



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

Customer Choice Session: Analytics Custom Scripting

Agenda

- Introductions
- Prerequisite: PHP knowledge and programming skills
- What are Custom Scripts
- How to access Custom Scripts
- When to use Custom Scripts
- Custom Script Limitations
- Custom Script Pros & Cons
- Examples
- Q & A

GOAL: Better understand Analytics Custom Scripting and recognize when and when not to use custom scripts as a part of your reporting solution.

What are Custom Scripts?

- PHP code that further alters the dataset.
 - Script runs on the server after the initial dataset has been retrieved
 - If the script fails, the initial dataset is returned
- Each level may have a Custom Script which is then applied at that level.
- Sledgehammer approach to achieving a reporting need.
- Four parts of a Custom Script:
 - Initialization
 - Headers
 - Process
 - Finish
- Conceptually, what does the custom script look like?

When to use Custom Scripts

- When you cannot achieve the solution to your reporting need utilizing the existing Analytics features.
- When a significant performance improvement can be accomplished.
- What can be done with the dataset?
 - Change column headings
 - Add/remove rows
 - Remove columns (from the end only)
 - Change individual cell data (raw value) of a row (data type needs to be maintained)
- Visualize your dataset as a table of data that you can further manipulate in your Custom Script.

Custom Script Limitations

- Custom Scripts
 - Cannot add columns.
 - Cannot change data types of columns.
 - Cannot utilize data outside of the report's dataset (Pro Services may be able to help if this is needed).
 - Are not validated as syntactically correct.
 - Are not upgraded.
 - Can be wrong after altering the report definition.
 - Can invalidate other report components expecting a different dataset.
- CUSTOM_SCRIPT_DATA_SIZE – size of the data buffer (bytes) used when processing custom scripts in Analytics

Custom Script Pros & Cons

- Pros
 - Can further manipulate the dataset adding functionality not present in the application.
 - Can improve performance of report.
- Cons
 - Report definition becomes “brittle”.
 - Writing a valid custom script can be difficult.

Conceptual Example

1. Determine the report desired.
2. Determine the final dataset needed to achieve the report.
3. Determine that the final dataset cannot be achieved using the Analytics Application without custom scripts.
4. Determine that the final dataset can be achieved using a custom script.
5. Determine the intermediary dataset needed for the custom script to utilize in achieving the final dataset.
6. Design the report without a custom script, verify that the report does indeed return the intermediary dataset needed by the custom script.
7. Using a copy of the report, add the code needed in the custom script to manipulate the intermediary dataset to the final dataset, verify that the custom script does indeed produce the final dataset as desired.

Examples

- Remove columns, add rows.
- Remove html tags from text.
- Display only the last thread entry for the incident.
- Translate transactions id1 and id2 fields to string labels.

Page Transitions Example

Initial Dataset

Dummy	Support Home	Answer List	Answer Detail	Support Home	Answer List	Answer Detail	Support Home	Answer List
	0	85	54	21	0	65	15	45

Custom Script

From Page	Support Home	Answer List	Answer Detail
Support Home	0	85	54
Answer List	21	0	65
Answer Detail	15	45	0

Q & A

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

THANK YOU!