

Announcing: Fixing Conversation IDs affecting Historical Insights + Introducing GBM Survey Data into Customer Reporting

Note: The following updates to Historical Insights will be rolled out to customers by 02/05/2024.

1. Corrected `issue ID / Conversation ID` in Historical Insights

In our latest feature release, we're excited to announce a significant enhancement to the data export functionality. We've strategically modified the datatype for Conversation ID, Rep ID, and Customer ID to **Strings** to address the reported 64-bit integer issue when accessing exported data in Microsoft Excel. By transitioning to String datatype, we've mitigated any compatibility challenges users might have encountered, ensuring a smooth and hassle-free interaction with exported data in Excel. This enhancement ensures a seamless experience and allowing for smoother data handling and compatibility.

2. Introducing GBM Survey Data into Customer Reporting

Support for Customized GBM Surveys: Now, you have the power to explore and analyze even more insights from your Google Business Messages (GBM) surveys. We've added robust support for reporting on customized GBM surveys, allowing you to delve into the details of other configured questions on your GBM survey forms within Historical Insights.

Why It Matters?

Enhanced Data Visibility: In response to your feedback, we understand the importance of having comprehensive access to post-chat survey/CSAT data across all channels, including GBM. With this feature, you can now seamlessly access and analyze a wealth of survey response data for GBM conversations, contributing significantly to your ability to track and improve the satisfaction levels of your end users.

Previous Limitation:

Previously, our reporting tools only showcased one of the GBM survey responses, limiting your visibility into the overall customer satisfaction metrics for the GBM channel.

Better CSAT Data Visibility:

With this feature release, we're eliminating those limitations! Now, you can enjoy improved CSAT data visibility for the GBM channel, empowering you to make more informed decisions and enhance the overall customer experience.

How to Explore:

Simply navigate to Historical Insights and witness the expanded reporting capabilities for GBM surveys, providing you with a holistic view of your customer satisfaction metrics.

Navigation: ASAPP Core Digital Dashboards >> Outcomes >> Voice of Customer >> Voice of Customer – Program

Happy Analyzing! 📊📈

