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## Designer User's Guide

Designer Analytics

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- Administrator

Learn how Designer Analytics can provide you with a deeper insight into your contact center operations.

## Related documentation:

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Designer Analytics is a powerful tool that provides a rich overview of your contact center operations. It features a series of informative dashboards, each of which offers a variety of visualizations and in-depth reporting panels that highlight specific aspects of your operations.

You can track calling trends, monitor how callers are interacting with the applications, and quickly notice and react to any potential issues with the applications or system platform. It can quickly answer questions you might have about your operations, such as:

- How long are customers waiting for an agent?
- How many customer interactions did we receive yesterday? Last week? Last month?
- How many of our customers are contacting us from North America? Europe? Asia?

## Key features

- Almost real-time reporting means that as soon as an application session ends, Designer Analytics starts using the data to build reports.

### Important

After an application session ends, it can take up to 15 minutes for the reporting data to be available on the dashboards.

- 90-day data retention, so you can see how your applications are performing over time.
- Advanced filtering options, so you can focus on the data you want to see.

## Session Detail Records

The data contained in the Session Detail Records (SDR) is the "secret sauce" that Designer uses to generate the reporting data shown on the dashboards.

Each time an interaction is processed by an application, Designer creates a SDR. The fields within the

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SDR capture important details about the interaction, such as the starting time of the call, source and destination numbers, the block sequence (or path) that the caller took through the application, and the final status of the call (for example, the caller hung up or was connected to an agent).

## Important

**Sessions vs. Calls:** A *session* is not the same thing as a *call*. Sessions are started each time a call (or interaction) is processed by an application. If an interaction is processed by multiple applications (or processed multiple times by the *same* application), multiple SDRs are created.

Designer assigns each interaction a unique ID that follows it through each session that is created, thus enabling you to track the entire journey of an interaction from start to finish, across each application that handles it. This makes SDRs useful for call flow analysis and troubleshooting.

## Dashboards

Designer includes several dashboards that you can start using right away.

Each dashboard contains reporting panels that focus on a particular aspect of your operations. For example, panels might display results based on milestones, system errors, or the paths that callers took through an application.

Many of the panels also have options for viewing additional details about the data displayed (such as the query used to generate the results) or for changing the panel properties.

For more information about working with the dashboards, see [Dashboard management](#).

## System dashboards

The following system dashboards are included with Designer and ready to use. Use the dashboard icons to quickly navigate between the different types:

	Summary provides a high-level overview of how application sessions are being handled across the platform.
	Application Details provides how customers are moving through the application flows, such as milestones reached, activities completed, and paths taken.
	Durations shows how much time customers are spending in various parts of the applications.
	Data Tables displays disposition information for your applications in a spreadsheet-like table format.

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	Spikes displays the peaks in your application session counts over a specific period of time.
	Heatmap provides the intensity in occurrence (or "heat") of a particular item or event.
	Path provides a visualization of how customers are moving through an application.
	Sankey Path Analysis is similar to Path, but generates the results based on milestones and menu inputs.
	Sunburst Path Analysis renders your reporting data as a sunburst graphic.
	Inputs provides information about how customers are responding to the various menu options.
	Surveys provides a deeper look into the performance of your survey applications.
	External Services provides information about external requests made by the applications.
	Routing Analysis provides details about routing sessions.
	Business Controls provides details about Business Controls objects.
	Bots provides details about the performance of your voice and chat bots.
	Session Detail Records displays some of the raw data contained in the Session Detail Records (SDRs).

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