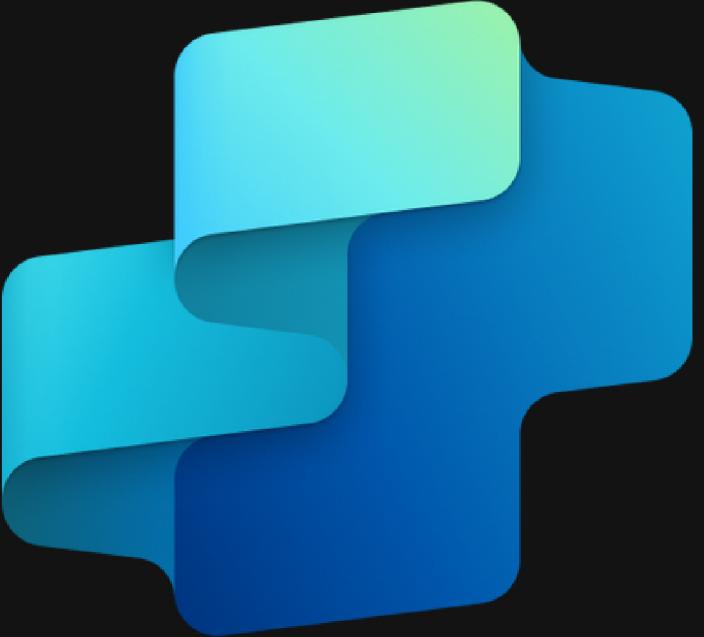


- 27 -

Unveiling the Power
of Analytics



MONTHLY MASTERY

FEATURE-A-DAY

with Copilot Studio



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Katerina Chernevskaya



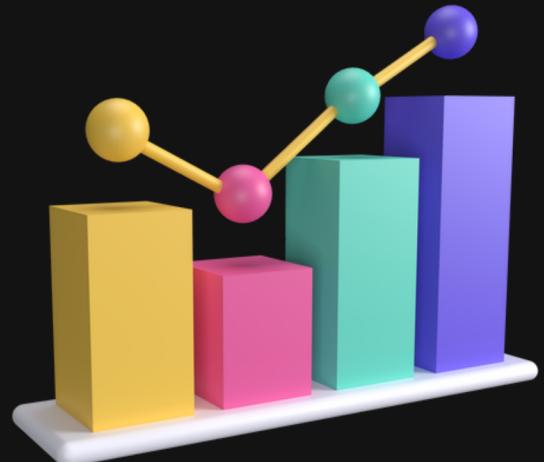
Beyond Publishing

Tracking Copilot's Journey

Think your job's done after hitting [Publish](#) on your copilot? Not so fast! In the vibrant world of Copilot Studio, publishing is just the beginning. It's where the real fun begins – [tracking your copilot's performance](#).

With the [comprehensive analytics](#), you're not just watching from the sidelines; you're getting a clear view of how well your copilot's doing out there. Dive into the data to see which topics are crowd favorites and which ones need a bit of tuning up.

It's all about staying informed and making sure your copilot keeps up the good work.



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Analytics Simplified

Key Concepts

Analytics isn't just a collection of numbers and charts; it's the **storybook** of your copilot's journey, revealing insights and trends in every interaction.

In Microsoft Copilot Studio's Analytics section, **three main definitions** light the way to understanding your copilot's performance:

- Conversations
- Analytics Sessions
- Billed Sessions



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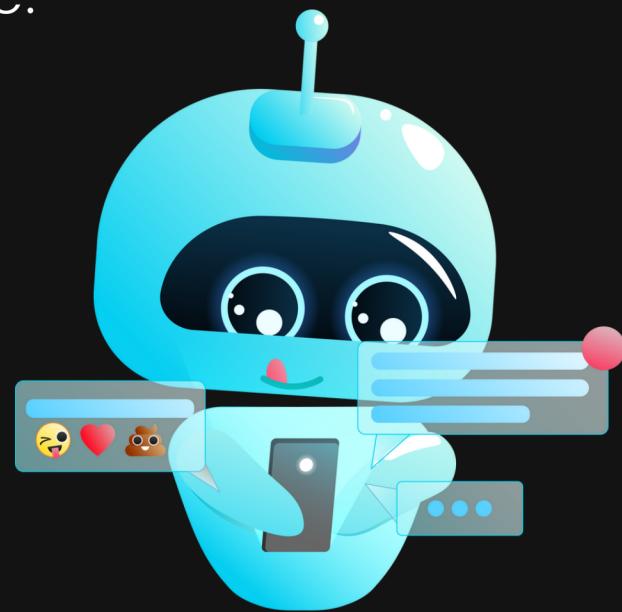


Analytics Simplified Conversations

These are the **heart-to-heart chats** your copilot has with users.

They can be quick exchanges or long dialogues, with pauses, resumptions, or even a handover to a human buddy.

It's all about the back-and-forth banter between your copilot and its audience.



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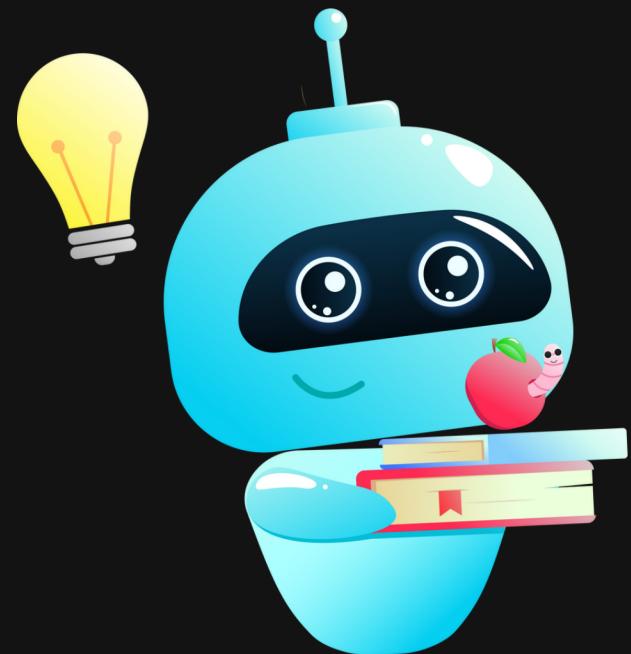
Analytics Simplified

Analytics Sessions

Think of these as episodes of your copilot's **engagement** with users.

How well does your copilot navigate tasks?

These sessions are like **mini-reviews** of your copilot's effectiveness in handling user interactions.



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Analytics Simplified

Billed Sessions

The practical side of things – this is where you track the copilot's **resource usage**.

It's separate from analytics sessions but equally crucial, showing you the nuts and bolts of what keeps your copilot running.



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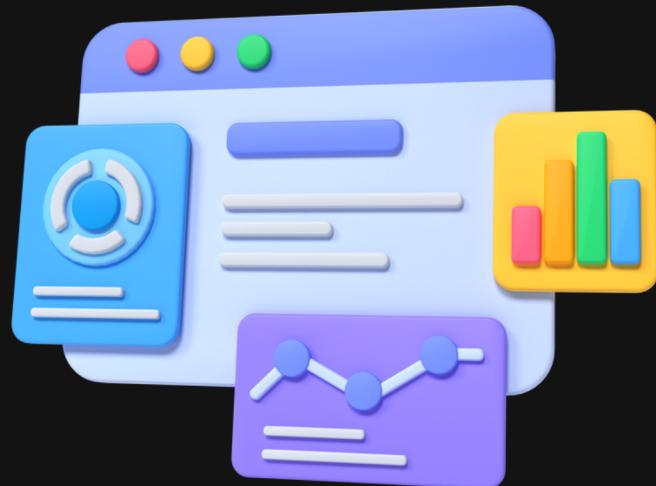


Analytics Deep Dive Summary Tab

Welcome to the [command center](#) of your copilot's performance – the Summary tab on the [Analytics](#) page.

Think of it as your copilot's performance [dashboard](#), powered by [AI](#), showing you the nitty-gritty of what's working and what's not.

It's like having a bot whisperer, revealing insights on topics that affect escalation, abandon, and resolution rates.



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Analytics Deep Dive

Summary Tab

Session Dynamics

Each chat your copilot has can be a whole story of analytics sessions, linked to specific topics.

It's like tracking episodes in your copilot's day-to-day saga. The last topic your copilot chatted about (or the first default one if it didn't get that far) gets the credit for that session.



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Analytics Deep Dive

Summary Tab

Impact Charts

These charts are like your copilot's report card, grading how well it's handling its conversations. They point you to the topics that are making waves in your copilot's performance. And yes, a session does take a break after 30 minutes of quiet – think of it as your copilot catching its breath.



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Analytics Deep Dive

Summary Tab

Session Life Cycle

A session kicks off when a user pings your copilot or when your copilot decides to break the ice with a message.

It starts off **unengaged** like a wallflower at a dance.

But as soon as a real topic comes up, or things escalate, the session gets **engaged** and stays that way.

Depending on how things go, it could end up resolved (like a happy ending), escalated (a bit more drama), or abandoned (like a cliffhanger).



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Analytics Deep Dive

Customer Satisfaction Tab

On the [Analytics](#) page of Copilot Studio, the Customer Satisfaction tab is like your copilot's feedback forum. It's where you get the [lowdown](#) on how your copilot is faring in the eyes of the users.

Think of it as the [virtual applause meter](#), measuring the cheers and jeers through customer satisfaction (CSAT) scores.



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Analytics Deep Dive

Customer Satisfaction Tab

CSAT Overview

Here, you'll find a treasure trove of charts visualizing your copilot's CSAT scores.

It's not just about the average score; it's about pinpointing which topics are the real crowd-pleasers or party poopers.



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Analytics Deep Dive

Customer Satisfaction Tab

CSAT Drivers Chart

Like a spotlight, this chart shows the topics that are making a **real difference** in customer satisfaction.

It uses AI to group support cases into topics and ranks them by their impact on CSAT.



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Analytics Deep Dive

Customer Satisfaction Tab

Time Travel with Data

By default, you get a snapshot of the past **seven** days, but why stop there? You can time-travel back as far as 45 days using the date-time pickers at the top of the page.



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Analytics Deep Dive Customer Satisfaction Tab

Diving into the Drivers

The Customer satisfaction drivers chart breaks down topics by engaged sessions, resolution, abandon, and escalation rates, and even their average CSAT scores.

Plus, each topic's customer-satisfaction impact score reveals if it's boosting or dragging down your bot's overall score.



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Analytics Deep Dive

Customer Satisfaction Tab

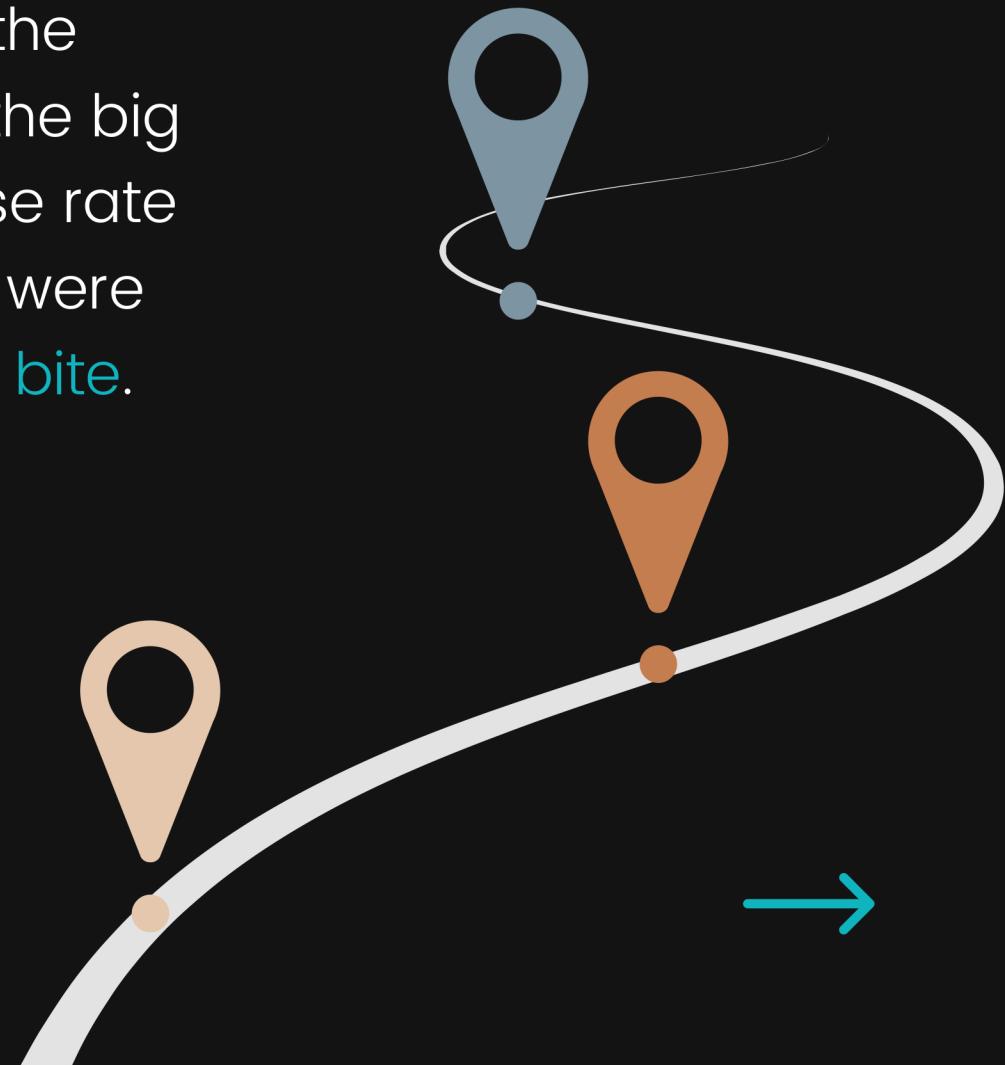
Scores and Trends

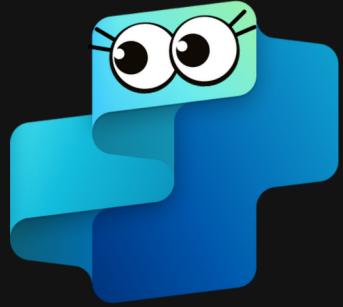
The CSAT scores over time chart is like a [timeline](#), showing how the average CSAT score fluctuated.

The Average CSAT score chart gives you a more focused view, showcasing the average of scores from sessions where customers took the [end-of-session survey](#). And for the big picture, the CSAT survey response rate chart counts how many surveys were [dished](#) out and how many [got a bite](#).



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Today's Task: Delving into Customer Satisfaction Analytics

1. Explore the Customer Satisfaction Tab

Familiarize yourself with the layout and the types of data presented.

2. Analyze CSAT Drivers and Trends

Examine the Customer Satisfaction Drivers chart. Identify which topics are stars in driving positive customer experiences and which ones might be underperforming.

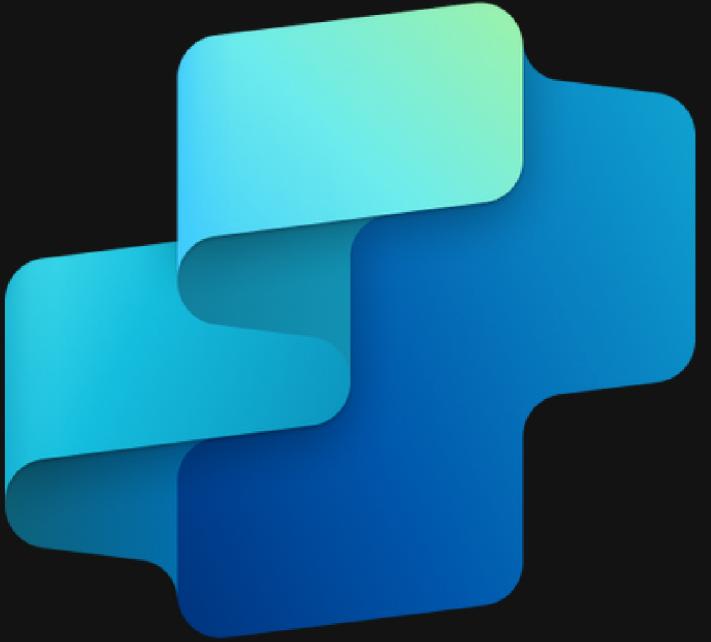
3. Analyze CSAT Score Trends

Delve into the CSAT Scores Over Time chart. Observe the fluctuations and trends in customer satisfaction over the selected time period.



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