

giosg

Reports guide



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Reporting

The screenshot shows the giosg web application interface. At the top, there is a navigation bar with the giosg logo on the left and menu items: Console, Settings, Reporting, and User Management. On the right of the navigation bar, there are notification and user profile icons. Below the navigation bar, a dropdown menu is set to "Show all rooms". The main area displays a grid of rooms, each represented by a colored bar and a chat icon. A large pink callout bubble is overlaid on the grid, containing the text "Click on 'Reporting' to access data". On the left side, there is a sidebar with a "Stop" button, a "CAPACITY" slider set to 5, and a list of "TEAMMATES" including Noora Pitkänen, Heli Hänninen, and Ida Vaenerberg.

Introduction to reporting

➤ Most reports are available in a time frame of three months backwards from today, and data is available on the next day

Choose the report from the panel on the left

- Real Time
- Daily statistics
- Sales
- Leads
- Operators
- Visitors
- Rules and Goals
- Custom reports

Real Time report shows real time data about visitors

Choose a room and time period for your report in the top navigation panel

You can also pick a default time range

Daily statistics shows an overview for any single day

Access data for more than three months back in Custom Reports

All rooms (whole organization) ▾

14-05-2018 > 20-05-2018

Pick time range ▾

- Yesterday
- Last week
- Last month
- Last 7 days
- Last 30 days
- Custom range

Conversion %

May 2018							June 2018						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

Real Time Reporting

➤ See what's happening at your company's giosg account today in real time

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Realtime stats

- Operators online: 2
- Current chats: 0
- Visitors currently: 1
- Visitors today: 10

Today

- Average wait time: 0:06
- Max wait time: 0:07
- Chats today: 2
- Chats missed: 0

Tags today

- #CS Advice: 1
- #Reports: 1

Shopping cart today

0,00 €

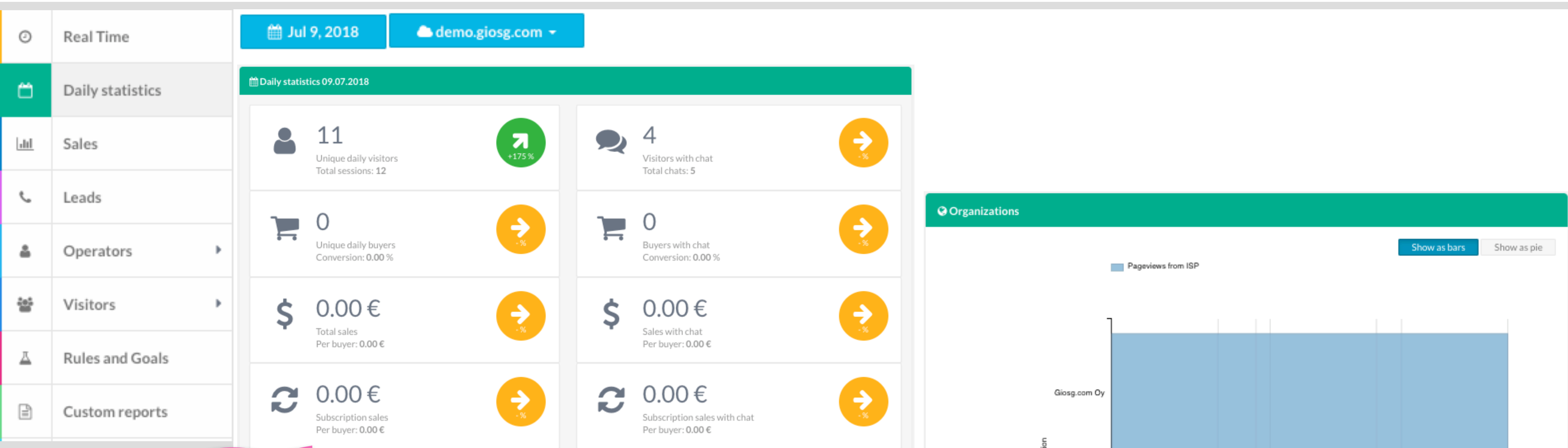
Operator stats

Name	Current chats	Chats today	Carts sold	Sales today	Conversion	Time online	Time present
Sebastian Heinonen	0	0	0	0,00 €	0,00 %	0 min	0 min
Laura Leskinen	0	0	0	0,00 €	0,00 %	0 min	0 min
Noora Pitkänen	0	2	0	0,00 €	0,00 %	4 h 11 min	5 h 1 min

Real time data is updated every ten seconds

Daily Statistics

➤ An overview on any single day's and any room's data. Data is available the day after of any day.



Buyers and Sales are only visible if using giosg BASKET

Top list of pageviews of different organizations on that day



Sales Reporting - Company Sales

➤ The Company Sales report shows how the chat is affecting company sales (requires giosg BASKET). This report also shows you the visitor count, affected by chat number

The dashboard features a navigation menu on the left with the following items: Real Time, Daily statistics, Sales, Leads, Operators, Visitors, Rules and Goals, and Custom reports. The main content area is divided into three sections:

- Visitors and Sales:** A bar chart showing sales data from 24.08 to 04.09. The chart is annotated with a callout: "Visitors and sales in a bar diagram".
- CONVERSION:** A funnel chart showing the conversion pipeline:
 - Visitors: 119516 (Unique daily visitors within selected date range)
 - Carts: 10352 (8.66% conversion rate, Last four weeks avg. 6.38%)
 - Purchases: 3348 (2.80% conversion rate, Last four weeks avg. 1.90%)
 A callout points to this section: "Webshop conversion pipeline".
- SALES OVERALL:** A table comparing overall performance with chat-affected metrics.

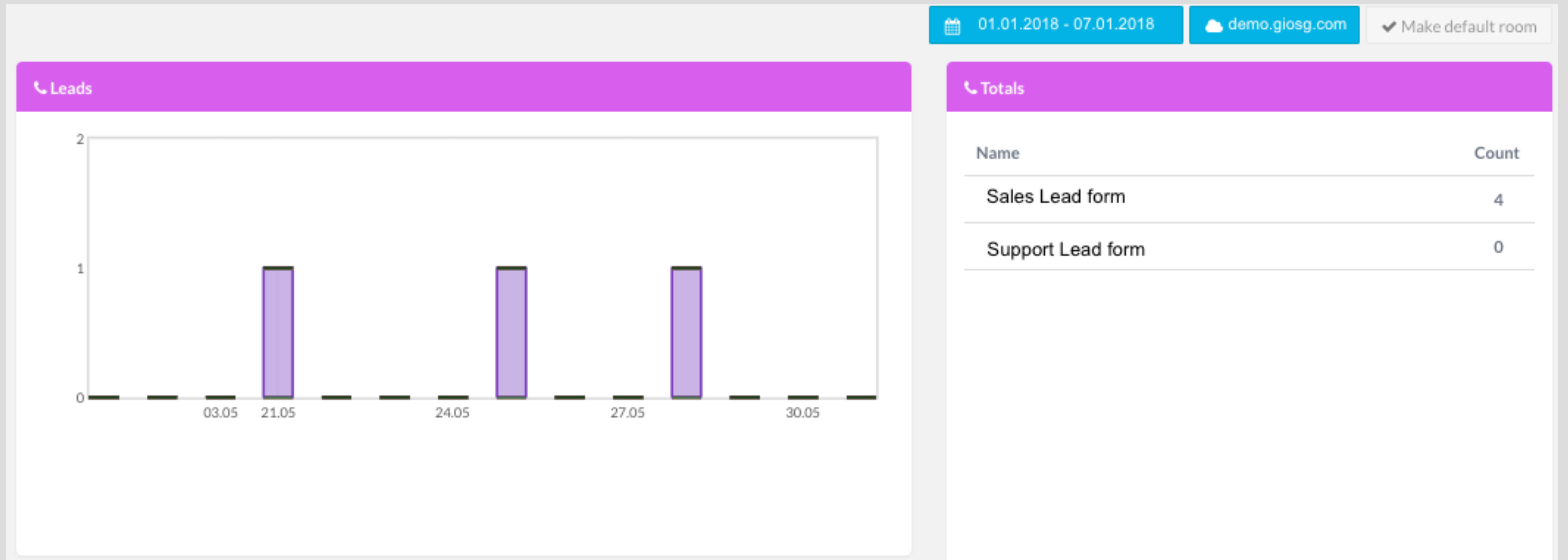
	Overall	Affected by chat	With conversation ?
Visitors	119,516	234	177
Sales	352,396.50 €	3,848.22 €	3,848.22 €
Average cart size	105.26 €	120.26 €	120.26 €
Conversion	2.80 %	13.68 %	18.08 %
ARPU ?	2.95 €	16.45 €	21.74 €

 A callout points to the top of the bars in this table: "Move your cursor on top of the boxes and texts, and tooltips will explain".

At the top right of the dashboard, there are controls for "Sep 1 2015 - Sep 30 2015" and "demo.com", with a callout: "Choose the wanted time period and room".

Leads report

- See how many leads you've collected on certain dates and accordingly to different lead forms (requires giosg LEAD CALL).



Operators - Chat Statistics

➤ Operator chat report shows the individual operator statistics and chats (and sales when using giosg BASKET)

giosg.com SUPPORT FI
14-05-2018 > 20-05-2018
Custom range

giosg.com

Chats

22 Real chats

177 Messages in real chats

Sales with chat

0 Orders

0,00 € Revenue

0,00 € Average order value

giosg.com: Operator stats

Operator name	Real chats	Messages	Orders	Revenue	Average order value	Conversion %
Noora Pitkänen	17	128	0	0,00 €	0,00 €	0,00 %
Ida Vaenerberg	4	21	0	0,00 €	0,00 €	0,00 %
Sebastian Heinonen	1	10	0	0,00 €	0,00 €	0,00 %
Heli Hänninen	1	10	0	0,00 €	0,00 €	0,00 %
Sebastian Paul	1	8	0	0,00 €	0,00 €	0,00 %
Laura Leskinen	0	0	0	0,00 €	0,00 €	0,00 %

Previous 1 2 3 4 Next

- MAY 18, 2018 - MAY 18, 2018 3:37:24 PM 9 messages
- MAY 18, 2018 - MAY 18, 2018 3:23:09 PM 30 messages
- MAY 18, 2018 - MAY 18, 2018 2:16:21 PM 7 messages
- MAY 18, 2018 - MAY 18, 2018 3:26:24 PM 23 messages
- MAY 18, 2018 - MAY 18, 2018 2:05:59 PM 24 messages
- MAY 18, 2018 - MAY 18, 2018 1:12:15 PM 4 messages
- MAY 18, 2018 - MAY 18, 2018 1:18:40 PM 16 messages

Click on any operator name and access a detailed list of their chats

Arrange operators according to different variables

Clicking any row will show the conversation history of the chat

The amount of messages included in the conversation

The chat had sales

The chat was tagged

The visitor was identified

Operators - Service Times

➤ The Service Times report shows the individual operators' activity, as well as the overall activity of the company. Also information about visitors is presented in this tab.

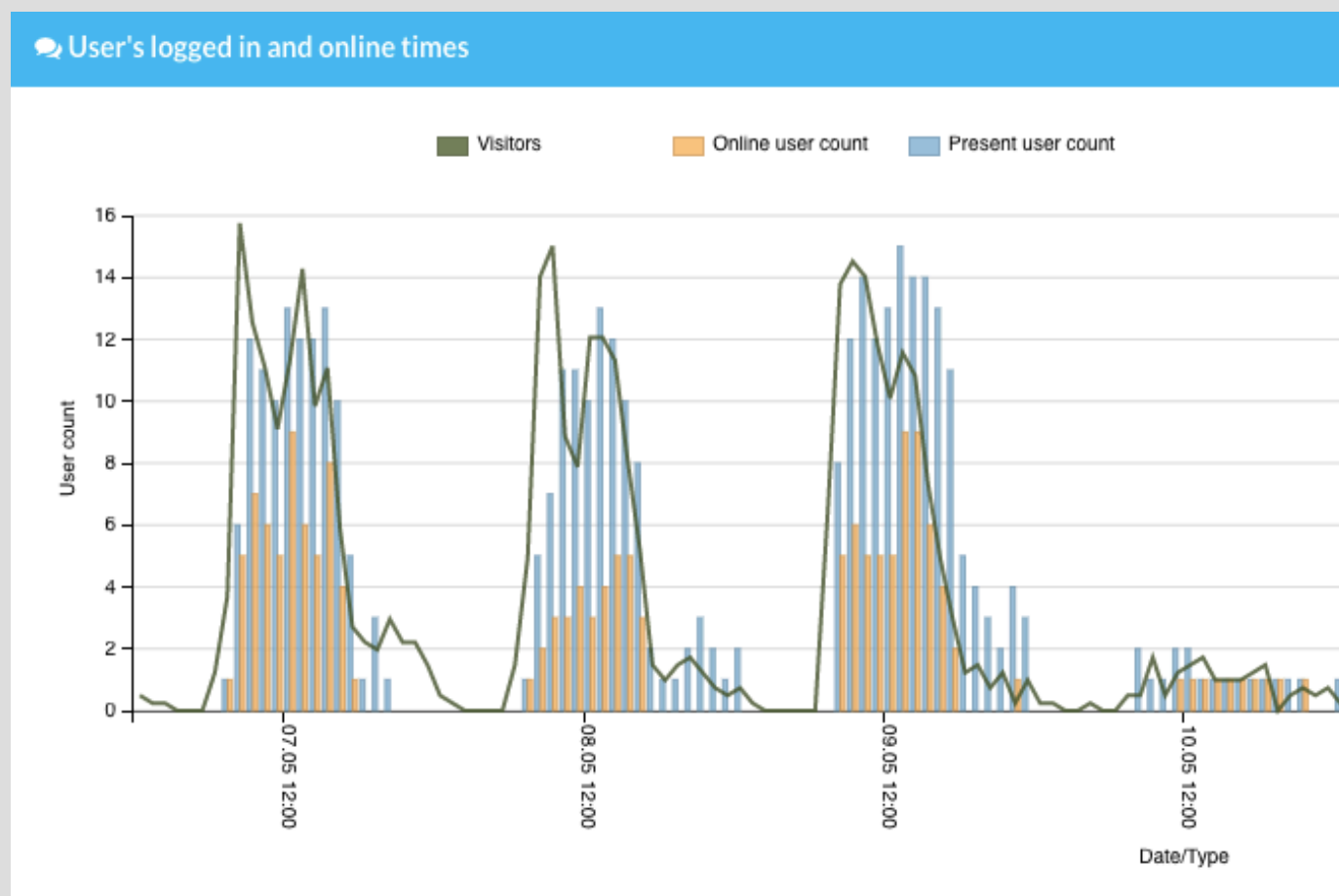


Diagram in the upper section presents the amount of visitors in relation to operators logged in and online

Service online times

Chat service online

42:54:10

Average per day

06:07:44

Average per online day

08:34:50

Room online times
from 14.05.2018 00:00 to 20.05.2018 23:59

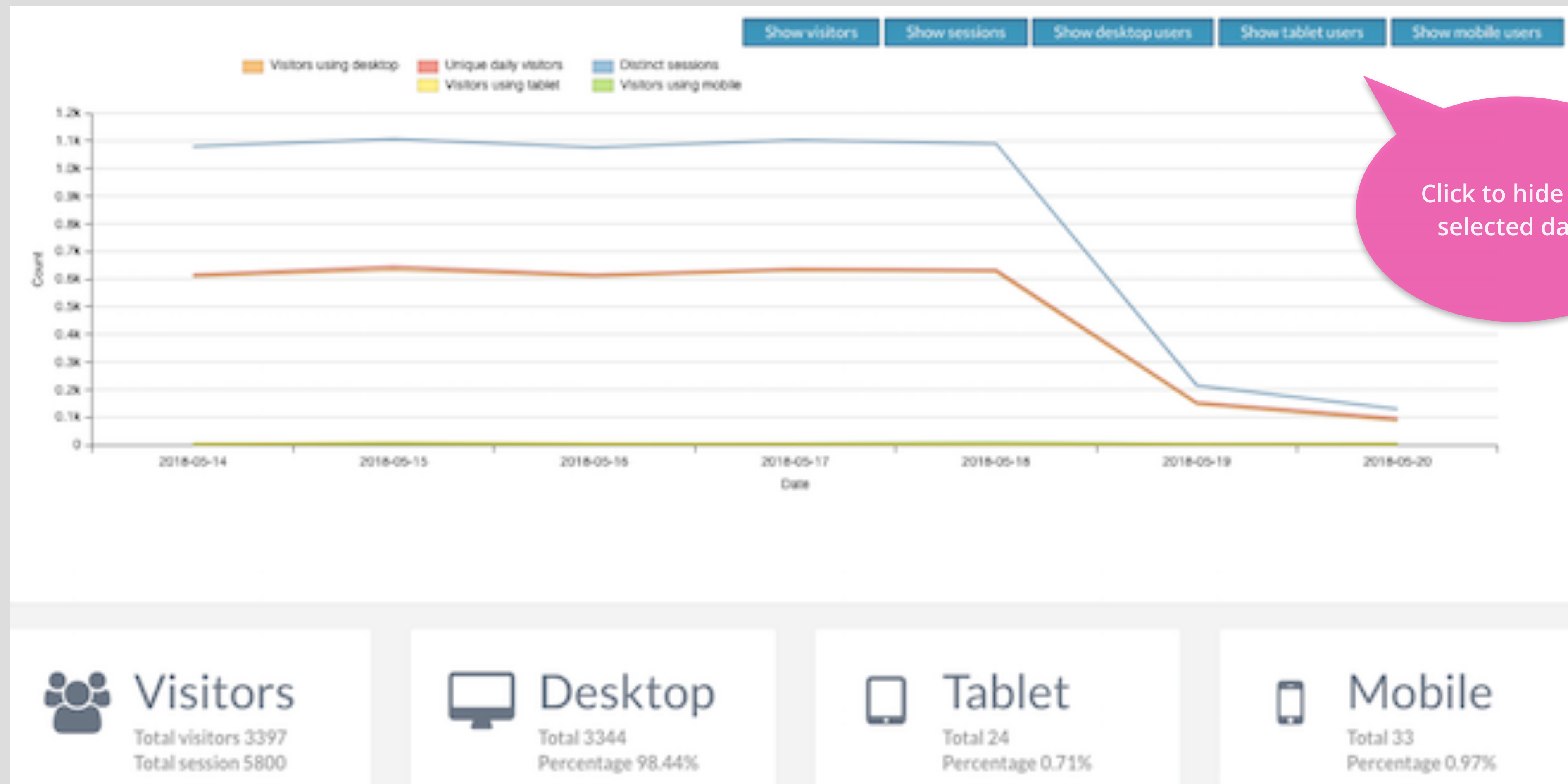
Service times for room per operator

Operator name	Time logged in giosg	Time online
Organization average	06:03:47	03:55:39
Noora Pitkänen	37:49:39	35:59:28
Heli Hänninen	34:48:49	13:35:49
Laura Leskinen	31:17:28	12:44:35

Arrange operators accordingly to time logged in or time online

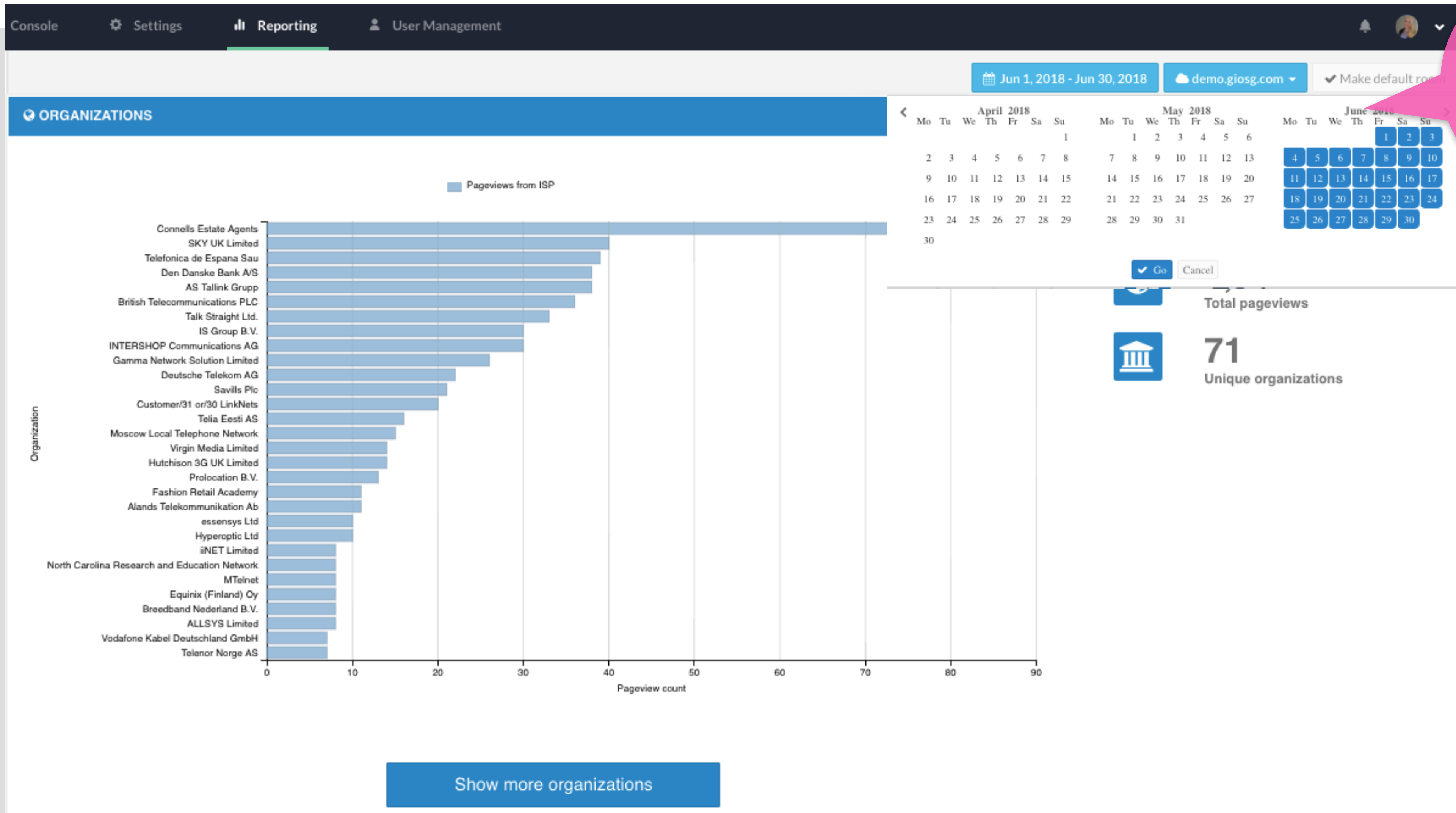
Visitor Statistics - Visitors and Devices

- This report shows the amount of unique visitors and sessions on your page on a chosen period of time. Also information on visitors' devices is displayed here.



Visitor Statistics - Organizations

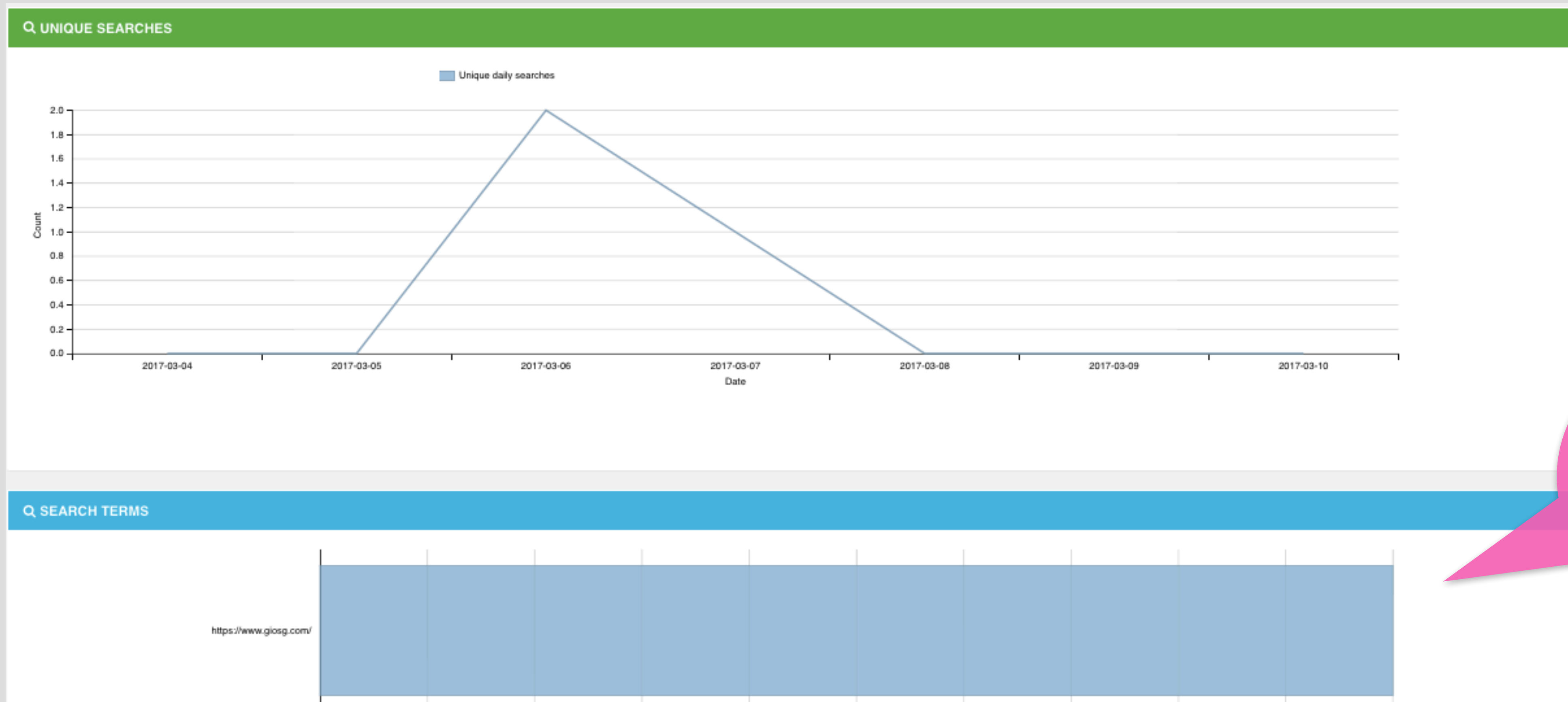
➤ A list of pageviews from different organizations/service providers



Always start by selecting timeframe & room

Visitor Statistics - Search Terms

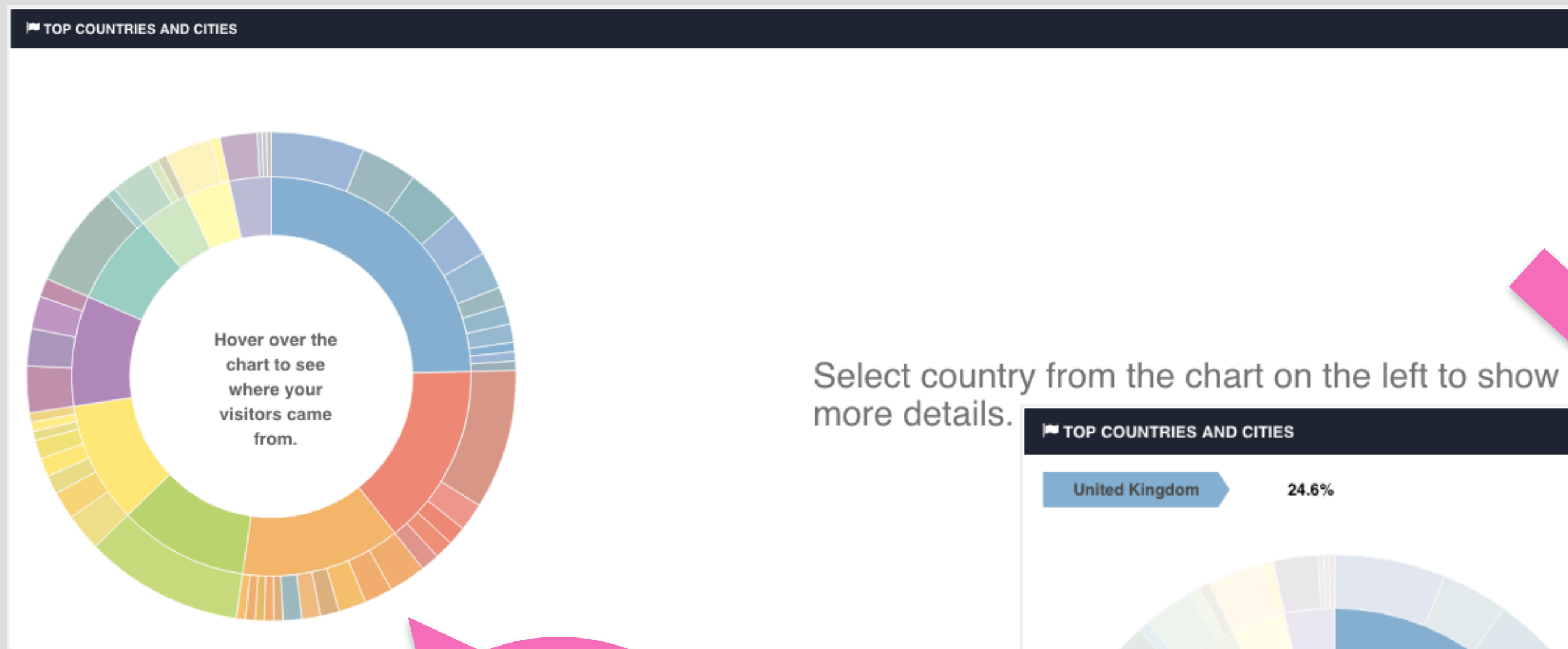
- List of search terms that visitors use when they end up on your webpages



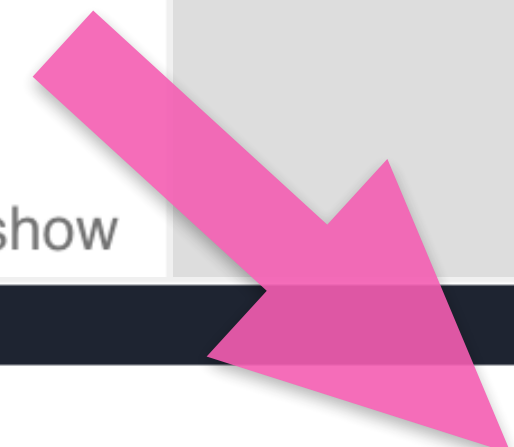
Search terms used by the visitors within selected timeframe

Visitor Statistics - Geographical Data

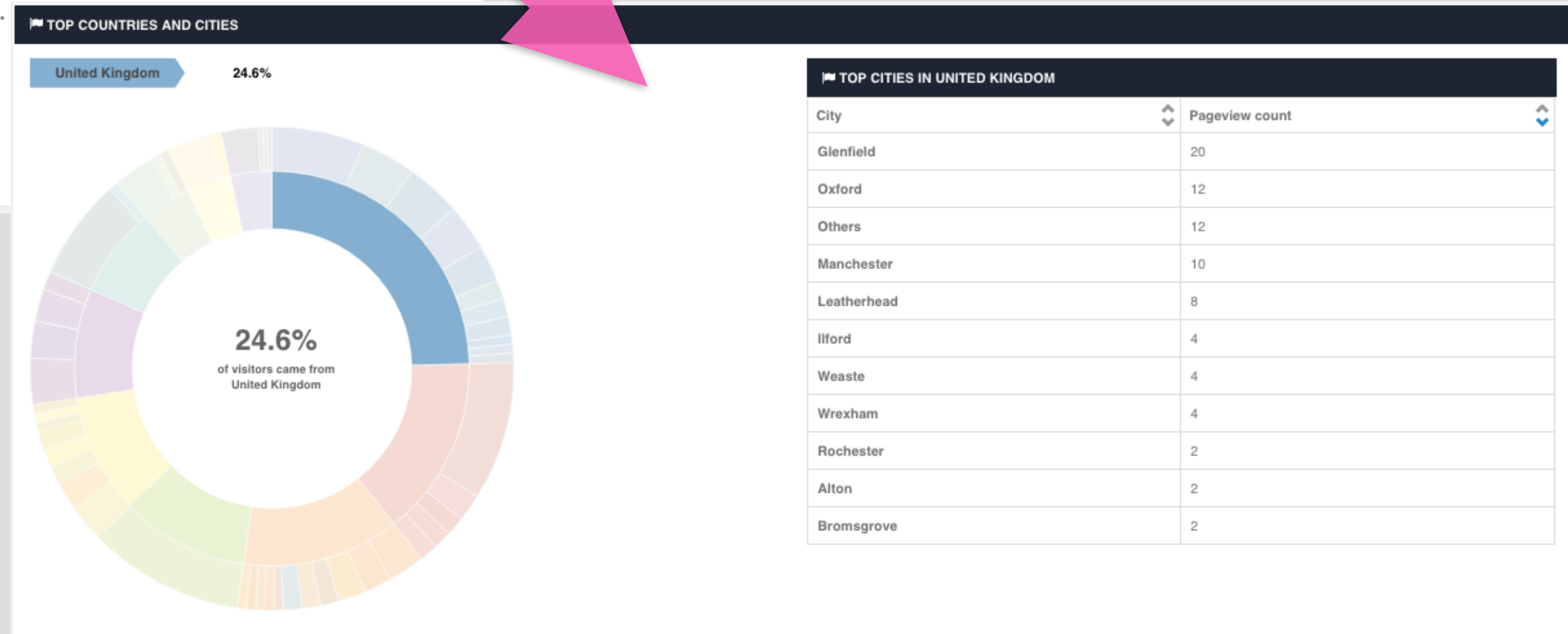
➤ Allows you to see where your website visitors come from per country or city.



Select country from the chart on the left to show more details.



See top cities per country by clicking on a country

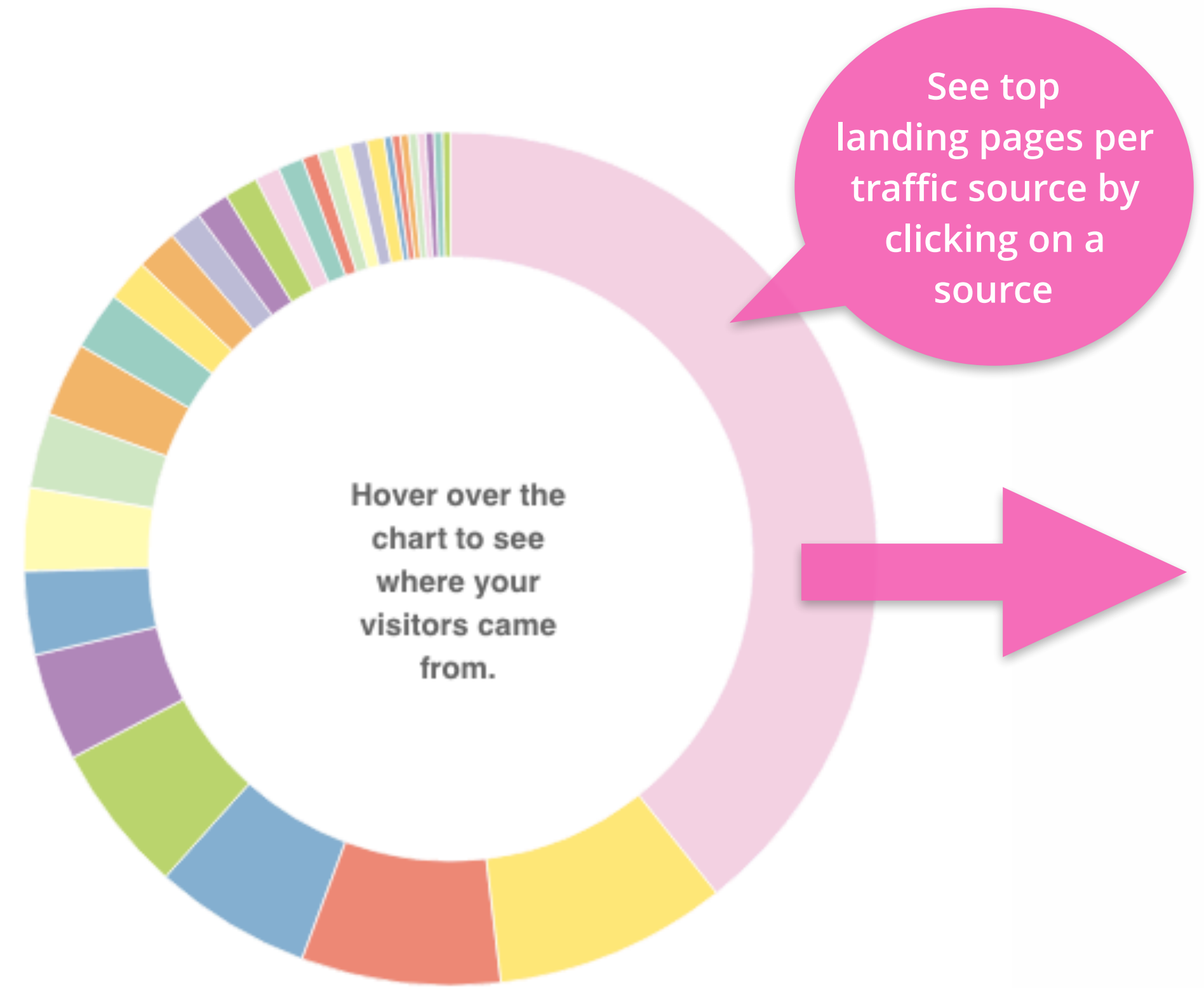


Visitor Statistics - Traffic sources

➤ Indicates where the visitors came to your website from, and the top landing pages per traffic source

Jun 1, 2018 - Jun 30, 2018 | giosg.com UK | Make default room

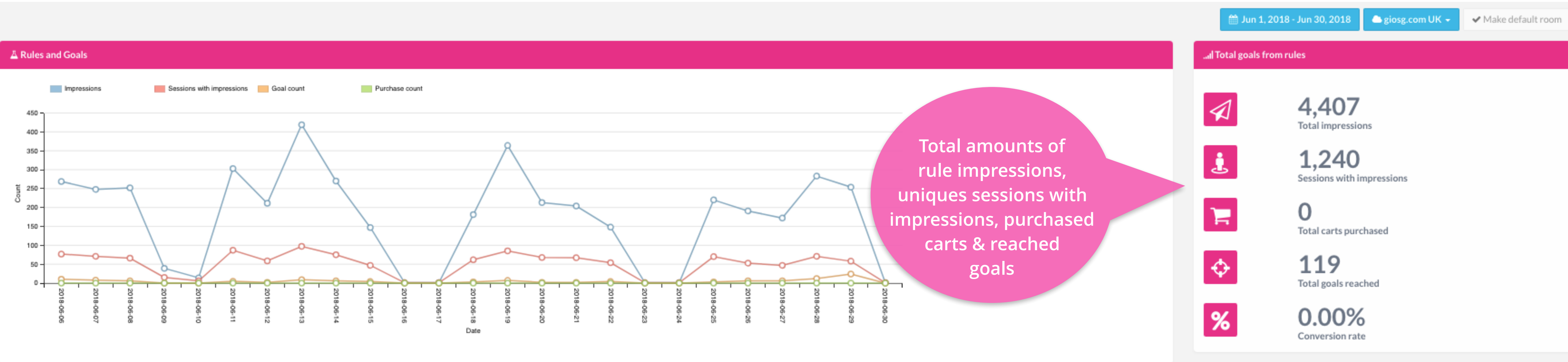
TRAFFIC SOURCES



TOP LANDING PAGES FOR REFERRER WWW.GOOGLE.CO.UK	
Landing page	Pageview count
https://www.giosg.com/	410
https://www.giosg.com/features/chat/chatbots?gclid=EAIaIQobChMI8tCWhPn42wIVmYXVCh...	7
https://www.giosg.com/find-answers/what-is-the-optimal-response-time-in-live-chat	6
https://www.giosg.com/about	6
https://www.giosg.com/crew	5
https://www.giosg.com/find-answers/giosg-compliance-with-gdpr	3
https://www.giosg.com/solutions/ecommerce	3
https://www.giosg.com/features/chat?gclid=EAIaIQobChMIleXtIWY2wIVwbTtCh0aIQcCEAA...	2
https://www.giosg.com/find-answers/how-do-you-store-data-and-take-care-of-technical-secur...	2
https://www.giosg.com/blog/how-to-improve-the-efficiency-of-customer-service	2
https://www.giosg.com/features/target	2
https://www.giosg.com/?gclid=EAIaIQobChMIj5rEwd742wIVyrHtCh0STQGLEAAYASAAEgLbM...	2
https://www.giosg.com/features/chat/chatbots?gclid=EAIaIQobChMIq6OAwvr42wIVp5PtCh1L...	2

RULES & GOALS reporting

➤ Monitor your giosg Rules and their affects on the goals you have set through Giosg



Goals by rule

	All treatments
Total impressions	4,407
Sessions with impressions	1,240
Purchased carts	0 (0.00%)
Goals reached	
Total goals reached	119
Downloaded Finnair case study	4 (0.32%)

Callout: See how many sessions have been affected by the rule, and how many goals or purchases it has led to

Callout: Click the + button and select max 6 rules to compare.

Click to select rules you want to compare

RULES & GOALS reporting

Select max 6 rules to compare.
Tip: similar rules usually compare well with each other

Select rules to compare

Select rules which you want to compare. You can select maximum of 6 rules.

Filter rules

Show only active rules

#	Rule name
0	Show button "Test/direct to" contact
1	Click on button "Test/direct to" contact"
2	Join to test CC and AA
3	Send automatic messages on product pages

Select Remove selections Cancel

Search for rules by typing

Change selected rules

Goals by rule

	All treatments	Show button "Test/direct to" contact	Click on button "Testinappula /ohjaa toiselle sivulle"	Join to test CC and AA	Send automatic messages on product pages
Total impressions	0	0	0	0	0
Sessions with impressions	0	0	0	0	0
Purchased carts	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Goals reached					
Total goals reached	0	0	0	0	0
Sales per currency					

The amount of sessions in which the visitor was targeted with any of Giosg rules

How many times visitors reached a predefined goal (configured in giosg Goals section)



Custom reports - file export

➤ Export chat logs, chat statistics or lead contents to a file, or create email reports

The screenshot shows the 'Custom reports' interface. At the top, there's a green header with 'Custom reports'. Below it, a 'Rooms' section has a 'Pick rooms' input field. A date range 'Jul 3, 2018 - Jul 9, 2018' is shown. The main area is divided into three columns: 'Available reports', 'Choose fields to export', and 'Deliver report'. The 'Available reports' column lists 'Chat logs', 'Total statistics', 'Total statistics hourly', and 'Leads'. The 'Choose fields to export' column lists various data points like 'active duration', 'apidata', 'average wait time before replies', etc. The 'Deliver report' column has radio buttons for 'Download report now' and 'Subscribe to email report', and buttons for 'XLSX', 'CSV', and 'TXT' formats. Annotations in pink speech bubbles provide instructions for each step.

Select rooms, max 5 rooms per report

Select time period

Choose the report you want to export

Select fields to include in the report (or choose "all")

Select the report format and start downloading.

Custom reports - email reports

➤ Create export reports that will be sent to email on daily, weekly or monthly basis.

The screenshot shows the 'Deliver report' interface on the left and a success message on the right. The interface includes options for 'Download report now' and 'Subscribe to email report', a 'Sending schedule' section with 'Daily', 'Weekly', and 'Monthly' options, a 'File format' section with 'XLSX', 'CSV', and 'TXT' options, and a 'Report name' input field. A green 'Subscribe' button is at the bottom. A callout bubble points to the 'Subscribe to email report' option, and another points to the 'Subscribe' button. A large pink arrow points from the 'Subscribe' button to the success message on the right. The success message includes a 'Done' button and a callout bubble pointing to it.

Deliver report

Download report now Subscribe to email report

Sending schedule

Daily Weekly Monthly

File format

XLSX CSV TXT

Report name

Report name

Report will be sent daily to heli@giosg.com

Successfully subscribed to email report

You have successfully subscribed to "Weekly chat statistics".

This report will be delivered to your email "heli@giosg.com" daily.

You can add or remove subscribers from **Email Reports** view.

Callouts:

- Select "Subscribe to email report" to create a new scheduled report
- Create the report, and download an example report
- Edit report subscribers

Custom reports - email reports

➤ Editing report subscribers

Successfully subscribed to email report

You have successfully subscribed to "Weekly chat statistics".

This report will be delivered to your email "heli@giosg.com" daily.

You can add or remove subscribers from **Email Reports** view.

Done

You can edit report receivers and sending schedule also from company settings

- Company
- Account information
- Company settings
- Script tag
- Email reports

Settings

Thank you!

Visit our pages and
we will be happy to
tell you more:

www.giosg.com



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