

# SESSIONCAM

CUSTOMER STRUGGLE SCORE



# 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.

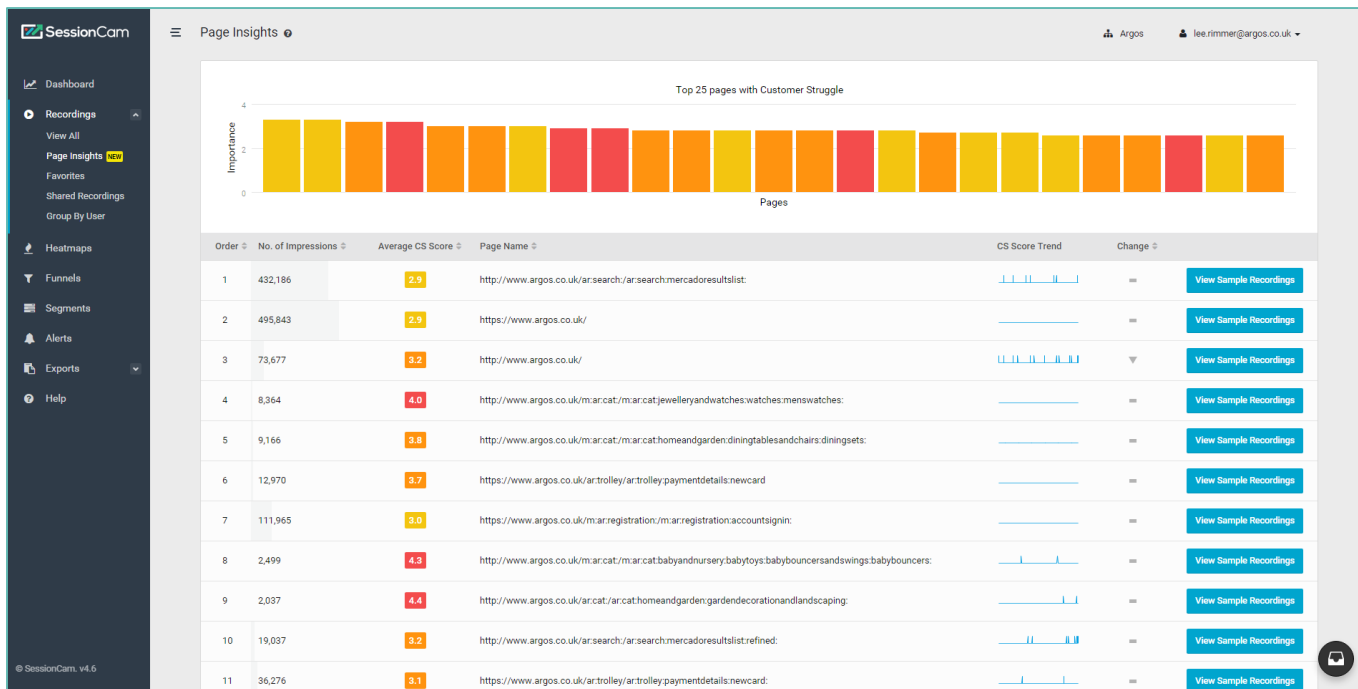
Clicking the green arrow plays the sessions from the beginning.

The screenshot displays the SessionCam Recordings interface. The left sidebar contains navigation options: Dashboard, Recordings (selected), Page Insights, Favorites, Shared Recordings, Group By User, Heatmaps, Funnels, Segments, Alerts, Exports, and Help. The main area shows a list of recordings with the following columns: CS Score, Start Date, Exit Page, Pages, Duration, Location, and Device. A search bar and filter options are at the top. The table contains 15 rows of recording data.

CS Score	Start Date	Exit Page	Pages	Duration	Location	Device
5.0	May 18 2016, 11:27:03	/ar.cat/ar.cat.homeandgarden.lighting.outdoorlighting.solarlighting:	9	35m 11s	UK	Mobile
Client IP: 80.1.249.73 Screen Resolution: 320 x 534 Referer: https://www.google.co.uk/						
5.0	May 16 2016, 16:34:11	/ar.trolley/ar.trolley.buy.confirmationpage:	16	39m 32s	UK	Mobile
5.0	May 18 2016, 20:59:17	/ar.search/ar.search.mercadore.sultslist:	15	42m 39s	UK	Desktop
5.0	May 16 2016, 14:57:21	/ar.productdetails/ar.pdp:4811350.philips.cd-rw.pack.of.5.on.a.spindle.:	21	24m 7s	UK	Desktop
5.0	May 16 2016, 14:02:22	/m.ar.home/m.ar.home	6	14m 4s	UK	Mobile
5.0	May 15 2016, 19:39:18	/ar.cat/ar.cat.homeandgarden.coffetablesideboardsanddplaysunits.sideboardsandchestof.drawers:	10	14m 49s	UK	Desktop
5.0	May 15 2016, 13:20:13	/ar.trolley/ar.trolley.trolleylist:	244	1h 25m	UK	Mobile
5.0	May 17 2016, 15:12:29	/ar.signout.confirmation	14	55m 54s	UK	Desktop
5.0	May 18 2016, 13:36:27	/ar.cat/ar.cat.homeandgarden.floorcare.vacuuncleanersandaccessories:	12	13m 15s	UK	Desktop
5.0	May 17 2016, 16:07:30	/ar.finance/ar.finance.application.step-1:	19	45m 39s	UK	Mobile
4.9	May 16 2016, 05:56:45	/ar.productdetails/ar.pdp:3465666.hoover.smart.th71sm01001.bagless.upright.vacuum.cleanser	9	22m 38s	UK	Desktop
4.9	May 17 2016, 12:10:57	/	1	23m 35s	UK	Desktop
4.9	May 13 2016, 14:37:26	/ar.cat/ar.cat.technology.laptopsandpds.harddrivesusbandsdatastorage.usbstorage:	1	11m 1s	UK	Desktop
4.9	May 17 2016, 10:15:02	/ar.productdetails/ar.pdp:3916988.dimplex.marbello.electric.fire.suite.marble.effect.	7	5h 28m	UK	Desktop

# 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.

Recordings - highest CS score from the past 30 days  
<http://www.argos.co.uk/ar:search/ar:search:mercadoresresultlist:>

CS Score	Start Date	Pages	Duration	Device	Location	
3.5 ▶	May 18 2016, 21:43:52	2	52m 59s	📱	🇬🇧	▶
4.6 ▶	May 18 2016, 21:34:54	2	6m 24s	📱	🇬🇧	▶
3.1 ▶	May 18 2016, 20:30:36	1	3m 46s	📱	🇮🇪	▶
4.8 ▶	May 18 2016, 19:11:45	2	29m 29s	📱	🇬🇧	▶
3.9 ▶	May 18 2016, 19:05:13	1	3m 6s	📱	🇬🇧	▶
4.2 ▶	May 18 2016, 13:49:44	2	6m 2s	📱	🇬🇧	▶
4.7 ▶	May 18 2016, 08:28:22	2	11m 44s	📱	🇬🇧	▶
3.7 ▶	May 18 2016, 07:55:36	14	40m 34s	📱	🇬🇧	▶
3.8 ▶	May 18 2016, 04:00:06	9	17m 58s	📱	🇬🇧	▶

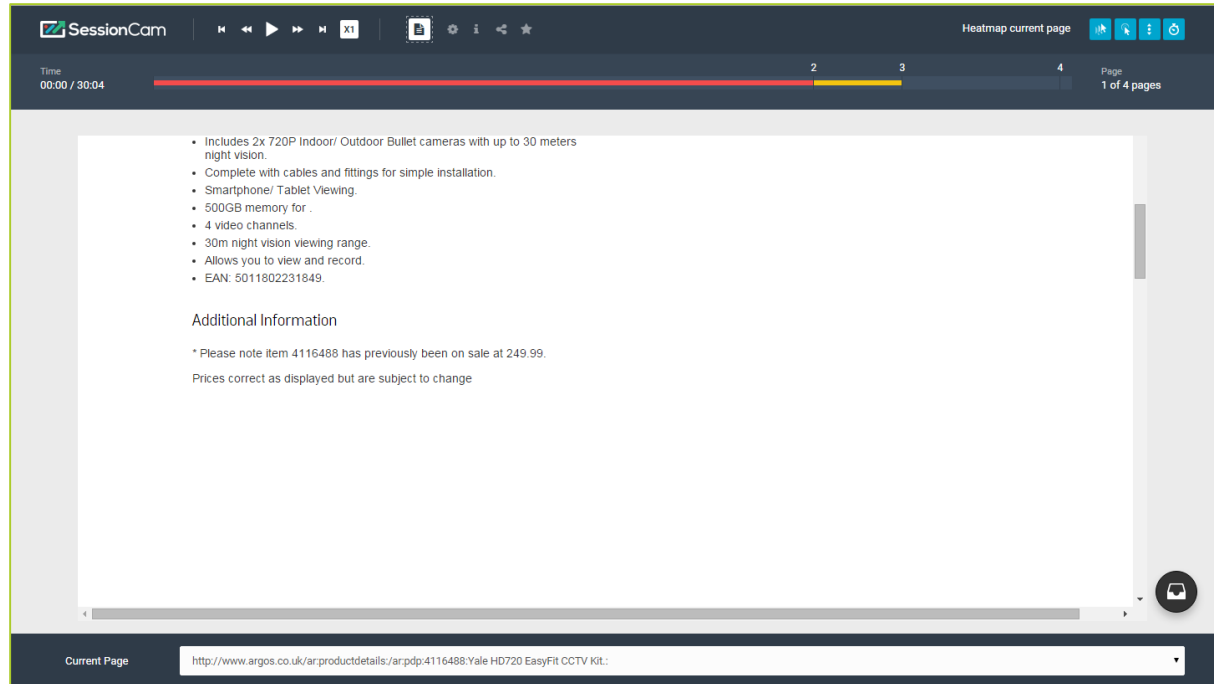
Previous Next

8	2,499	4.3	<a href="http://www.argos.co.uk/m:ar:cat/m:ar:cat:babyandnursery:babytoys:babybouncersandswings:babybouncers:">http://www.argos.co.uk/m:ar:cat/m:ar:cat:babyandnursery:babytoys:babybouncersandswings:babybouncers:</a>		▶
9	2,037	4.4	<a href="http://www.argos.co.uk/ar:cat/ar:cat:homeandgarden:gardendecorationandlandscaping:">http://www.argos.co.uk/ar:cat/ar:cat:homeandgarden:gardendecorationandlandscaping:</a>		▶
10	19,037	3.2	<a href="http://www.argos.co.uk/ar:search/ar:search:mercadoresresultlist:refined:">http://www.argos.co.uk/ar:search/ar:search:mercadoresresultlist:refined:</a>		▶
11	36,276	3.1	<a href="https://www.argos.co.uk/ar:trolley/ar:trolley:paymentdetails:newcard:">https://www.argos.co.uk/ar:trolley/ar:trolley:paymentdetails:newcard:</a>		▶

© SessionCam, v4.6

# PLAYBACK INTERFACE

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



The screenshot displays the SessionCam playback interface. At the top, the SessionCam logo is on the left, and navigation controls (play, stop, previous, next, x1) are in the center. On the right, there is a 'Heatmap current page' button and a settings icon. Below the navigation bar, a progress bar shows the current time as 00:00 / 30:04. The progress bar is divided into three segments: a red segment (1), a yellow segment (2), and a blue segment (3). The current page is indicated as 'Page 1 of 4 pages'. The main content area shows a product page with the following text:

- Includes 2x 720P Indoor/ Outdoor Bullet cameras with up to 30 meters night vision.
- Complete with cables and fittings for simple installation.
- Smartphone/ Tablet Viewing.
- 500GB memory for .
- 4 video channels.
- 30m night vision viewing range.
- Allows you to view and record.
- EAN: 5011802231849.

**Additional Information**

\* Please note item 4116488 has previously been on sale at 249.99.  
Prices correct as displayed but are subject to change

At the bottom of the interface, there is a 'Current Page' label and a text input field containing the URL: <http://www.argos.co.uk/ar/productdetails/:ar:pdp.4116488:Yale HD720 EasyFit CCTV Kit:>

# FUNNEL ACTIVITY REPORT

This Activity Report displays visitor activity on the '/ar:trolley/ar:trolley:homedelivery:payment' within the Conversion Funnel 'Basic Browse Journey (Home Delivery) 2'

< Back

📅 Date Range: Last 7 Days ▾

🔿 Filters (2 applied)

## Page Summary ⓘ

👤 Visitors viewed page:

👤 Total page exits:

👤 Visitors continued to next step:

## Form Field Performance Report

This Performance Report displays visitor form interactivity and highlights poor performing form fields on the '/ar:trolley/ar:trolley:homedelivery:payment' page within the Conversion Funnel.

### Top Fields with Drop-off ⓘ

Field Name	Visitors
cardTypeOff	222 (25.30%) 🟢
voucherCode	145 (16.60%) 🟢
newCard	53 (6.10%) 🟢
storedCard	35 (4.00%) 🟢
POnumber	14 (1.60%) 🟢

### Top Most Re-Entered Fields ⓘ

Field Name	Field Re-Entries
cardTypeOff	585 (346 Sessions) 🟢
voucherCode	247 (123 Sessions) 🟢
newCard	191 (128 Sessions) 🟢
storedCard	108 (65 Sessions) 🟢
POnumber	44 (21 Sessions) 🟢

### Highest Average Field Times ⓘ

Field Name	Time (Seconds)
cardTypeOff	12.54
voucherCode	10.27
newCard	0.00
storedCard	0.00
POnumber	15.38

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

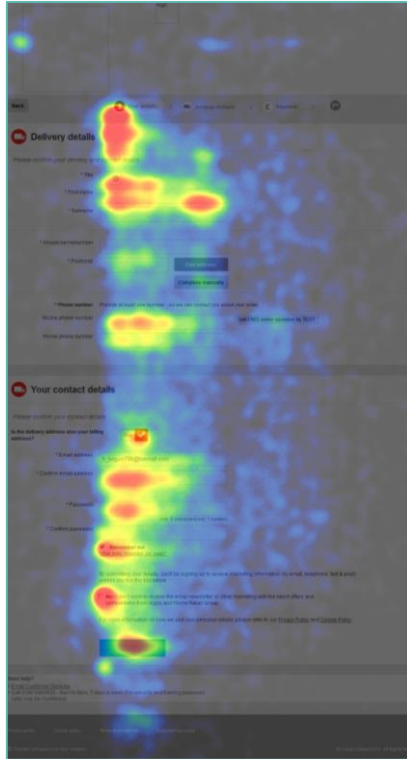
## Form Field Activity Report

This Activity Report displays all visitor interactions on the '/ar:trolley/ar:trolley:homedelivery:payment' form within the Conversion Funnel.

### Form Field Activity - ALL Fields ⓘ

Field Name ⓘ	Drop-Off ▾	Re-Entry ⓘ	Average Time (Seconds) ⓘ
(No data entered)	407 (46.40%) 🟢	0 (0 Sessions) 🟢	NaN
cardTypeOff	222 (25.30%) 🟢	585 (346 Sessions) 🟢	12.54
voucherCode	145 (16.60%) 🟢	247 (123 Sessions) 🟢	10.27
newCard	53 (6.10%) 🟢	191 (128 Sessions) 🟢	0.00
storedCard	35 (4.00%) 🟢	108 (65 Sessions) 🟢	0.00
POnumber	14 (1.60%) 🟢	44 (21 Sessions) 🟢	15.38

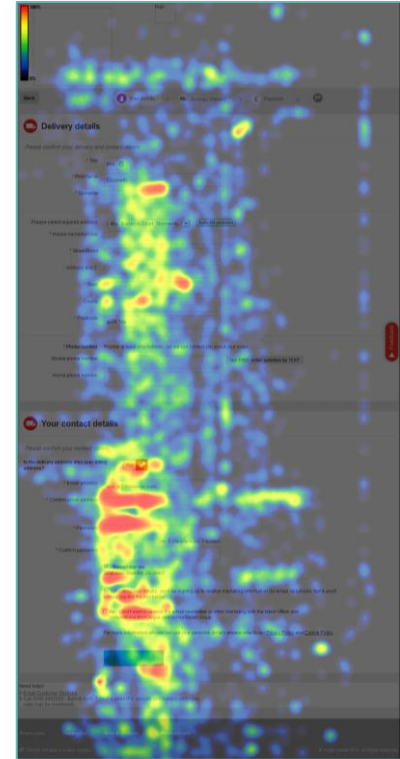
# HEATMAPS



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.

Use the wizard below to create an Alert. All mandatory fields are marked with an asterix: \*.

Alert Type      Select Segment      Select Fields      Alert Options      Alert Schedule

Step 1 of 6: Alert Type ⓘ

Alert Name \*

Alert Type \*  
  
Select an alert type  
Email Notification  
API Stream  
CheetahMail Integration  
FTP Data Feed  
Campaign Monitor Integration

Did you know  
Alerts will let you or your colleagues get notifications when sessions are recorded that match your pre-defined criteria. Alerts can be sent immediately for each individual session, or you can opt to receive a daily list.

Cancel

# ALERTS

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

Use the wizard below to create an Alert. All mandatory fields are marked with an asterisk: \*.

Alert Type      Select Segment      Select Fields      Alert Options      Alert Schedule

Step 2 of 6: Select Segment ⓘ

Cr Please select...  
Browser Type  
CS Score  
Device Type  
Entry Page  
Exit Page  
Field Drop Off  
Field Re-Entry  
Field Value  
Hostname  
IP Address  
Location  
Number Of Pages  
Operating System  
Page Visited  
Referring URL  
Screen Resolution  
Session Length  
Text Entered  
Time on Page

Please select... ▼

+ Add Filter    Clear All Filters

Cancel    Save

Argos Segment and apply Filters, such as Page Visited, that will set criteria that need to be

with an asterisk: \*.

or    + Create New Segment ⓘ

Cancel    Restart    Previous    Next

# ALERTS

Use the wizard below to create an Alert for the Segment called 'High CS Score on Home Page'. All mandatory fields are marked with an asterisk: \*.



## Step 3 of 6: Select Fields

These are the fields that will be sent to you using the Alert type in the order you want the data to appear in your notification e.g. order

Send All fields       Send All Fields Values

Order	Enabled	Custom Fields
1	<input checked="" type="checkbox"/>	Session Start
2	<input checked="" type="checkbox"/>	Session End

Use the wizard below to create an Alert for the Segment called 'High CS Score on Home Page'. All mandatory fields are marked with an asterisk: \*.



## Step 4 of 6: Alert Options

Advanced settings

Email Address

Please add an Email Address that will receive this alert. You can add multiple addresses if you need.

Email Address

Use the wizard below to create an Alert for the Segment called 'High CS Score on Home Page'. All mandatory fields are marked with an asterisk: \*.



## Step 5 of 6: Alert Schedule

Set when you would like to receive the Alert. You can choose to receive your notification Daily, once for every Recording, or in batches. You may also optionally choose the day and time that suits you.

Please note that schedule options may vary based on your Alert Type and at least one of Daily Summary or Every Session must be selected in order to start receiving Alerts.

Daily Summary       Every Session       Data Batching       Batch Interval  Minutes

Days      Time From      Time To

This Alert can be active at set time(s) if you wish. For example, you may want it to only be active during your office hours. By default the alert will run all hours of every day.

Alert Schedule:   :    :

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.