



## Live Chat for mobile and tablet apps and websites

At Hipmob, we track a variety of metrics internally, most of which we can expose to customers as needed. There are a few ways we expose this data to customers, and we're always iterating on how to help customers use this data to drive business results. This document discusses what we track and how to access it. Metrics that are not currently accessible via email digests or our analytics integrations are also laid out - just let us know your needs and we'll ensure they are met. *Our goal is to provide operations, sales and support teams all the data they need to make good decisions that drive business results.*

### **Analytics Email Digest**

All teams get a weekly analytics email digest that reports the following stats:

**Total Visitors:** The number of unique visitors that visited your website, or visited the support area of your mobile app in the past week.

**Total Conversations:** The number of conversations generated by those unique visitors (as measured by actual message exchanged with a real visitor).

**Missed Conversations:** The number of customer inquiries that your team never responded to that week.

**Average Response Time:** How quickly your agents responded to customer queries, on average.

### **External Reporting: with Google Analytics & Mixpanel**

Hipmob currently supports integrations with Google Analytics & Mixpanel. Using these integrations, you can see how chat and messaging function in the context of your entire business. To set up these integrations, go to: [hipmob.com/documentation](http://hipmob.com/documentation). The metrics tracked are:

**Chat Message from Operator:** Number of messages sent by operators in the period selected.

**Chat Connected:** #times visitors came to a page with chat enabled (how often the installed chat called back to the server)

**Chat Message from Visitor:** Number of messages sent by visitors (customers or users) .

**Chat Opened:** How often visitors opened a chat window.

**Chat Closed:** How often visitors closed a chat window.

**Chat Accepted by Operator:** The number of conversations initiated by visitors, that were answered by an operator.

**Chat Initiated by Visitor:** The number of inbound inquiries generated by visitors/users/customers

### **Properties**

In addition to these metrics, we track the following set of properties:

**Conversation length:** How long the conversation was in terms of time & number of messages exchanged.

**Chat Start Time:** When each conversation begun.

**Chat End Time:** When each conversation.

**Device Name:** What the user named their device.

**Device Type:** Manufacturer and model number.

**OS Version:** Operating System name and version.

**Location:** Where the user is located

This is just a sampling of the metrics we currently collect. We're always adding more, and at your request, we can add additional metrics and properties to help drive business decisions. Just email us at [ayo@hipmob.com](mailto:ayo@hipmob.com) and we'll take care of you.