

Chat2Desk

Statistics description

chat2desk.com

Changelog

12.01.2021

Added link to [Google Spreadsheet](#) which allows to work with this statistics data.

23.06.2019

Added *ban_status* parameter to first 2 statistics tables.

Client and request tags are now in one field, semicolon separated.

21.05.2019

Aggregated statistics is now available via [API](#).

28.08.2018

New parameter added — *request_starter*.

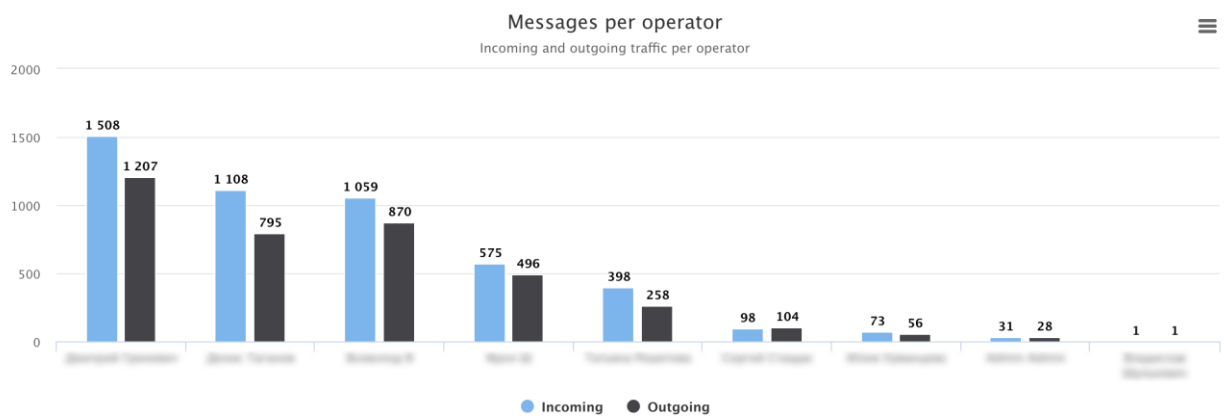
Intro

Aggregated statistics is a data set in 5 tables with many values for analysing your chat center performance like time of processing and reaction time, number of messages, clients and requests, operators' actions, received scores and more.

- Statistics is calculated once a day at around 1 a.m. your local time. It is turned off by default. Ask administration to turn it on for your company.
- Most of the values are calculated based on request.

A request — is a set of messages within a dialog with a client. As a rule, request starts with first client message and finishes when the dialog is closed. When the client continues to text in a closed dialog, the dialog is opened and a new request is starts.

- To turn on the display of requests in your chats go to **Settings > Tags and requests** (under admin).
- Time period is always calculated in seconds.
- In **Reports > Extended reports** section many charts based on these statistics are available. For example:



Statistics tables

Statistics data is contained in 5 tables.

Table 1. "Requests with answers" (operator_replies)

Operators' replies within request: average and total operator's reply time, time of reaction, number of messages and more. This table may contain many lines with one request because more than one operator can take part in one request. If a request has no operator messages or the only operator message was the first one, such request **will not appear** in this table.

Parameter	Example	Comment
request_id	232	Id of a request.
request_tags	Sale;Ford	All request's tags.
client_id	12349	Client's id.
client_name	Ivan Petrov	Client's name.
client_assigned_name	Fritz	Client's assigned name.
client_phone	79313131312	Client's phone (if known).
client_messenger	facebook	Client's messenger (based on the first message in the request).
client_comment	This is a comment	Comment to a client.
ban_status		Is this client in black list or not.
client_extra1		Extra 1 client field.
client_extra2		Extra 2 client field.
client_extra3		Extra 3 client field.
client_info	{"5": "X5 M50", "11": "BMW"}	Info from custom fields of client info-card.
client_country	Russia	Client country (if known).

client_region	Saint-Petersburg	Client region (if known).
client_new	false	<i>True</i> — if it is the first request of this client to your company. Otherwise — <i>false</i> .
client_tags		All client tags.
operator_id	100	Operator id whose statistic is provided. There can be many operators in one request who have participated in answering the client.
operator_name	Vasily Ivanov	Operator's name.
operator_role	supervisor	Operator's role (<i>operator, supervisor, admin</i>).
operator_group1	New York	Group 1, where this operator belongs.
operator_group2	Servicemen	Group 2, where this operator belongs.
channel_id	920	Channel id.
channel_name	Main	Channel name.
request_start	121331231	Start of the request (unix).
request_start_d	30.12.2021	Date of the request start.
request_start_t	23:59:59	Time of the request start.
request_start_mode	online/NULL	Workmode of chat center when current request began (<i>NULL</i> or <i>online</i>). Workmode should be taken into account when analysing replies time. Workmode is determined when this statistic is calculated.
replies	5	Number of «Client message» — «Operator's message» pairs in the request without counting menu/system requests and answers. If the previous reply was this or another operator's reply, current operator's reply doesn't count.

		<p>Example:</p> <p>14:55 --- <i>Start of request</i> ---</p> <p>14:55 Client: 1 (menu item)</p> <p>15:00 Client: Hi</p> <p>15:05 --- <i>Chat assigned to operator 1</i> ---</p> <p>15:10 Client: Hello!</p> <p>15:30 Operator 1: Good day!</p> <p>15:32 Operator 2: How can i help?</p> <p>15:40 Client: I want to place an order.</p> <p>15:45 Operator 1: We will come back later to you...</p> <p>15:48 Client: Thanks!</p> <p>15:50 --- <i>End of request</i> ---</p> <p><i>replies</i> of operator 1 = 2</p> <p><i>replies</i> of operator 2 = 0, because the only reply of operator 2 at 15:32 had previous message not from a client.</p>
total_replies_time	1200	<p>Total (summed up) of reply times of given operator for all his/her answers in one request. The calculation starts after a chat was assigned to an operator, then by client's messages. If there were many messages from the client in a row, the time from the first message is calculated.</p> <p>Also see <i>working_request_time</i> value in the next table.</p> <p>See example above.</p> <p><i>total_replies_time</i> of operator 1 = 25 min, because chat assignment time is used (15:05) + 5 min (answer to message at 15:40) = 30 min.</p> <p><i>total_replies_time</i> of operator 2 — is not calculated because the only operator 2 at 15:32 had previous message not from a client.</p>
incoming_messages	56	<p>Number of incoming client messages per given operator excluding the menu requests. Only messages that precede the given operator reply are related to this operator.</p>
outgoing_messages	12	<p>Number of outgoing operator's messages excluding menu and system messages.</p>

outgoing_menu_messages	69	Number of outgoing messages (including menu) per given operator.
average_replies_time	120	Average reply time of this operator (that is how fast the operator replies to a client): <i>total_replies_time</i> divided by <i>replies</i> .
request_starter	write_first/ other	Initiator of the request: <ul style="list-style-type: none"> • <i>write_first</i> — the request was initiated by operator with “Write first” feature. • <i>other</i> — all other cases. This parameter is useful when analyzing reaction time.
request_terminator	Auto/Vasily Ivanov	Initiator of request closing.

Table 2. “All request” (request_stats)

Request report: reaction time and request handling time and more. In this table, one line is one request, no matter how many operators took part in it. This report contains all requests of your company, even those where an operator hasn’t sent any message (unlike *operator_replies* above).

Parameter	Example	Comment
request_id	232	Id of a request.
request_tags	Sale;Ford	All request’s tags.
client_id	12349	Client’s id.
client_name	Ivan Petrov	Client’s name.
client_assigned_name	Ivan	Client’s assigned name.
client_phone		Client’s phone (if known).
client_messenger	facebook	Client’s messenger (based on the first message of the client in request).
client_comment	This is a comment	Comment to a client.
ban_status		Is this client in black list or not.
client_extra1		Extra 1 client field.

client_extra2		Extra 2 client field.
client_extra3		Extra 3 client field.
client_info	{"5": "X5 M50", "11": "BMW"}	Info from custom fields of client info-card.
client_country	Russia	Client country (if known).
client_region	Saint-Petersburg	Client region (if known).
client_new	false	<i>True</i> — if it is the first request of this client to your company. Otherwise — <i>false</i> .
client_tags	VIP;Partner	All client's tags.
channel_id	920	Channel id.
channel_name	Main	Channel name.
request_start	121331231	Start of the request (unix).
request_start_d	30.12.2021	Date of the request start.
request_start_t	23:59:59	Time of the request start.
first_operator_id	100	Operator id who sent the first message in this request among other operators. If there was no operator message in a request, the request would have no operator.
first_operator_name	Vasily Ivanov	The name of operator that first sent a message into this request among other operators.
first_operator_role	supervisor	Operator role (<i>operator, supervisor, admin</i>).
first_operator_group1	New York	Group 1, where operator belongs.
first_operator_group2	Servicemen	Group 2, where operator belongs.
operators_in_request	3	Number of operators participating in this request.
reply_start	121331231	Date/time of the operator's first message in this request (unix time).
reply_start_d	31.12.2021	The same — date.
reply_start_t	23:59:59	The same — time.

request_start_mode	online/NULL	Workmode of chat center when current request began (<i>NULL</i> or <i>online</i>). Workmode should be taken into account when analysing time of reaction (<i>reaction_time</i>). Workmode is determined when this statistic is calculated.
reaction_time	200	<p>Time difference in seconds between the first message of a client and first message of an operator in the request. Unlike <i>working_reaction_time</i> (see below) here the time period when a client waited for his/her chat to be assigned on an operator is considered.</p> <p>See <i>request_starter</i> parameter below.</p> <p>If the first message in a request was from an operator, this value is not counted.</p> <p>Example: 14:55 --- Start of request --- 14:55 Client: 1 (menu item) 15:00 Client: Hi 15:05 --- Chat assigned to operator 1 --- 15:10 Client: Hello! 15:30 Operator 1: Good day! 15:32 Operator 2: How can i help? 15:40 Client: I want to place an order. 15:45 Operator 1: We will come back later to you... 15:48 Client: Thanks! 15:50 --- End of request ---</p> <p><i>reaction_time</i> of request = 35 min, because the first message from a client was at 14:55 and the first operator's reply in the request was at 15:30.</p>
working_reaction_time	61	Time difference in seconds between chat assignment on operator or, if the current request doesn't have an assignment, the first message of a client and first message of an operator in the request. Unlike <i>reaction_time</i> (see above) here the time period when a client waited for his/her chat to be assigned on an operator is not considered.

		<p>If the first message in a request was from an operator, this value is not counted.</p> <p>See <i>request_starter</i> parameter below.</p> <p>When using this value, it is recommended to assign the chats on operators in automatic mode. Because the time period when a client waited for his/her chat to be assigned is not counted.</p> <p>See example above.</p> <p><i>working_reaction_time</i> of request = 25 min, because assignment of chat was at 15:05 and the first operator's reply in the request was at 15:30.</p>
request_time	1300	<p>Time between the start and the end of request. Unlike <i>working_request_time</i> (see below), time period when the chat was not assigned on any operator is counted here.</p> <p>See example above.</p> <p><i>request_time</i> of request = 55 min.</p>
working_request_time	1200	<p>Time between first chat assignment on operator in current request or, if the request doesn't have chat assignment, the beginning of the request and the end of the request. Unlike <i>request_time</i> (see above), time period when the chat was not assigned on any operator isn't counted here.</p> <p>When using this value, it is recommended to turn on chats auto assignment. Because the time during which a client waits for his/her chat to be assigned (in <i>New chats</i>) doesn't count here.</p> <p>Make sure your operators close chats quite soon or set up auto closing of chats no more than 30 min.</p> <p>See example above.</p>

		<i>working_request_time</i> = 45 min., because time of chat assignment was 15:05 and the request ended at 15:50.
<i>incoming_messages</i>	56	Total number of incoming messages from a client in this request, not including menu messages.
<i>incoming_menu_messages</i>	10	Total number of incoming menu messages from a client in this request.
<i>outgoing_messages</i>	56	Total number of outgoing messages from a client in this request, not including menu messages and autoanswers.
<i>outgoing_menu_messages</i>	8	Total number of outgoing menu messages from a client in this request.
<i>request_starter</i>	<i>write_first</i> / <i>other</i>	Initiator of the request: <ul style="list-style-type: none"> <i>write_first</i> — the request was initiated by operator with “Write first” feature. <i>other</i> — all other cases. This parameter is useful when analyzing reaction time.
<i>request_terminator</i>	Auto/Vasily Ivanov	Initiator of request closing.

Table 3. “Workload” (*operator_stats*)

Operator report: requests, messages, clients, etc. If a request doesn't contain any operator message, such request will not appear in this report.

Parameter	Example	Comment
<i>date</i>	121331231	Date (day) of the provided statistics (unix). Based on client time zone.
<i>date_d</i>	30.12.2021	The same in dd.mm.yyyy format.
<i>operator_id</i>	100	Operator id whose statistic is provided. The request operator is the first operator to send a message into this request.
<i>operator_name</i>	Vasily Ivanov	Operator name.

operator_role	supervisor	Operator role (<i>operator, supervisor, admin</i>).
operator_group1	New York	Group 1, where operator belongs.
operator_group2	Servicemen	Group 2, where operator belongs.
channel_id	920	Channel id.
channel_name	Main	Channel name.
client_messenger	facebook	Client messenger (by the first message in request).
requests	100	Number of requests in which this operator was the author of the first message to client.
requests_took_part	123	Number of requests in which this operator participated (was in any message of the request). This value includes <i>requests</i> .
messages	3467	Number of messages sent by this operator.
clients	120	Number of clients with whom this operator communicated in all requests that this operator took part in.

Table 4. "Actions" (operator_events)

Operator events report: got/transferred chat, changed status, logged in/out of system, etc.

Parameter	Example	Comment
operator_id	100	Operator's id whose statistic is provided.
operator_name	Vasily Ivanov	Operator's name.
operator_role	supervisor	Operator's role (<i>operator, supervisor, admin</i>).
event_id	60	Id of the event.
event_name	statusOnline	Name of the event.

event_type	statusOnline, login, logout	Type of the event.
event_start	121331231	Date/time of the event (unix).
event_start_d	30.12.2021	The same — date.
event_start_t	23:59:59	The same — time.
status_duration	550	<p>For events like <i>online</i>, <i>offline</i>, <i>break</i>, <i>study</i> and <i>busy</i> — time period of operator being in this status. The time is calculated up to the next status event as specified above.</p> <p>This value is calculated when the status is changed. If when the statistics is calculated there is no next status change event, this field will contain time period till the moment of calculation (around 1 am your local time).</p> <p>Offline status may occur when an operator is considered as being <i>offline</i> because of inactivity (see Settings > General). In this case, the operator may still remain logged in.</p>

Table 5. "Scores" (rating)

Scores of operators' chats by the customers. The score is stored in special rating request. Not all clients value their chats.

Parameter	Example	Comment
client_id	12349	Client's id.
client_name	Ivan Petrov	Client's name.
client_assigned_name	Fritz	Client's assigned name.
client_phone	79313131312	Client's phone (if known).
client_messenger	facebook	Client's messenger.

client_comment	This is a comment	Comment to a client.
client_extra1		Extra 1 client field.
client_extra2		Extra 2 client field.
client_extra3		Extra 3 client field.
client_info	{"5": "X5 M50", "11": "BMW"}	Info from custom fields of client infocard.
client_country	Russia	Client country (if known).
client_region	Saint-Petersburg	Client region (if known).
client_tag1		1 st client tag.
client_tag2		2 nd client tag.
client_tag3		3 rd client tag.
operator_id	100	Id of chat operator (but not of request), where the scoring was. The score relates to the last operator of the request.
operator_name	Vasily Ivanov	Operator's name.
operator_role	supervisor	Operator's role (<i>operator, supervisor, admin</i>).
operator_group1	New York	Group 1, where this operator belongs.
operator_group2	Servicemen	Group 2, where this operator belongs.
channel_id	920	Channel id.
channel_name	Main	Channel name.
rating_id	11	Rating id.
rating_name	Eval	Rating name.
rating_start	121331231	Date/time of rating start.

rating_start_d	31.12.2021	Same — date.
rating_start_t	23:59:59	Same — time.
request_id	100	Id of rating request. This is not the request which is being scored when scoring a chat — see <i>valuation_request_id</i> .
valuation_request_id	99	Id of request which is actually being scored when scoring a chat.
score_id	21	Id of received score. The score may be empty. It means a client hasn't replied with a score.
score_name	Great	Name of the score.
score_value	5	Value of the score.
score_comment	5 Everything is fine!	Comment of a client to his/her score.

Working with data

Access via API

Aggregated statistics data is available not only from **Reports** section on the site but also via API. See API [manual](#).

Working inside Google spreadsheet

You can work with this statistics data using our special Google Spreadsheet (Google Docs), creating your own reports, and updating data with 1 click.

Here is the [link to open](#) the spreadsheet. See the full instructions on the **Controls** sheet.