



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



Advanced Analytics

Justin Adams

Nick Lenzmeier

Duane Ray

Agenda

- Introductions
 - Quick Review of Analytics Features in RightNow
 - Configuration/Application Settings Related to Analytics
 - Best Practices
 - Q & A Session
-
- **GOAL:** To get as many people as possible involved in valuable discussions around issues and solutions regarding Analytics in RightNow solutions.

Analytics Features in RightNow

- Scheduler
 - Exception Notification
- Report Types
 - Grid (replaces views)
 - Standard
 - Standard with Chart
- Dashboards (Containers)
- Workspace Designer

Analytics Features in RightNow

- Function Set
 - Aggregate
 - String
 - Date
 - Logical
 - Math
 - Currency
- Conditional Formatting

Analytics Features in RightNow

- Display Options
 - Group/Order
 - Crosstabs
 - Roll-Ups
 - Slice
 - Auto-Filter
- Comparison & Trend Columns
- Drill-Down Reporting

Application Configurations Related to Analytics

- `MYSQL_NONUTIL_QUERY_LIMIT` – Limits the number of rows scanned by a report
- `CSCHEMA_ENABLED` – Indicates whether or not a custom schema is in use
- `RPT_DISABLE_TIME` – Amount of time (seconds) after which a long-running report will be disabled. If the report is edited, it is enabled again
- `RPT_FROM_ADDR` - specifies the 'from' address for emailed reports
- `CUSTOM_SCRIPT_DATA_SIZE` – size of the data buffer (bytes) used when processing custom scripts in Analytics
- `GRP_DT_*` - string formats for the 'group by date' output filter
- `PURGE_*` - settings related to the purging of data

Best Practices

- Use the scheduling feature whenever possible
 - If you're going to have multiple individuals looking at a report on a regular period
 - If you're going to report against a large set of data schedule for off-hours if possible if you're not running against a replicated database
- Refer to standard reports often
 - Typically you can save a tremendous amount of time modifying a canned report
 - Examples of successful formula use
- Use filters
 - Expose date filters to only those users that need the flexibility
 - For those that don't need date flexibility, copy the report, use relative date filters, and set them at design time, not run time

Q & A Session

- Questions on any portion of the prepared material
- General questions on the topic

THANK YOU!