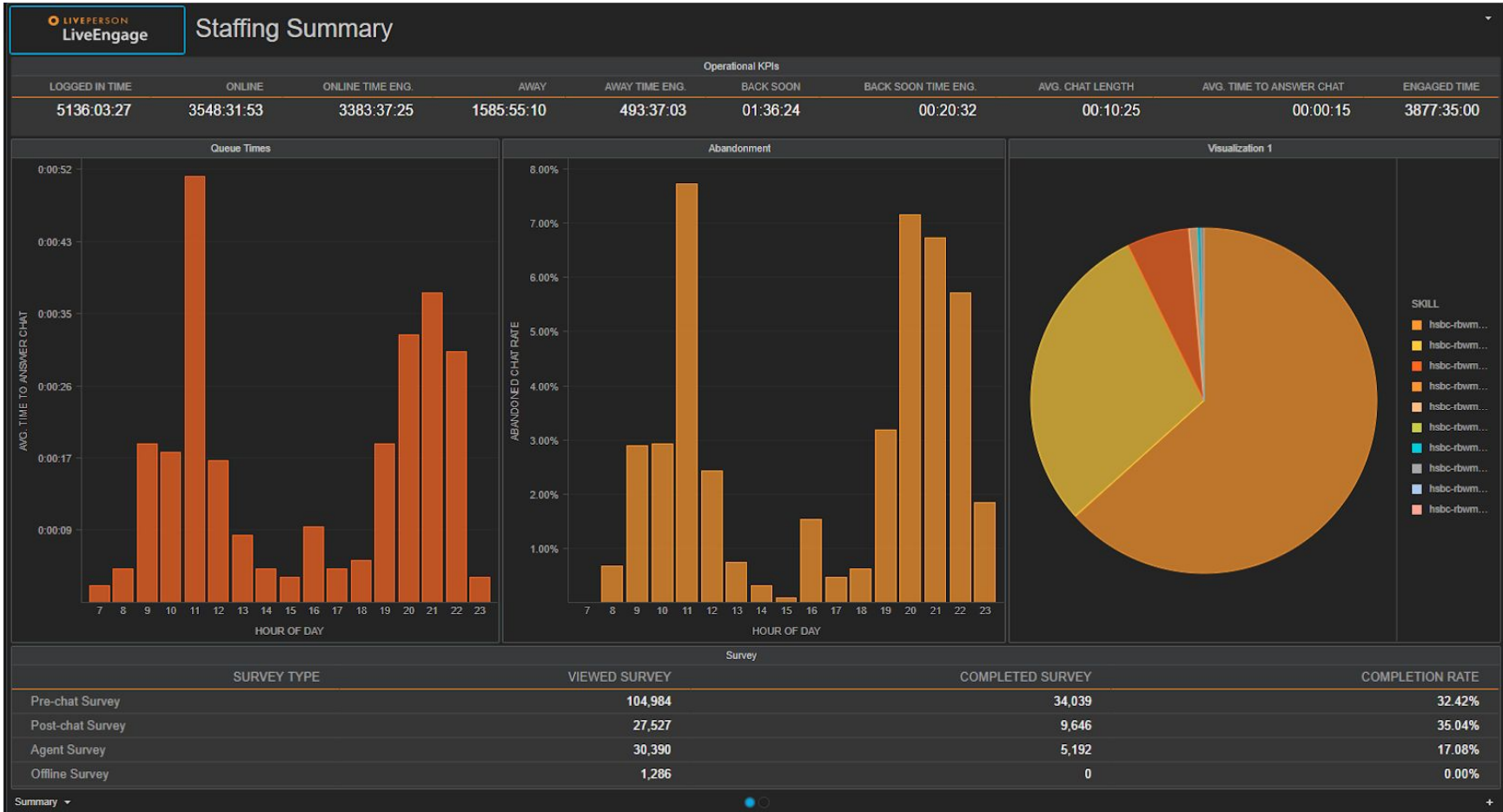
Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Historical Volume (Combe Chart)	<ul style="list-style-type: none">● INTERACTIVE CHAT RATE● INTERACTIVE CHATS	DATE	Dynamically reflects the aggregated data of the selected Campaign from the Campaign Grid (left). Click on a Campaign name and see the relevant data in the visualization.

Staffing Analysis Sheet

Primary Filters: Skill

Main Panel: Summary

This panel presents a summary of the Staffing related metrics as they pertain to the consumer and agent experience. Users see the queue times aggregated by the chosen skill as well as the skill's abandonment rate and derived missed opportunities. The survey funnel is also represented in this summary to complete the consumer's experience.



Top data table (Grid) “Operational KPIs”

Columns (Metrics):

1. LOGGED IN TIME
2. ENGAGED TIME
3. ONLINE

4. ONLINE TIME ENG.
5. AWAY
6. AWAY TIME ENG
7. BACK SOON
8. BACK SOON TIME ENG.

Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Queue Times (Bar Chart)	<ul style="list-style-type: none"> ● AVG. TIME TO ANSWER 	HOUR	
Abandonment (Bar Chart)	<ul style="list-style-type: none"> ● ABANDONED CHAT RATE 	HOUR	
Missed Opportunity by skill (Pie Chart)	<ul style="list-style-type: none"> ● MISSED OPPORTUNITIES (SKILL) 	SKILL	

Bottom data table (Grid) "Survey"

Columns (Metrics):

1. SURVEY TYPE
2. VIEWED SURVEY

3. COMPLETED SURVEY
4. COMPLETION RATE

Panel 2: Missed Opportunity

This panel presents a deep dive into missed opportunity as it pertains to actual staffing. It highlights the times of day where staffing impacts the potential for increasing exposure of chat buttons to consumers. This helps Brands optimize their operation to fit the demand in increase targeting in relation to the staffing.



Visualizations:

Graph Name (Type)	Vertical / Angle (Metrics)	Horizontal / Color (Attributes)	Additional functions
Missed Opportunity Weekly	CHAT EXPOSED (S...), Exposure Rate	DATE	Stacked bars, Line chart
Total vs Actual Volume	Potential Engagements, ENGAGED, Potential Exposed, CHAT EXPOSED (S...)	DATE	Area chart
Missed Opportunity Hourly	Missed Opportunities	DAY OF WEEK, HOUR OF DAY	Heatmap, Data table
Missed Opp. by Day of Week by Hour	Missed Opportunities	DAY OF WEEK, HOUR OF DAY	Line chart

Missed Opportunity Weekly (Stacked Combo Bar & Line Chart)	<ul style="list-style-type: none"> ● CHAT EXPOSED (SKILL) ● MISSED EXPOSED (SKILL) ● EXPOSED RATE (SKILL) 	DATE	
Total vs Actual Volume (Stacked Area Chart)	<ul style="list-style-type: none"> ● POTENTIAL ENGAGEMENTS (SKILL) ● ENGAGED ● POTENTIAL EXPOSED (SKILL) ● CHAT EXPOSED (SKILL) 	DATE	
Missed Opp. by Day of Week by Hour (Area Chart)	<ul style="list-style-type: none"> ● MISSED OPPORTUNITIES (SKILL) 	DAY OF THE WEEK & HOUR	

Microstrategy Terminology

Microstrategy Sources:

http://www2.microstrategy.com/producthelp/10.2/MobileServer/WebHelp/Lang_1033/Content/MobileDesignAndAdmin/Glossary.htm

Term	Description
Dashboard	A visually intuitive display of data that summarizes key business indicators for a quick status check. A special type of document, dashboards usually provide interactive features that let users change how they view the dashboard's data.
Sheet	Sheets allow you to create layers of data that are filtered in different ways. Each sheet has a separate set of filters, allowing you to create different filters for different sheets. Each sheet is displayed on a separate tab in the dashboard.
Panel	A way of grouping data in a document so that users can navigate subsets of data as if the subsets were pages in a smaller document. Each "page", or layer of data, is a panel; a group of panels is called a panel stack.
Grid / Graph	A control placed in a document that displays information in the same way a MicroStrategy report does.
Dataset	A MicroStrategy report that retrieves data from the data warehouse or cache. It is used to define the data available on a document.
Metric	<ol style="list-style-type: none">1) A business calculation defined by an expression built with functions, facts, attributes, or other metrics. For example: Sum(dollar_sales) or [Sales] - [Cost].2) The MicroStrategy object that contains the metric definition. It represents a business measure or key performance indicator.
Derived metric	A metric that you can create based on existing objects on the dashboard. A derived metric performs a calculation on the fly with the data available on a dashboard, without re-executing the dashboard against the data source. Derived metrics are saved and displayed only on the specific dashboard on which they are created.

Attribute	A data level defined by the system architect and associated with one or more columns in a data warehouse lookup table. Attributes include data classifications like Region, Order, Customer, Age, Item, City, and Year. They provide a means for aggregating and filtering at a given level.
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