SESSIONCAM

CUSTOMER STRUGGLE SCORE

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CUSTOMER STRUGGLE SCORE

The Customer Struggle (CS) score is the quantified perception of sessions where a customer experiences disruption to their journey i.e. struggle points for the customer. Even though the score is session based it focuses on the page or pages that cause the most disruption within a session.

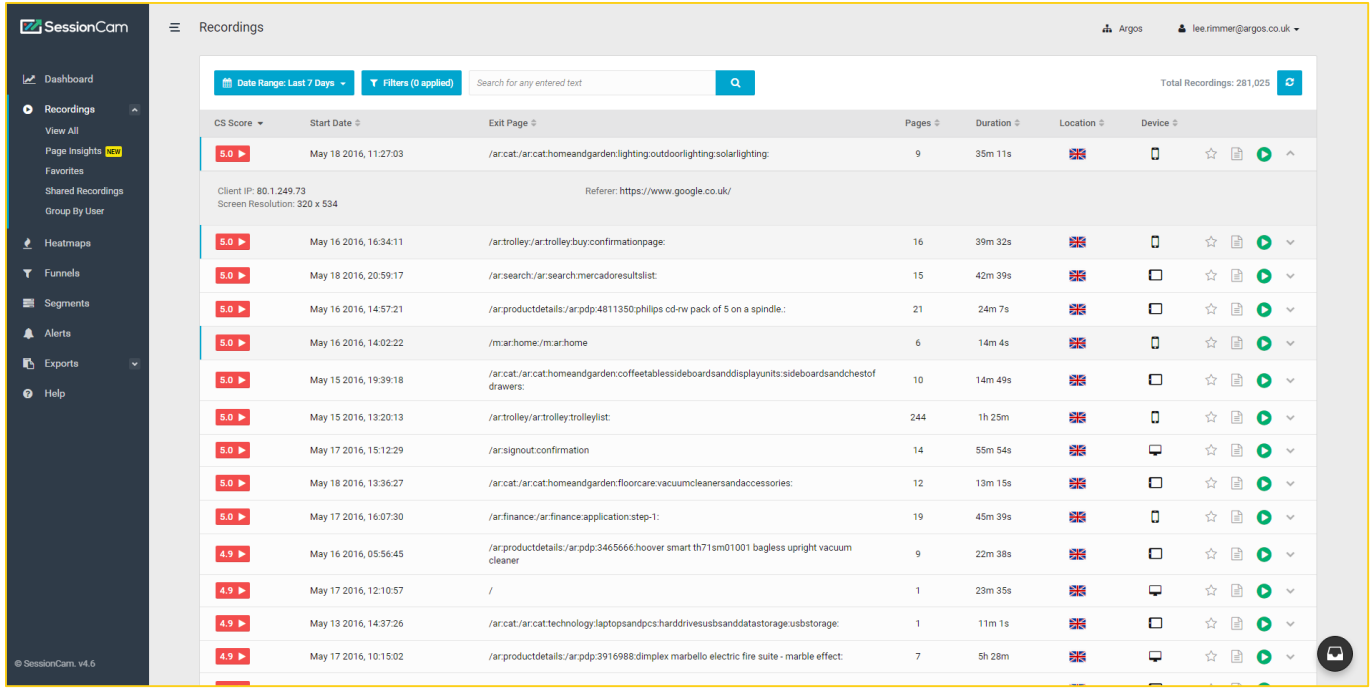
The score is on a scale of 0.0 (no possibility of struggle) to 5.0 (high possibility of struggle) and is calculated using a series of algorithms to review screen interactions.

The correlation between CS score and an actual customer struggle is c. 80%.

ALL RECORDINGS

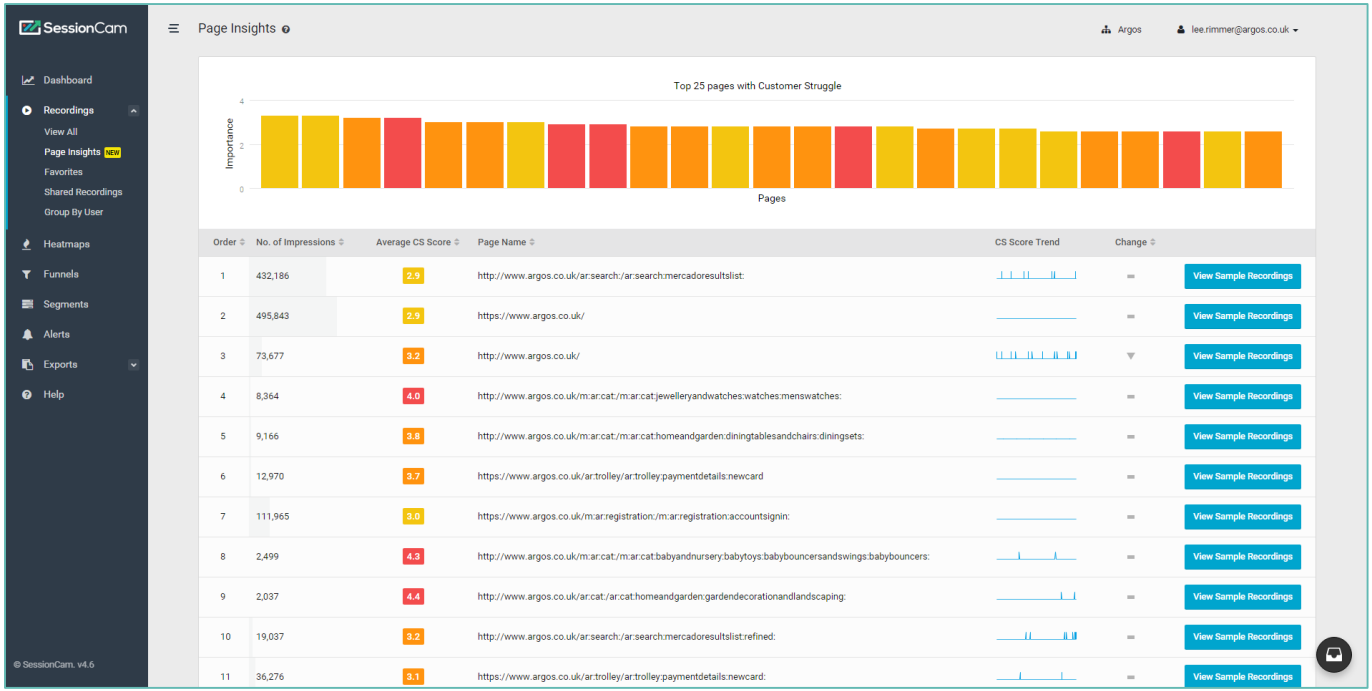
Clicking the playback arrow next to the struggle score (red arrow) takes you to the page within the session where the greatest struggle occurred.

Clicking the green arrow plays the sessions from the beginning.



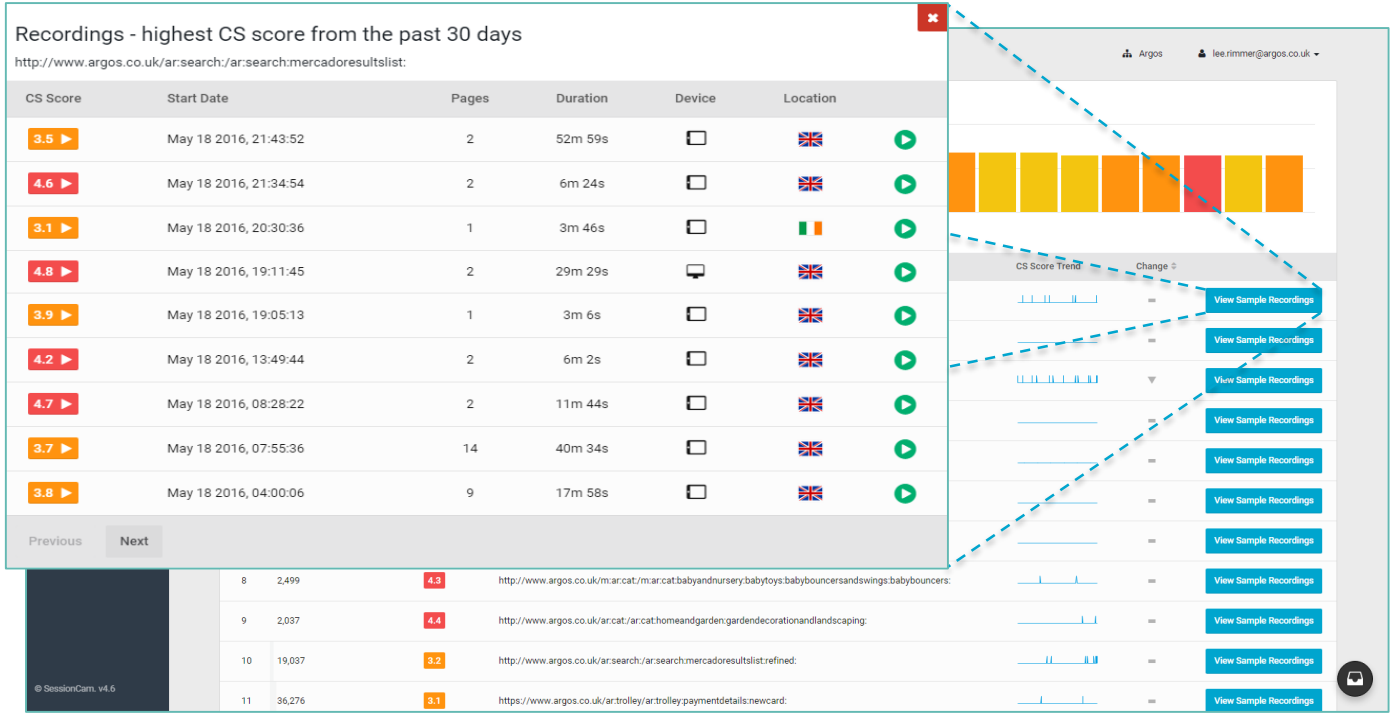
PAGE INSIGHTS

The top 25 most important (an aggregation of the number of impressions and average CS score over the last 30 days) are listed.



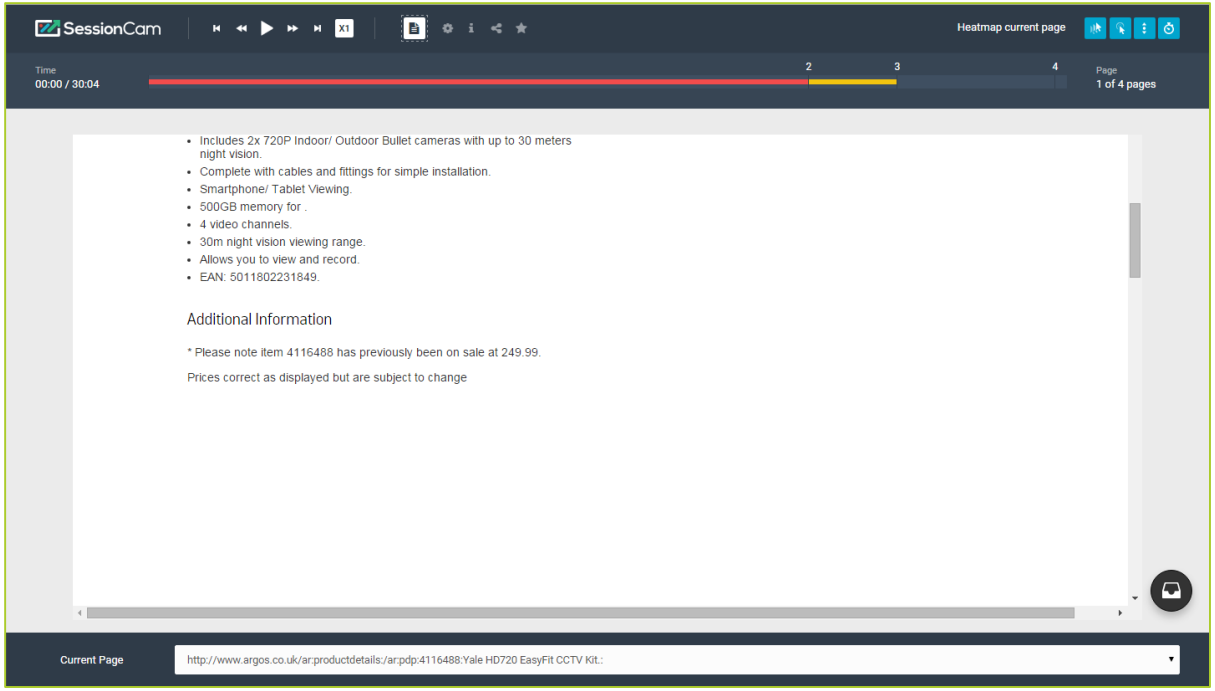
PAGE INSIGHTS

The relevant sessions to each page can be quickly returned. The interface is the same as the full recordings list.

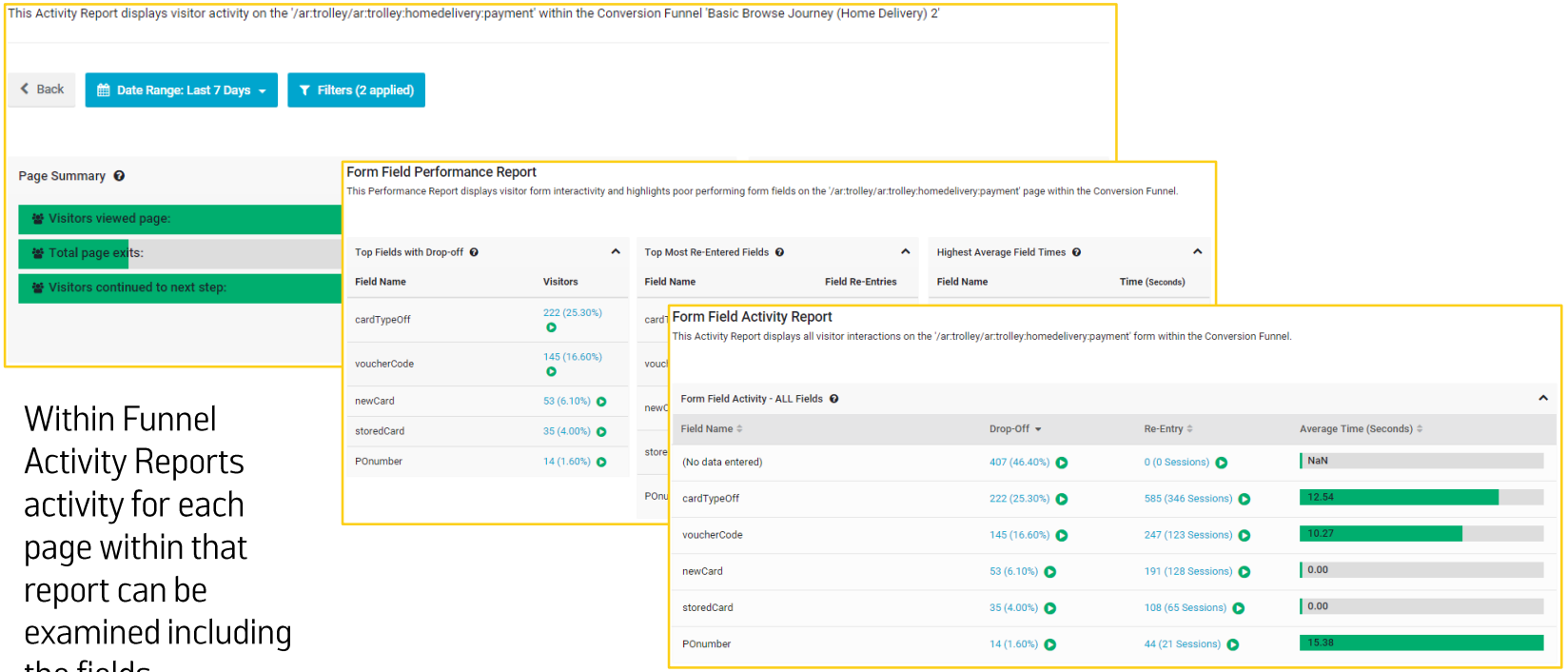


PLAYBACK INTERFACE

Pages are colour coded based on the severity of struggle according to their relevant CS score.

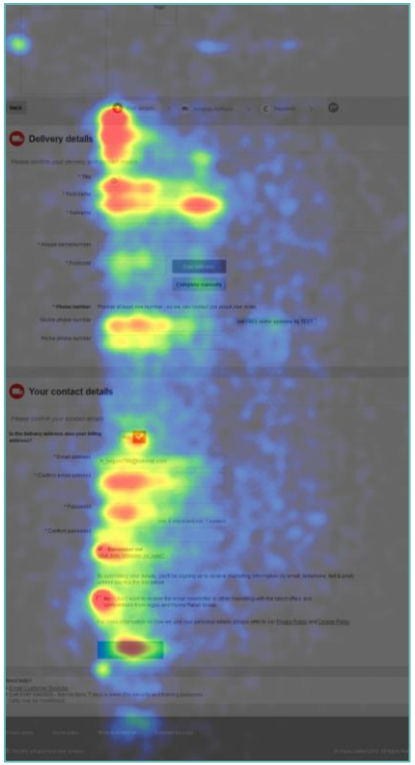


FUNNEL ACTIVITY REPORT



Within Funnel Activity Reports activity for each page within that report can be examined including the fields.

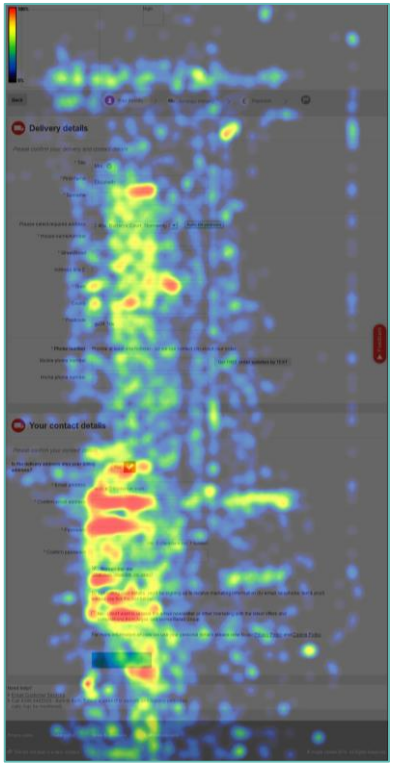
HEATMAPS



Heatmaps can be filtered by CS score to provide a page comparison.

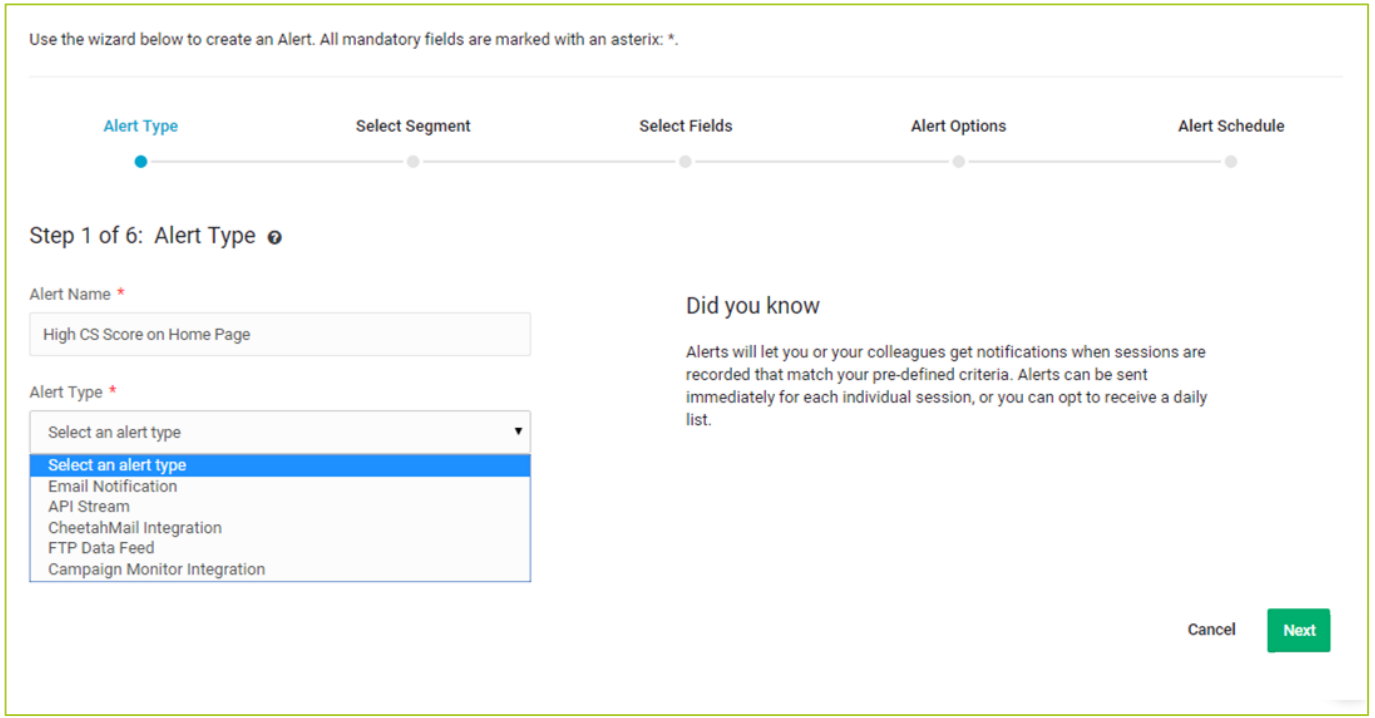
In the examples either side, the left mouse movement heatmap is for CS scores of 0 and the right heatmap is for CS scores of 5 for the last 30 days.

The unrefined mouse movements in the right heatmap demonstrate the struggle exhibited by the filtered visits when viewing the page which is an example of one of the behavioural patterns considered as a struggle and therefore contributing to the CS score.



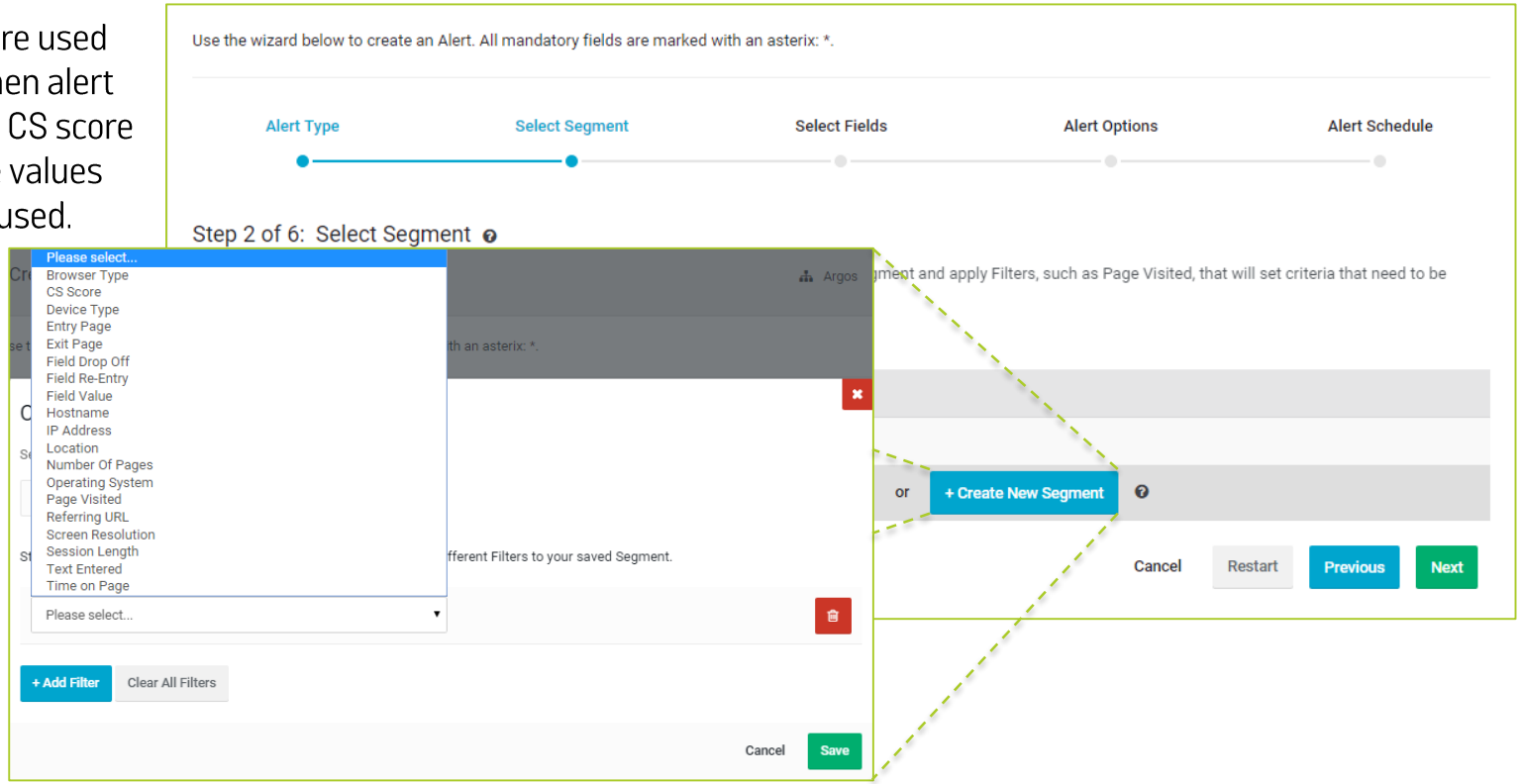
ALERTS

Alerts can be set up to inform the relevant persons through a variety of means.

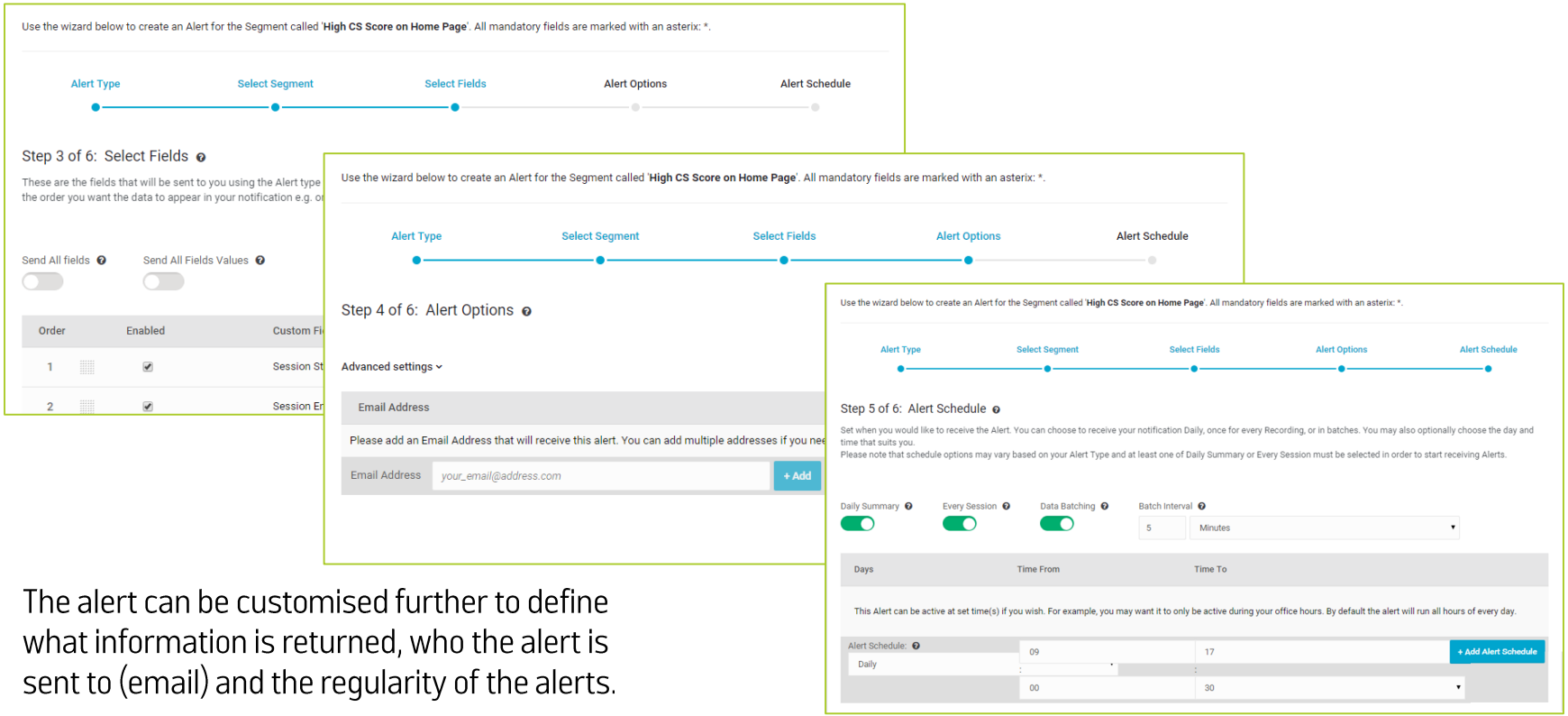


ALERTS

Segments are used to define when alert is triggered; CS score is one of the values that can be used.



ALERTS



The alert can be customised further to define what information is returned, who the alert is sent to (email) and the regularity of the alerts.