



Oracle Live Help On Demand

Version 2012-10

Webcare Conversion Report Guide

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Oracle Live Help On Demand

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Webcare Conversion Report

Overview

The Conversion report displays data related to customer transactions which have occurred as a direct result of a Live Help Call or Chat. Specifically, the customer and agent have interacted via a Live Help Call or Chat invite link which has been offered and accepted.

Subsequently, this interaction has resulted in a transaction being made either during the current Call or Chat session, or up to a maximum period of 7 days after the Call or Chat occurred.

Transactions

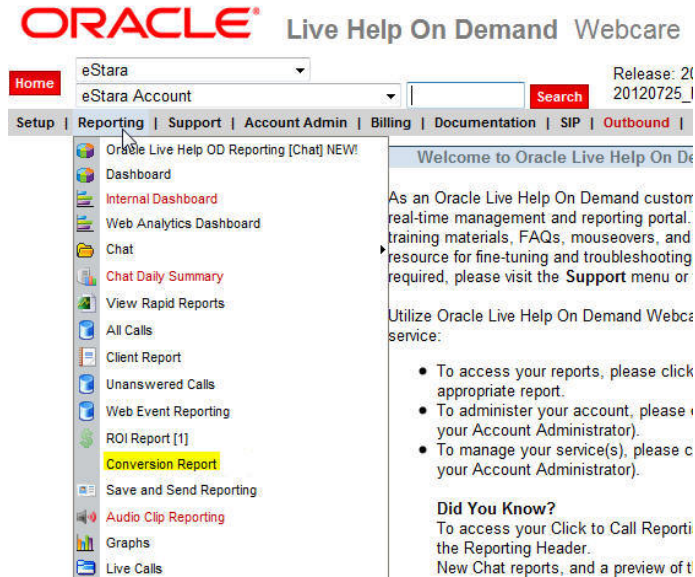
A transaction event, also known as a Transaction Complete event, denotes that a transaction has occurred. For commerce sites, this will typically refer to the submission of an order. Transaction events are usually generated as a result of Transaction Complete rules being triggered on a page (e.g. on a cart checkout page).

Conversions

A conversion is a connected Live Help Call or Chat interaction that has one or more transactions associated with it.

Using the report

1. To access the report, log on to Webcare in the normal way and go to the Reporting menu. Select the Conversion Report option, highlighted in yellow in the example screen below.



The Conversion Report window opens, as displayed below:

Conversion Report

Event horizon

Variable storing shopping cart total(optional):

Preset

Starting

Ending

Include all invites

2. You must make the following selections to generate the report:
 - *Event horizon*: enter the amount of days between when the customer and agent interactions took place via Live Help Call or Chat and when the transactions were made. The maximum amount of time to have elapsed between a Call or Chat occurring and a transaction is 7 days. The default is 7 days.

- *Variable storing shopping cart total (optional)*: select the variable storing the shopping cart total, if required.
- *Preset*: select a pre-defined date range for the report. Refer to Appendix A for a definition of all preset timeframes.

Note: If you select the Custom Range preset then you are automatically prompted to enter a specific calendar start and end date and a time selection. Likewise, if you do not make a Preset selection and use the calendar then the Preset field automatically displays as Custom Range.

- *Starting*: enter a date and time range from which you want the report to start.
- *Ending*: enter a date and time range from which you want the report to end.
- *Include all invites*: check this box to include all invites in the report. By default, if there are no accepted invites, no connected interactions and no converted interactions for an invite link then its data it is not visible in the report. An 'Include all invites' box should be selected when you want to include such invite links in your report.

3. Once your selections are entered, click on the *Generate Table* button. An example report is displayed below:

Note: The report provides a detailed conversion breakdown per Live Help service (Call, Chat) in to sections. Each section displays the activity for a specified reporting period for the given service. If a particular Live Help service has no activity then its section is not visible as part of the report.

Conversion Report

Event horizon:

Variable storing shopping cart total(optional):

Preset:

Starting:

Ending:

Include all invites:

Call *

Rule/Link Name	Invites	Accepted	Connected	Converted	Transactions	Conversion Rate	Orders Total	Int. AOV	AOV
Regression Hover Link	24	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke Email VWeb Link (Prod)	14	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke Hover Link (Prod)	9	1	1	1	1	100%	66.00	66.00	66.00
Rule Activated: Smoke Timeout VWeb Link (Prod)	9	1	1	1	1	100%	66.00	66.00	66.00
Rule Activated: Smoke VWeb Link (Prod)	14	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke Email Link	17	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke Hover Link	14	2	1	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke Timeout Link	14	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke VWeb Link	21	0	0	0	0	0%	0.00	0.00	0.00
Smoke Hover Link	48	1	0	0	0	0%	0.00	0.00	0.00
Smoke Hover Link (Production)	14	0	0	0	0	0%	0.00	0.00	0.00
Smoke Timeout Link	48	6	5	0	0	0%	0.00	0.00	0.00
Smoke Timeout VWeb Link (Production)	13	0	0	0	0	0%	0.00	0.00	0.00
Smoke VWeb Link	108	0	0	0	0	0%	0.00	0.00	0.00
Smoke VWeb Link (Production)	33	5	4	0	0	0%	0.00	0.00	0.00
Totals	400	16	12	2	2	16.67%	132.00	66.00	66.00

Chat

Rule/Link Name	Invites	Accepted	Connected	Converted	Transactions	Conversion Rate	Orders Total	Int. AOV	AOV
Rule Activated: Smoke IS Chat Email Link	11	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke IS Chat Hover Link	9	4	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke IS Chat Hover Link (prod)	9	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke IS Chat Timeout Link	9	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke IS Chat Timeout Link (prod)	9	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke ISChat VWeb Link	13	0	0	0	0	0%	0.00	0.00	0.00
Rule Activated: Smoke ISChat VWeb Link (prod)	14	0	0	0	0	0%	0.00	0.00	0.00
Smoke IS Chat Hover Link	54	6	0	0	0	0%	0.00	0.00	0.00
Smoke IS Chat Timeout Link	47	3	0	0	0	0%	0.00	0.00	0.00
Smoke IS Chat Timeout Link (prod)	14	0	0	0	0	0%	0.00	0.00	0.00
Smoke ISChat VWeb Link	39	1	0	0	0	0%	0.00	0.00	0.00
Smoke ISChat VWeb Link (Prod)	16	0	0	0	0	0%	0.00	0.00	0.00
Smoke ISChat VWeb Link(production)	39	15	9	0	0	0%	0.00	0.00	0.00
VWeb	20	14	2	0	0	0%	0.00	0.00	0.00
Totals	303	43	11	0	0	0%	0.00	0.00	0.00

Conversion Rates	
Total Converted Call/Chat Interactions:	4
Total Transactions:	4
Total Call/Chat Orders Value:	264.00
Conversion Rate with call/chat:	12.5%
Overall Site Conversion Rate**:	23.53%

Report Metrics

The following metrics make up the columns within the Conversion report:

Rule/Link Name

The name of the Live Help Call or Chat invite link associated with a Call or Chat interaction.

Invites

The number of offered Live Help invitations.

Accepted

The number of accepted Live Help invitations.

Connected

The number of connected Live Help interactions.

Converted

The number of connected Live Help interactions that have been converted. A converted interaction will have one or more transactions associated with it.

Transactions

The number of distinct transactions.

Conversion Rate

The number of converted interactions divided by the number of connected interactions.

Orders Total

The total order value for the connected Call/Chat interactions which occurred as a direct result of an invite offered.

Int Average Order Value (AOV)

The average order value per converted interaction. This is equivalent to the Orders Total divided by the number of Converted interactions.

Average Order Value (AOV)

The average order value per transaction. This is equivalent to the Orders Total divided by the number of Transactions.

Conversion Rates Summary table

This refers to the summary table that appears at the end of the report. An example is displayed below:

Conversion Rates	
Total Converted Call/Chat Interactions:	4
Total Transactions:	4
Total Call/Chat Orders Value:	264.00
Conversion Rate with call/chat:	12.5%
Overall Site Conversion Rate**:	23.53%

The metrics contained within this table include:

- **Total Converted Call/Chat Interactions:** This is the sum of all converted Live Help Calls and Chats. This figure is equivalent to the sum of the Converted column values in the preceding sections of the report.
- **Total Transactions:** This is the total number of transactions across Live Help Call and Chat. This figure is equivalent to the sum of the Transactions column values in the preceding sections.
- **Total Call/Chat Orders Value:** This is the total order value across Live Help Call and Chat. This figure is equivalent to the sum of the Orders Total column values in the preceding sections.
- **Conversion Rate with call/chat:** This figure is equivalent to the total number of converted Live Help Call/Chat interactions divided by the total number of connected Call/Chat interactions.
- **Overall Site Conversion Rate:** This is the conversion rate for all visitors to the site, regardless of whether they engaged in a Live Help Call or Chat interaction.

Appendix A: Preset Time Frames

Relative Time Frames

There are a number of preset relative time frames that return data for the time period described. You can select the relative time frame you require by clicking on the dropdown box and selecting the appropriate option.

The following table provides more information about how the preset time frames display data.

Preset Time frame	Description	Using the time frame of 14:26:11 on Thursday 16th February 2012, the following results are available when the preset time frames below are selected:	
		Starting at	Ending at
Yesterday	This displays data from the previous day.	00:00:00 on Wednesday 15 th February 2012	23:59:59 on Wednesday 15 th February 2012
This week	This displays data for the current calendar week.	Start periods depend on what starting day of the week is configured for your organization	End periods depend on what starting day of the week is configured for your organization
Last week	This displays data for the most recently completed calendar week.	Start periods depend on what starting day of the week is configured for your organization	End periods depend on what starting day of the week is configured for your organization
Last 3 days	This displays data for the most recently completed 3-day period	00:00:00 on Tuesday 14 th February 2012	23:59:59 on Thursday 16 th February 2012
Last 7 days	This displays data for the most recently completed 7-day period	00:00:00 on Friday 10 th February 2012	23:59:59 on Thursday 16 th February 2012
Month to date	This displays data for the current calendar month.	00:00:00 on Wednesday 1 st February 2012	23:59:59 on Wednesday 15 th February 2012

Last month	This displays data for the most recently completed calendar month.	00:00:00 on Sunday 1 st January 2012	23:59:59 on Tuesday 31 st January 2012
Last 30 days	This displays data for the most recently completed 30-day period.	00:00:00 on Wednesday 18th January 2012	23:59:59 on Thursday 16 th February 2012

Absolute Time Frames

You can also define the reporting time frame by providing a start date and an end date. There are some limitations to the dates that you can define.

- Reports can date back to a maximum period of one month.
- The End Date can be as late as today's date.

Appendix B: ROI and Conversion Reports Comparison

This section highlights the main differences between the Webcare ROI report and the Conversion report.

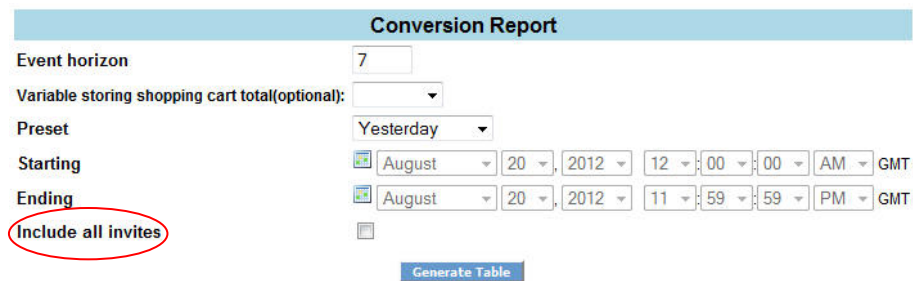
An example of the ROI report search criteria is displayed below:



The screenshot shows the 'ROI Report' search criteria form. It includes the following fields and values:

- Event horizon:** 7
- Variable storing shopping cart total(optional):** var1
- Preset:** Today
- Starting:** September 6, 2012 12:00:00 AM GMT
- Ending:** September 6, 2012 11:59:59 PM GMT
- Generate Table:** Button

An example of the Conversion report search criteria is displayed below:



The screenshot shows the 'Conversion Report' search criteria form. It includes the following fields and values:

- Event horizon:** 7
- Variable storing shopping cart total(optional):** (empty)
- Preset:** Yesterday
- Starting:** August 20, 2012 12:00:00 AM GMT
- Ending:** August 20, 2012 11:59:59 PM GMT
- Include all invites:** (circled in red)
- Generate Table:** Button

Both the ROI and Conversion reports use most of the same search criteria; *Event Horizon, Variable storing shopping cart total (optional), Preset, Starting and Ending.*

Only the Conversion report makes use of the *Include all invites* criteria. You can tick this box to include all invites in the report. By default, if there are no accepted invites, no connected interactions and no converted interactions for an invite link then its data it is not visible in the report. An 'Include all invites' box should be selected when you want to include such invite links in your report.

You can click on the Generate Table button to run the report, once all the search criteria have been selected. An example of the ROI report is displayed below:

Call:

Rule/Link Name	Invites	Invites Accepted	Conversions*	Conversion Rate	Orders Total	AOV
Demo Call	1	2	0	0%	\$0.00	\$0.00
Demo Call Web Link	19	6	0	0%	\$0.00	\$0.00
Rule Activated Smoke Hover Link (Prod)	107	1	1	100%	\$33.00	\$33.00
Rule Activated Smoke Timeout Web Link (Prod)	109	1	1	100%	\$33.00	\$33.00
Rule Activated Smoke VWeb Link (Prod)	137	1	0	0%	\$0.00	\$0.00
Smoke Email VWeb Link (Production)	0	2	3	150%	\$99.00	\$33.00
Smoke Timeout Web Link (Production)	107	1	1	100%	\$33.00	\$33.00
Smoke VWeb Link (Production)	140	3	0	0%	\$0.00	\$0.00
Smoke VWeb Link(batman)	1	1	0	0%	\$0.00	\$0.00
Test Call Link	1	1	0	0%	\$0.00	\$0.00
Totals	622	19	6	31.58 %	\$198.00	\$33.00

Chat:

Rule/Link Name	Invites	Invites Accepted	Conversions	Conversion Rate	Orders Total	AOV
Demo Chat Hover Link	2	3	0	0%	\$0.00	\$0.00
Rule Activated Smoke Chat Email Link (Prod)	74	1	0	0%	\$0.00	\$0.00
Rule Activated Smoke Chat Hover Link (Prod)	105	1	1	100%	\$33.00	\$33.00
Rule Activated Smoke Chat Timeout Link (Prod)	108	2	2	100%	\$66.00	\$33.00
Rule Activated: Smoke Chat Hover Link	16	4	0	0%	\$0.00	\$0.00
Smoke Chat Hover Link	51	11	0	0%	\$0.00	\$0.00
Smoke Chat Timeout Link (Production)	105	2	3	150%	\$99.00	\$33.00
Smoke Chat VWeb Link	159	8	0	0%	\$0.00	\$0.00
Smoke Chat VWeb Link (Production)	140	3	0	0%	\$0.00	\$0.00
Web Demo Chat	8	2	0	0%	\$0.00	\$0.00
Totals	768	37	6	16.22 %	\$198.00	\$33.00

IS Chat:

Rule/Link Name	Invites	Invites Accepted	Conversions	Conversion Rate	Orders Total	AOV
IS Chat Hover link	2	1	0	0%	\$0.00	\$0.00
IS Timeout Chat	4	2	0	0%	\$0.00	\$0.00
James McCullough test ischat web	70	13	0	0%	\$0.00	\$0.00
Rule Activated: Smoke IS Chat Hover Link	32	1	0	0%	\$0.00	\$0.00
Rule Activated: Smoke ISChat VWeb Link (prod)	117	11	0	0%	\$0.00	\$0.00
Smoke IS Chat Timeout Link (prod)	107	1	0	0%	\$0.00	\$0.00
Smoke ISChat VWeb Link	37	7	0	0%	\$0.00	\$0.00
Smoke ISChat VWeb Link (Prod)	112	21	5	23.8%	\$165.00	\$33.00
VWeb	12	7	0	0%	\$0.00	\$0.00
Totals	493	64	5	7.81 %	\$165.00	\$33.00

Conversion Rates	
Total Call/Chat Conversions:	11
Total Call/Chat Orders Value:	\$561.00
Overall Site Conversion Rate**:	56.76%
Conversion Rate with eStara call/chat:	13.25%

Similar to the Conversion report example on page 4, the ROI report provides a detailed conversion breakdown per Live Help service (Call, Chat) in to sections. Each section displays the activity for a specified reporting period for the given service. If a particular Live Help service has no activity then its section is not visible as part of the report.

The following table displays a comparison of the metrics for both the ROI and Conversion reports (a '-' represents a particular metric not available in the associated report):

Metric	ROI Report	Conversion Report
Rule/Link Name	The name of the Live Help Call or Chat invite link associated with a Call or Chat interaction.	The name of the Live Help Call or Chat invite link associated with a Call or Chat interaction.
Invites	The number of offered Live Help invitations.	The number of offered Live Help invitations.
Invites Accepted	The number of accepted Live Help invitations.	See <i>Accepted</i>
Conversions	The number of transactions	-
Conversion Rate	The number of transactions divided by the number of invites accepted.	The number of converted interactions divided by the number of connected interactions.
Orders Total	The total order value for the transactions which occurred as a direct result of an invite offered.	The total order value for the transactions which occurred as a direct result of an invite offered.
Average Order Value (AOV)	The average order value per transaction. This is equivalent to the Orders Total divided by the number of Transactions.	The average order value per transaction. This is equivalent to the Orders Total divided by the number of Transactions.

Accepted	<i>See Invites Accepted</i>	The number of accepted Live Help invitations.
Connected	-	The number of connected Live Help interactions.
Converted	-	The number of connected Live Help interactions that have been converted. A converted interaction will have one or more transactions associated with it.
Transactions	-	The number of distinct transactions.
Int. Average Order Value (AOV)	-	The average order value per converted interaction. This is equivalent to the Orders Total divided by the number of Converted interactions.