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# Real-time Reporting with Pulse

Campaign statistics



- Supervisor

Definitions of available Campaign statistics you can include in reports.

### Related documentation:

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| Report            | Statistic                | Definition   |
|-------------------|--------------------------|--|
| Campaign Activity | Hit Ratio                | The percentage of successful dialing attempts initiated by a Campaign Manager with a call result of Answer (DialAnswer)-that is, a call is answered by a human voice-relative to the number of all dialing attempts made (DialMade) during the same time period.                                       |
| Campaign Activity | Estimated Time           | The estimated time, in minutes, to complete a campaign or calling list.  |
| Campaign Activity | Records Completed        | The total number of leads from calling lists (counting records from the same lead as one record) processed to the point that no further action will be taken.  |
| Campaign Activity | Dialed Abandoned         | The total number of dialing attempts with a call result of Abandon. CampAbandoned statistics pertain to a specified campaign or to a specified calling list.   |
| Campaign Activity | Dialed Answering Machine | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Answering Machine Detected; that is, the Campaign Manager dropped the call because an answering machine was detected on the called party's side.   |
| Campaign Activity | Answers                  | The total number of dialing attempts initiated by a Campaign Manager with a call result of Answer (when a call is answered by a human voice). In some contact centers, the call result can also mean Right Party Contacted; that is, the call is answered by a live person who is not the Wrong Party. |
| Campaign Activity | Attempt Busies           | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Busy; that is, the call does not go through because of a busy signal for the called party.   |
| Campaign Activity | Attempts Cancelled       | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Cancel.  |
| Campaign Activity | Attempts made            | Total number of all dialing attempts made (initiated) by a Campaign Manager with any call results.   |
| Campaign Activity | DoNotCall Results        | The total number of completed dialing attempts initiated by a Campaign Manager with a call result of DoNotCall; that is, the customer asked to be put onto the 'Do not call list' when the call  |

| Report                   | Statistic          | Definition   |
|--------------------------|--------------------|--|
|                          |                    | was intercepted by an operator. This case is also considered as an unsuccessful dial attempt.  |
| Campaign Activity        | Dropped Results    | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Dropped. Dropped calls are those that are answered at the destination but then abandoned in the queue because no agent is available to take them.  |
| Campaign Activity        | Fax Modem Results  | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Fax Detected or Modem Detected.  |
| Campaign Activity        | No Answer Result   | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of No Answer.   |
| Campaign Activity        | Wrong Party Result | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Wrong Party; that is, the call is answered by a live person but not the intended person.   |
| Campaign Activity        | SIT Detected       | The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of DIALSITDetected. A Special Information Tone (SIT) identifies a network-provided announcement and precedes a machine-generated announcement when, for instance, a telephone number is invalid, no circuit is available, or a recorded operator message intercepts a call. |
| Campaign Callback Status | Completed          | The total number of callbacks completed. The completion of a callback only indicates that the callback was performed; it does not indicate that the callback was completed successfully.   |
| Campaign Callback Status | Missed             | The total number of callbacks missed. A callback is considered as 'missed' if it is scheduled for a certain period of time, but for some reason the callback is not performed.   |
| Campaign Callback Status | Scheduled          | The total number of callbacks scheduled.   |
| Campaign Callback Status | Personal Completed | Total number of personal callbacks completed. Completion of a personal callback only indicates that the callback was performed; it does not indicate if the callback was completed successfully.   |
| Campaign Callback Status | Personal Missed    | Total number of personal callbacks missed. A personal callback is missed, for example, because all outbound trunks are busy at the time of a scheduled callback or because an agent for whom a callback is assigned is busy or not logged in at the time of the scheduled personal callback.   |
| Campaign Callback Status | Personal Scheduled | The total number of personal callbacks scheduled.  |
| Campaign Group Activity  | Activated          | The total amount of time that a specific campaign group was in StatusActivated status. StatusActivated status indicates that the campaign has been loaded for a specified group, but that no dialing has yet occurred.   |
| Campaign Group Activity  | Deactivated        | The total amount of time that a specific campaign group stays in deactivated status. StatusDeactivated status indicates that a campaign has not been loaded for the specified campaign group.  |
| Campaign Group Activity  | Running            | The total amount of time that a specific campaign group stays in StatusRunning status. StatusRunning status means that a campaign is loaded for a specified group and that dialing is in progress.   |

| Report                  | Statistic       | Definition  |
|-------------------------|-----------------|---|
| Campaign Group Activity | System Error    | The total time during which a specified campaign group has been in the SystemError system condition. This system condition indicates that a system error such as a switch failure or a software problem prevents the campaign from running and that dialing has stopped.            |
| Campaign Group Activity | Waiting Agents  | The total time during which a specified campaign group has been in the WaitingAgents system condition. WaitingAgents system condition indicates that no agents are available to run the campaign and dialing has stopped.   |
| Campaign Group Activity | Waiting Ports   | The total time during which a specified campaign group has been in the WaitingPorts system condition. This system condition indicates that no ports are available to initiate new calls and that dialing has stopped.   |
| Campaign Group Activity | Waiting Records | The total time during which a specified campaign group has been in the WaitingRecords system condition. This system condition indicates that the campaign is out of records and that dialing has stopped.   |
| Campaign Group Status   | Current State   | The current state of a campaign or a particular group in a campaign. The state of a campaign is determined by one of three possible object statuses - StatusDeactivated, StatusActivated, or StatusRunning and additional durable actions, which can accompany a particular status. |
| Campaign Group Status   | System Error    | The time since the system condition SystemError started for a specified campaign group.   |
| Campaign Group Status   | Dialing Mode    | The amount of time that has elapsed during which a particular campaign group has been in the current dialing mode.  |
| Campaign Group Status   | Waiting Agents  | The time since the system condition Waiting Agents started for a specified CampaignGroup. In this system condition, no agents are available to run the campaign on this group and dialing has stopped for this group.   |
| Campaign Group Status   | Waiting Ports   | The time that has elapsed since a CampaignGroup has been in the current Waiting Ports system condition. In this system condition, no ports are available to initiate new calls and dialing has stopped.   |
| Campaign Group Status   | Waiting Records | The time that has elapsed while a specified campaign group has been in the current Waiting Record system condition. In this system condition, the campaign is out of records and dialing has stopped during the specified period.   |