

Historical Reporting Release Notes

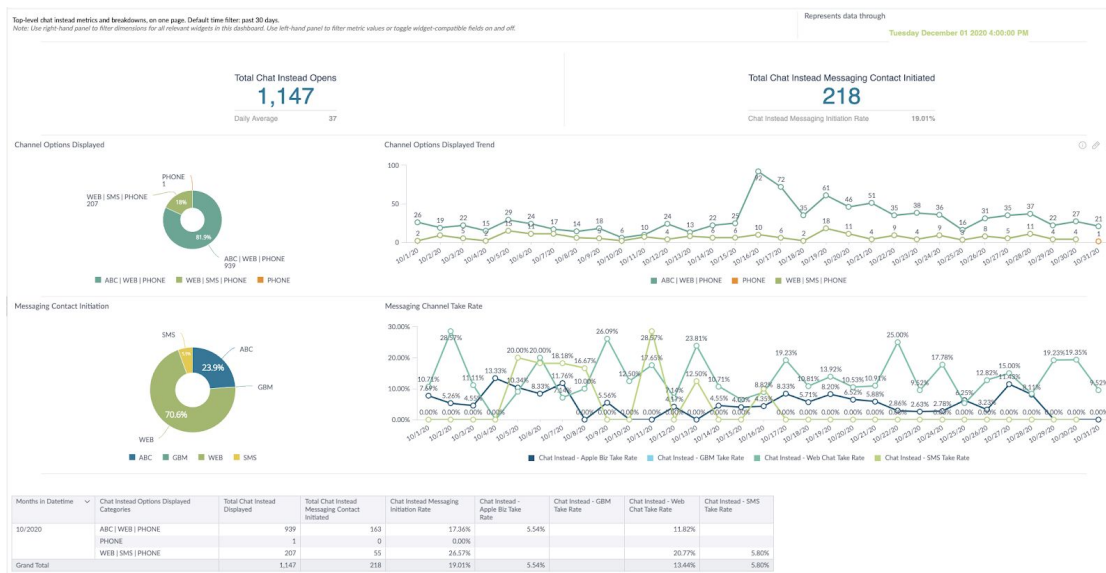
External Communication

Dashboard Enhancements

The following changes will be made available to all customers within Historical Reporting on 12/07/2020 after 5PM ET. Changes will be implemented through the deployment of an enhanced Core Metrics v1.4.1 data model.

1. New "BETA" Chat Instead dashboard

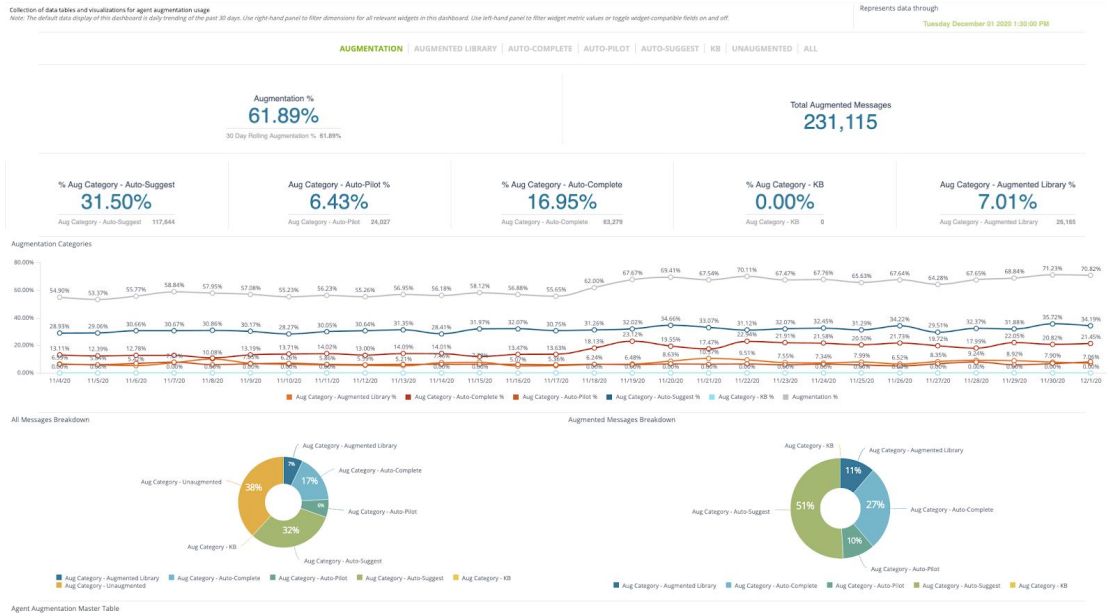
ASAPP Chat Instead is a feature that nudges customers to chat instead of call, thereby shifting volume from phone to messaging, and in turn reducing costs and improving the customer experience. Programs with Chat Instead enabled will have a new `BETA - Chat Instead` dashboard available under the `Custom Partner Reports` folder in Historical Reporting.



2. Enhanced Augmentation usage dashboard

The `Augmentation Usage` dashboard available in ASAPP Core Reports is being enhanced to support the newly supported augmentation metrics.

- ASAPP Core Reports
 - 1. Program Performance
 - 2. Automation & Flow
 - 3. Operations & Workforce Management
 - I. Demand & Response
 - II. Rep Utilization & Behavior
 - i. Rep Utilization & Behavior
 - ii. Augmentation Usage



Enhancements include:

- Count and rate metrics for all 15 augmentation types
- Count and rate metrics for 2 unaugmented agent message types
- New rollout categories mapping each of the 17 agent message types to an augmentation category and feature category (see table below for full details)

The dashboard is organized into augmentation categories that help the user isolate their analysis to specific agent augmentation features while also being able to measure the performance of features across your program. There is also a data table included at the bottom of the dashboard that includes all augmentation usage metrics and respective percentages for each agent. Additional fields are also available but toggled off by default. Users will be able to navigate through the augmentation categories by clicking on the respective category on the top on the dashboard.

AUGMENTATION | AUGMENTED LIBRARY | AUTO-COMPLETE | AUTO-PILOT | AUTO-SUGGEST | KB | UNAugMENTED | ALL

Augmentation Category	Feature Rollup	Augmentation Metric
Aug Category - Augmented Library	Click-to-Insert	Click-to-Insert Messages (Custom)
Aug Category - Augmented Library	Drawer	Drawer Messages
Aug Category - Auto-Complete	Auto-Complete	Auto-Complete Messages (Custom)
Aug Category - Auto-Complete	Auto-Complete	Auto-Complete Messages (Global)
Aug Category - Auto-Complete	Multi-Sentence Auto-Complete	Multi-Sentence Auto-Complete Messages (Custom)
Aug Category - Auto-Complete	Multi-Sentence Auto-Complete	Multi-Sentence Auto-Complete Messages (Global)
Aug Category - Auto-Complete	Phrase Auto-Complete	Phrase Auto-Complete Messages
Aug Category - Auto-Pilot	Auto-Pilot Timeout	Auto-Pilot Timeout Messages
Aug Category - Auto-Pilot	Auto-Pilot Flow	Auto-Pilot Flow Messages
Aug Category - Auto-Suggest	Auto-Suggest	Auto-Suggest Messages (Custom)
Aug Category - Auto-Suggest	Auto-Suggest	Auto-Suggest Messages (Global)
Aug Category - Auto-Suggest	Multi-Sentence Auto-Suggest	Multi-Sentence Auto-Suggest Messages (Custom)
Aug Category - Auto-Suggest	Multi-Sentence Auto-Suggest	Multi-Sentence Auto-Suggest Messages (Global)
Aug Category - KB	KB Attachment	KB Attachment Messages - Suggested
Aug Category - KB	KB Attachment	KB Attachment Messages - Searched
Aug Category - Unaugmented	Unaugmented	Free-Typed Messages
Aug Category - Unaugmented	Unaugmented	Copy/Paste Messages

3. Updated "Resolution" logic

The following enhancements will be supported to improve metric accuracy and dashboard filtering:

- Created two new metrics that account for all conversations marked by resolved by agents
- Updated seven calculated metrics to use the new resolved metric instead of previous resolved metric that understated resolutions
- Dashboards adjusted to use calculated metrics appropriate to conversation based vs. assignment based filtering

The previous metric primarily used to report resolutions, `Conversation Ended – Resolved by Rep`, excluded resolved conversations where the assignment was first ended by the customer prior to the agent marking the conversation as resolved. As a result, two new metrics are being created to represent the total resolved and unresolved conversations regardless of whether the conversation was ended by the customer or agent. These metrics play nicely with both conversation level data and agent/queue/assignment level data.

New Metrics:

Conversations Ended – Resolved: Conversations that ended and were marked as `resolved` by the Rep irrespective of who ended the conversation.

Conversations Ended – Unresolved: Conversations that ended and were marked as `unresolved` by the Rep irrespective of who ended the conversation.

Existing calculated metrics were modified to use the resolved metric that accounts for all resolutions:

a. Resolved % of Assigned

Changed logic from *'Conversation Ended – Resolved by Rep' / 'Assigned – Complete'* to *'Assignment Ended – Resolved by Rep' / 'Assigned – Complete'*

b. Unresolved % of Assigned

Changed logic from *'Conversation Ended – Unresolved by Rep' / 'Assigned – Complete'* to *'Assignment Ended – Unresolved by Rep' / 'Assigned – Complete'*

c. Resolved Assignments per Logged in Hour

Changed logic from *'Conversation Ended – Resolved by Rep' / ('Linear Logged In Time' / 3600)* to *'Assignment Ended – Resolved by Rep' / ('Linear Logged In Time' / 3600)*

d. Resolved Assignments per Occupiable Hour

Changed logic from *'Conversation Ended – Resolved by Rep' / ('Linear Occupiable Time' / 3600)* to *'Assignment Ended – Resolved by Rep' / ('Linear Occupiable Time' / 3600)*

e. Resolved Assignments per Available Hour

Changed logic from *'Conversation Ended – Resolved by Rep' / ('Linear Utilized Time' / 3600)* to *'Assignment Ended – Resolved by Rep' / ('Linear Utilized Time' / 3600)*

f. Resolved % of Assigned – Unique

Changed logic from *'Conversation Ended – Resolved by Rep' / 'Assigned – Unique'* to *'Conversations Ended – Resolved' / 'Assigned – Unique'*

g. Unresolved % of Assigned – Unique

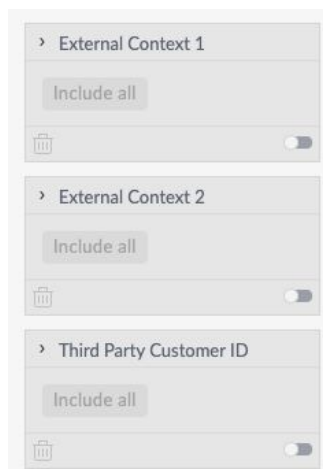
Changed logic from *'Conversation Ended – Unresolved by Rep' / 'Assigned – Unique'* to *'Conversations Ended – Unresolved' / 'Assigned – Unique'*

The following dashboards were modified to leverage `Resolved % of Assigned`, which is an assignment based calculated metric that is compatible with dimensions like agent, queue, and rep attributes, instead of `Resolved % of Assigned – Unique`, which is a conversation based calculated metric and not compatible with assignment level metrics: 1) *Rep Scorecard*, 2) *Demand & Response*, 3) *Unique Rep Opportunity Funnel*, and 4) *Rep Utilization & Behavior*.

4. Omnichannel traffic source context enhancement

In support of ASAPP's omnichannel expansion, the three previously supported Apple Business Chat (ABC) traffic source context business dimensions in the Dim_Conversations table will be deprecated and replaced by expanded versions that can be leveraged for all third party messaging channels including ABC, GBM, and SMS. Enhancements include:

- a. `External Intent (ABC)` will be deprecated and replaced by a new omnichannel business dimension `External Context 1` which will represent both ABC Intent and GBM Entry Point.
- b. `External Group (ABC)` will be deprecated and replaced by a new omnichannel business dimension `External Context 2` which will represent both ABC Intent and GBM Place ID.
- c. `Opaque ID (ABC)` will be deprecated and replaced by a new omnichannel business dimension `Third Party Customer ID` which will represent both ABC Intent and GBM User ID.



The legacy fields will be removed from all ASAPP published dashboards and the dashboards will be reset back to their default state. Please note that custom dashboards using any of the three ABC business dimensions will need to be modified to use these three replacement dimensions.

- **Data Dictionary updated**

The master Data Dictionary will be updated to reflect full definitions and logic of the data model enhancements referenced above.

Additional Information For Creators – Data Model Enhancements

- **Expanded Augmentation metrics**

New augmentation metrics will be added to the enhanced Core Metrics v1.4.1 data model in support of ASAPP's expanding augmentation feature set. The definitions of these metrics will be supported in the new Data Dictionary. Here is a full list of the soon to be expanded augmentation metrics available in the *"Fact_Rep-Convo Response Times (Dispositioned)"* table.

- Table: *Fact_Rep-Convo Response Times (Dispositioned)*

- # Copy/Paste Messages
- # Phrase Auto-Complete Messages
- # Phrase Auto-Complete - Exclusive Messages
- # Auto-Pilot Timeout Messages
- # Auto-Pilot Flow Messages
- # Multi-Sentence Auto-Suggest Messages (Global)
- # Multi-Sentence Auto-Suggest Messages (Custom)
- # Multi-Sentence Auto-Suggest Messages
- # Multi-Sentence Auto-Complete Messages (Global)
- # Multi-Sentence Auto-Complete Messages (Custom)
- # Multi-Sentence Auto-Complete Messages
- # Click-to-Insert Messages (Custom)

➤ Calculated metrics:

- **Phrase Auto-Complete - Exclusive Messages %** = 'Phrase Auto-Complete - Exclusive Messages' / 'Rep Messages'
- **Auto-Pilot Timeout Messages %** = 'Auto-Pilot Timeout Messages' / 'Rep Messages'
- **Auto-Pilot Flow Messages %** = 'Auto-Pilot Flow Messages' / 'Rep Messages'
- **Multi-Sentence Auto-Suggest Messages (Custom) %** = 'Multi-Sentence Auto-Suggest Messages (Custom)' / 'Rep Messages'
- **Multi-Sentence Auto-Suggest Messages (Global) %** = 'Multi-Sentence Auto-Suggest Messages (Global)' / 'Rep Messages'
- **Multi-Sentence Auto-Complete Messages (Custom) %** = 'Multi-Sentence Auto-Complete Messages (Custom)' / 'Rep Messages'
- **Multi-Sentence Auto-Complete Messages (Global) %** = 'Multi-Sentence Auto-Complete Messages (Global)' / 'Rep Messages'
- **Click-to-Insert Messages (Custom) %** = 'Click-to-Insert Messages (Custom)' / 'Rep Messages'
- **Auto-Complete Messages (Custom) %** = 'Auto-Complete Messages (Custom)' / 'Rep Messages'
- **Auto-Complete Messages (Global) %** = 'Auto-Complete Messages (Global)' / 'Rep Messages'
- **Auto-Suggest Messages (Custom) %** = 'Auto-Suggest Messages (Custom)' / 'Rep Messages'
- **Auto-Suggest Messages (Global) %** = 'Auto-Suggest Messages (Global)' / 'Rep Messages'
- **Aug Category - Augmented Library %** = 'Aug Category - Augmented Library' / 'Rep Messages'
- **Aug Category - Auto-Complete %** = 'Aug Category - Auto-Complete' / 'Rep Messages'
- **Aug Category - Auto-Pilot %** = 'Aug Category - Auto-Pilot' / 'Rep Messages'
- **Aug Category - Auto-Suggest %** = 'Aug Category - Auto-Suggest' / 'Rep Messages'
- **Aug Category - KB %** = 'Aug Category - KB' / 'Rep Messages'
- **Aug Category - Augmented Library** = 'Click-to-Insert Messages (Custom)' + 'Drawer Messages'
- **Aug Category - Auto-Complete** = 'Auto-Complete Messages' + 'Multi-Sentence Auto-Complete Messages' + 'Phrase Auto-Complete - Exclusive Messages'
- **Aug Category - Auto-Pilot** = 'Auto-Pilot Timeout Messages' + 'Auto-Pilot Flow Messages'
- **Aug Category - Auto-Suggest** = 'Auto-Suggest Messages' + 'Multi-Sentence Auto-Suggest Messages'
- **Aug Category - KB** = 'KB Attachment Messages'