

## Reporting & Analysis

cxImpact offers a host of analysis tools: reports, alerts, search and replay. Each provides a different type of insight into a website's customer experience and performance metrics, but all rely on Tealeaf events. Events can track almost anything that occurs within a session, and this flexibility requires that they are custom-built to each site.

This course provides detailed explanations of eventing concepts, and practices on event-building functionality, all within the context of real-world scenarios. Those who complete this course will have the knowledge to build and analyze reports in Tealeaf, as well as the skill required to build the events that underlie all Tealeaf analysis.

## Course Description

This 12-hour course is designed to begin in the afternoon after Tealeaf Fundamentals and conclude the following day. It first reviews all components of the Tealeaf Portal interface in detail, then gives an overview of how events function within the Tealeaf system. The remainder of the course is spent in building events and reports to capture specific data requirements.

Important concepts include the conditions, values and reporting dimensions of each event, as well as the impact of timing on event processing. Advanced reporting features such as whitelists and group lists give tighter control over the resulting report data, and special event types allow you to record distance, sequence and repetition information.

## Target Audience

All analysts and administrators of Tealeaf should attend this course. In order to accurately interpret the resulting metrics, all analysts must understand how Tealeaf events are built and operate. This will also help them determine what metrics are useful to track within Tealeaf and how. Therefore, even if some analysts do not become designated Event Modelers, their participation in this course ensures that they will be able to work together successfully. Tealeaf system administrators should also attend to better understand data integrity and support requirements.

## Pre-requisite

Tealeaf Fundamentals

## Objectives

Over the next day and a half, you'll learn how to design events to power searches and reports, and to create reports needed to manage your customer experience. This involves the following tasks, which you'll practice during this course:

- Understand the Event Creation Methodology.
- Utilize search and Browser-Based Replay features to locate the source information for an event.
- Select appropriate triggers, conditions, and values for events to achieve the desired report or search goal.
- Create new dimensions and report groups to enable report segmentation and advanced searching.
- Identify situations to use sequence, distance and threshold events.
- Consider the effects of whitelists and select appropriate settings.
- Set up alerts for tracking issues.
- Plan next steps for report and event management.

## Course Materials

Reporting & Analysis training materials will be provided to participants upon arrival.