



Other Reports

- [Other Reports, on page 1](#)

Other Reports

In addition to the real time and historical reports, Campaign Manager also has reports for the following modules:

- **Script Designer Reports:** All reports related to 2-Way SMS and Call Guide - application modules configured using the Script Designer - are discussed in detail.
- **License Reports:** The reports pertaining to licensing give a detailed analysis for both license types - Perpetual and Subscription - and are useful tools to make decisions on the number of licenses.

This chapter explains the above reports in detail.

Script Designer Reports

The Script Designer is used for two purposes in LCM - the 2-Way SMS campaigns and the Call Guide. The LCM application also provides for in-depth reports for both 2-Way SMS and Call Guide.

- **2-Way SMS Reports:** These reports provide useful insights into 2-Way SMS campaign performance vis-à-vis parameters such as response time, completion time, etc.
- **Call Guide Reports:** These reports provide a detailed look at how call guides are used by agents and customers, contacts and responses, hourly reports, etc.

2-Way SMS Reports

The 2-Way SMS module comes with in-built reports. These reports provide a useful insight into 2-Way SMS campaign performance vis-à-vis parameters such as response time, completion time, etc.

The following reports are available:

- **Campaign Level** - Populates the number of messages sent and received for the selected campaign. Besides, this report also populates the number of messages sent and received by SMS content.
- **Campaign Session Details** - Shows the details for success, failed, completed, in progress SMS campaigns, both as a summary and as separate report for each.

- **Average Completion Time** - Gives the average time taken to complete the session for call contacts as also the contact session details.
- **Average Response Time** - Displays the average time that customers took to respond to a question, based on the input parameters given.

Campaign Level

The following Campaign Level reports are available:

- Recent SMS Deliveries - Chart and Table views
- Messages Sent and Received by Hour
- Messages Sent and Received by Contact
- Messages Sent and Received by Content

Follow the steps below to see the Campaign Level report for 2-Way SMS campaigns.

1. Click **Report** in the report tab to display the report screen.
2. The Campaign Level report is the default report.
3. From the date panel, select a From Date for the report.
4. From the date panel, select a To Date for the report.



Note For campaign level reports, default reporting period is set as one week; for Average Completion report, it is one day.

5. Select a Campaign Group from the drop-down list.



Note To select all groups, select the **Select All** checkbox. This checkbox is not applicable for the Average Response Time report.

6. Select the Campaign from the drop-down list. This lists only the campaigns for the selected campaign groups.



Note To select all campaigns, select the **Select All** checkbox. This checkbox is not applicable for the Average Response Time report.

7. The forms mapped to this campaign are displayed. From this drop-down list, select the Form for which you want the report.
8. Enter a Contact Number to which you send messages.

Recent SMS Deliveries

This report displays the number of messages sent for a campaign.

In the Chart view, the vertical axis indicates the number of messages sent and the horizontal axis indicates the campaigns for which the messages were sent.

The Chart view displays the report only for the most recent 25 campaigns. These constraints do not apply to the Table view of this report. In this view, use the paging tool to navigate through the report.

Messages Sent and Received By Hour

From the Campaign Name column, click any campaign to drill down to the Messages Sent and Received by Hour report.

The Messages Sent and Received by Hour report contains the following information:

Time The time interval for this line entry.

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Date	The date on which the messages were sent from this campaign.
Messages Sent	The number of messages sent within this time interval.
Messages Received	The number of messages received within this time interval.

Messages Sent and Received for All Contacts

This report details the number of messages sent to and the number of responses received from each contact in the selected campaign.

The Messages Sent and Received for All Contacts report contains the following information:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Contact Number	The contact number to which the messages were sent from this campaign.
Session Started At	The SMS session start time for this contact.
Sent	The number of messages sent to this contact number.
Received	The number of messages received from this contact number.

Field	Description
Status	The status for this contact number. The status can be one of the following: <ul style="list-style-type: none"> • Completed • Timed Out • Failed • In Progress

Click any Contact number in the above report to drill down to Messages Sent and Received By Content.

Messages Sent and Received by Content

This report displays the content of all questions for a specific contact.

This report displays the content of SMS messages (questions) for a specific contact.

The Messages Sent and Received by Content report contains the following information:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Contact Number	The contact number to which the messages were sent from this campaign.
Message	The content of the SMS message that was sent to the contact.
Date Time	The date and time when this message was sent to the contact

Average Completion Time

This report gives information of the average time taken (in hours) to complete a full session, for contacts where at least one SMS is sent out.

The Chart view displays the report only for the most recent 25 campaigns. Besides, this does not take into account sessions that average more than 6 hours per session. These constraints are, however, not applicable to the Table view.

The Average Completion Time report contains information as detailed the following table:

Field	Description
Campaign Name	The campaign for which the report is rendered.
Average Completion Time (Hours/Minutes)	The average completion time, in hours, for a session where at least one SMS is sent to a contact for a campaign

Campaign Session Details

This report shows detailed statistics of sessions for a selected campaign. This displays the number of sessions completed, timed out, failed, etc. for a specific campaign.

The Campaign Session Details report contains information as detailed the following table:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Form Start Date	The date and time of the first message from this form.
Total	The total count of sessions initiated on this form.
Completed	The count of successfully completed sessions for this form.
Timed Out	The count of timed out sessions for this form.
Failed	The count of sessions that exceeded the time limit for this form. Note: Each SMS that the LCM application service sends out is stored as a session in the database. The sessions have a maximum time of 6 hours to timeout (user configurable to a lower time), by default.
In Progress	The number of sessions in progress for this form.

You can drill down to four further reports for the Campaign Session Details report. Four sub-reports are available for this report. Click a contact number under the Contact Number column to view one of the four drilled-down reports as listed below:

- Campaign Session Details - Completed, for session-completed contacts
- Campaign Session Details - Timed Out, for contacts with timed-out sessions
- Campaign Session Details - Failed, for contacts having failed sessions
- Campaign Session Details - In Progress, for contacts where a session is in progress

Campaign Session Details - Completed

This report shows details of completed sessions.

The Campaign Session Details - Completed report contains information as detailed the following table:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Contact Number	The contact number to which the messages were sent from this campaign.

Campaign Session Details - Timed Out

Field	Description
Session Started At	The SMS session start time for this contact.
Sent	The number of messages sent to this contact number.
Received	The number of messages received from this contact number.

Campaign Session Details - Timed Out

This report shows details for timed-out sessions. A session is considered timed out if the timeout limit as configured is exceeded without a reply received from a customer.

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Contact Number	The contact number to which the messages were sent from this campaign.
Session Started At	The SMS session start time for this contact.
Sent	The number of messages sent to this contact number.
Received	The number of messages received from this contact number.

Campaign Session Details - Failed

This report shows details for failed sessions. A session is considered failed if any error occurs when the form is processed.

The Campaign Session Details - Failed report contains information as detailed the following table:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Contact Number	The contact number to which the messages were sent from this campaign.
Session Started At	The SMS session start time for this contact.
Sent	The number of messages sent to this contact number.
Received	The number of messages received from this contact number.

Campaign Session Details - In Progress

This report shows details for sessions in progress. A session is considered In Progress if messages sent or received await responses within the configured timeout

The Campaign Session Details - In Progress report contains information as detailed the following table:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Contact Number	The contact number to which the messages were sent from this campaign.
Session Started At	The SMS session start time for this contact.
Sent	The number of messages sent to this contact number.
Received	The number of messages received from this contact number.

Average Response Time

This report displays the average time taken to respond to a question for the selected form.

From the left pane, click Average Response Time to complete the report parameters; this is mandatory. Click **Search** to display the report in the Chart view.

From the **Show As** drop-down list, select **Table** to view the average response time in minutes, for a question.

The Average Response Time report contains information as detailed the following table:

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Form Name	The Form Name using which the messages were sent.
Question Title	The question posed to the customers as an SMS.
Average Response Time (Mins:Secs)	The average time taken for customers to respond to this question.

Call Guide Reports

The Script Designer module includes settings for configuring Call Guide reports. This report is rendered both as a Chart and as a Table.

In Campaign Manager, click **License** in the menu pane on the left to open the Script Designer. Click the Report tab and select **Call Guide**.

Following is an example of a Call Guide Report - Chart.

Following is an example of a Call Guide Report - Table.

Both views show the number of contacts that the agents have used the call guide on.

To drill down to more detailed reports, click the Campaign Name in the Table view or the chart displayed for the campaign in the Chart view. Both views present more detailed reports.

Call Survey By Hour

The Call Survey By Hour shows the campaign-wise call guide usage by the hour.

Scrolling down this report, you can see another report - All Contacts with No. of Questions Answered as shown below.

The All Contacts with No. of Questions Answered report contains information as detailed the following table.

Field	Description
Campaign Name	The Campaign for which the report is rendered.
Agent ID	The agent using this call guide.
LCMKey	The LCM Key (Account Number) for this call.
Contact Number	The contact number on which the customer was reached.
Activity At	The date and time the call guide was used.
Total Questions Answered	The number of questions answered by the customer during the interaction.

To drill down to more details, click a Contact Number in the All Contacts with No. of Questions Answered report. The report lists all the questions asked by the agent and the answers from the customer along with other information about the contact.

License Reports

This section describes the following types of License Reports. Click **License** from the menu to view the reports.

- [Concurrent Login Report, on page 8](#)
- [Violation Report, on page 9](#)

Concurrent Login Report

The Concurrent Login Report displays the number of ports in concurrent use by the users as well as the allocated number of licenses and the concurrent logged-in users at any point in time for each user. Users can be agents, supervisors, and administrators.



Note

- For the Perpetual license model, for each user, both the allocated number of licenses and the concurrent logged-in users at any time are reported.
- For the Subscription license model, only the number of concurrent logged-in users is reported for each type of user. This data is used for usage-based billing.

To view the report:

1. In Campaign Manager, click **License** from the menu. The **Concurrent Login Report** page appears.
2. Select a **Start Date** and time for the report.
3. Select an **End Date** and time for the report.
4. Click **Show** to populate the report.

This report contains a grid showing the Allocated and Used licenses for **Admin Ports**, **Supervisor Ports**, and **Agent Ports** for each Tenant attached to this instance of Campaign Manager.

5. (optional) Use the paging tool to navigate through the report. You can navigate to the first page, previous page, specific page, next page, or last page of the report. You can also specify the number of entries to be displayed per page

Violation Report

This report lists all the license violations that have occurred during the chosen time period.

Violation Report is divided into two parts:

- [Active Violation Report, on page 9](#)
- [Cleared Violation Report, on page 10](#)

Active Violation Report

This report lists all the license violations that have occurred during the report period chosen. This report is available only for the Perpetual license model.

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- Step 1** Click **License** from the menu.
The License page appears.
- Step 2** Click **Reports**.
The Concurrent Login Report page appears by default.
- Step 3** Click **Violation Report**.
- Step 4** Select a **Start Date** and time for the report.
- Step 5** Select an **End Date** and time for the report.
- Step 6** Click **SHOW**.
- Step 7** Click **Active Violation**. The report has the following fields:

Field	Description
Tenant Name	The tenant to whom this violation pertains. This column is not valid if the application is running in a non-tenanted model.

Field	Description
Violation Count	The serial count of the violation. When expanded, this column drills down to show the Violation Date, Agent Count (the number of agents who are logged in at the time when the violation occurred), and the Peak Agent Count (the highest number of agents who are logged in on the day of the violation).
Violation Start Date	The violation start date and time.
Last Violation Date	The last violation date and time for the license.
Seize Date	The seize date for the violation, if you do not augment the licenses.

Use the Paging tool to navigate through the report. You can navigate to the first page, previous page, specific page, next page, or last page of the report. You can also specify the number of entries to be displayed per page.

Cleared Violation Report

The Cleared Violation report contains the history of past license violations that have occurred in the application.

- Step 1** Click **License** from the menu.
The License page appears.
- Step 2** Click **Reports**.
The Concurrent Login Report page appears by default.
- Step 3** Click **Violation Report**.
- Step 4** Select a **Start Date** and time for the report.
- Step 5** Select an **End Date** and time for the report.
- Step 6** Click **SHOW**.
- Step 7** Click **Cleared Violation**. The report has the following fields:

Field	Description
Last Violated Date	The date of the last violation of the license.
Seize Date	The seize date for the violation, if you do not augment the licenses.
Peak Agent Count	The highest number of agents who are logged in on the day of the violation.
License Reset At	The date and time the license was reset.

Field	Description
Details	The Details column expands to show Violated Date, Agent Count (the number of agents who are logged in at the time when the violation occurred), and Peak Agent Count.
