Reporting via Analytics Endpoint

By connecting to our Analytics Endpoint you are able to obtain the data required to build a dashboard with relevant RTT project information on your preferred Reporting tool.

Endpoint Overview

The Conversation Data can be retrieved using the following endpoint:

```
GET https://augment.parloa.com/api/v1/conversations/{tenantSlug}/analytics?limit=

Accept: application/json
```

Request Parameters

Parameter	Type	Description
`tenantSlug`	String	Identifier of the tenant from which data is retrieved
`take`	Number	Maximum number of items to retrieve. Used with `skip` for pagination
`skip`	Number	Number of items to skip. Used with `take` for pagination
`from`	date-time	Date and time ISO 8601
`to`	date-time	Date and time ISO 8601

`apiKey` – The API key generated from the General Settings in the Portal UI.

Response Structure

The response contains the data points required to report on the RTT related metrics.

Example Response #


```
[
  {
    "id": "string",
    "tenantSlug": "string",
    "customerLocale": "string",
    "agentLocale": "string",
    "duration": 0,
    "startedAt": "2024-08-06T08:23:35.973Z",
    "endedAt": "2024-08-06T08:23:35.973Z",
    "hasAgentJoinedFromPortal": true,
    "hasAgentJoinedFromPhone": true,
    "agentMessagesCount": 0,
    "customerMessagesCount": 0,
    "totalTranscriptionIssuesCount": 0,
    "totalTranslationIssuesCount": 0,
    "totalOtherIssuesCount": 0,
    "voiceMessagesCount": 0,
    "suggestionMessagesCount": 0,
    "textMessagesCount": 0,
    "totalMessagesCount": 0,
    "statusReason": "string",
    "quickReplyWaitMessagesCount": 0,
    "quickReplyThanksMessagesCount": 0,
    "quickReplyRepeatMessagesCount": 0,
    "surveyCaseIsResolved": true,
    "surveySatisfactionScore": 0
  }
]
```


Response Fields

- `id` – The conversation ID
- `tenantSlug` – Identifier of the tenant
- `customerLocale` – Locale of the caller
- `agentLocale` – Locale of the agent

- `duration` - Duration of the conversation in seconds
- `startedAt` - Time and date when the conversation has started
- `endedAt` - Time and date when the conversation has ended
- `hasAgentJoinedFromPortal` - Has the agent joined the conversation on Parloa RTT Portal
- `hasAgentJoinedFromPhone` - Has the agent joined the conversation on the voice channel
- `agentMessagesCount` - Number of messages sent by the CSA
- `customerMessagesCount` - Number of messages sent by the customer
- `totalTranscriptionIssuesCount` - Number of transcription issues
- `totalTranslationIssuesCount` - Number of translation issues
- `totalOtherIssuesCount` - Number of 'other' issues
- `voiceMessagesCount` - Number of voice messages
- `suggestionMessagesCount` - Number of suggestion based messages
- `textMessagesCount` - Number of text messages
- `totalMessagesCount` - Total number of messages
- `statusReason` - Call ending event status reason
- `quickReplyWaitMessagesCount` - Number of quick reply 'Wait' type messages
- `quickReplyThanksMessagesCount` - Number of quick reply 'Thanks' type messages
- `quickReplyRepeatMessagesCount` - Number of quick reply 'Repeat' type messages
- `surveyCaseIsResolved` - Status for contact being resolved
- `surveySatisfactionScore` - Satisfaction score (1-5) submitted by the CSA
- `AgentId` - The agent Authentication ID
- `AgentAcceptedDuration` - Elapsed time from the conversation being shown to CSA until they have Accepted and Joined (seconds)
- `AverageAgentResponseTime` - Average CSA response time to the most recent customer message in a conversation (seconds)
- `AverageSilenceGapBetweenMessages` - Average silence gaps between all messages in a conversation (seconds)
- `AverageAgentMessageLength` - Average CSA message length in a conversation (characters)

Reporting Definitions & Queries

Total number of conversations

Count of unique conversations

```
SELECT COUNT("conversations"."id")
FROM "conversations"
```

Total number of Successfully Initiated Conversations

Conversations where there is at least one message from both a CSA and customer

```
SELECT COUNT("conversations"."id")
FROM "conversations"
WHERE "conversations"."customerMessagesCount" >= 1 AND "conversations"."agentMess
```

Percentage of Successfully Initiated Conversations

Number of conversations in comparison with total number of conversations

```
SELECT
  (SELECT COUNT("conversations"."id")
   FROM "conversations"
   WHERE "conversations"."customerMessagesCount" >= 1
     AND "conversations"."agentMessagesCount" >= 1
  )::DECIMAL /
  NULLIF((SELECT COUNT("conversations"."id") FROM "conversations"), 0) * 100
AS "percentage_of_successfully_initiated_conversations"
```

Percentage of Abandoned or Disconnected Conversations

Number of conversations that were not Successfully Initiated in comparison with total number of conversations

```
SELECT
```

```
SELECT
    (SELECT COUNT("conversations"."id")
     FROM "conversations"
     WHERE ("conversations"."customerMessagesCount" = 0)
       AND ("conversations"."agentMessagesCount" = 0))::DECIMAL /
    NULLIF(
        ((SELECT COUNT("conversations"."id") FROM "conversations")
   -
   (SELECT COUNT("conversations"."id")
   FROM "conversations"
   WHERE "conversations"."customerMessagesCount" >= 1
     AND "conversations"."agentMessagesCount" >= 1)
   ), 0) * 100
AS "percentage_of_abandoned_calls_before_conversation_started_based_on_abandoned_
```

Percentage of Abandoned calls that were Abandoned before start of conversation

Number of conversations where there is no message from both the Customer and CSA, in comparison with total number of Abandoned conversations

```
SELECT
    (SELECT COUNT("conversations"."id")
     FROM "conversations"
     WHERE ("conversations"."customerMessagesCount" = 0)
       AND ("conversations"."agentMessagesCount" = 0))::DECIMAL /
    NULLIF(
        ((SELECT COUNT("conversations"."id") FROM "conversations")
   -
   (SELECT COUNT("conversations"."id")
   FROM "conversations"
   WHERE "conversations"."customerMessagesCount" = 0
     AND "conversations"."agentMessagesCount" = 0)
   ), 0) * 100
AS "percentage_of_abandoned_calls_agent_greeting_based_on_abandoned_conversations
```

Percentage of Abandoned calls that were Abandoned on or after Agent greeting

Number of conversations where there is one message from a CSA but none from the Customer, in comparison with total number of Abandoned conversations

```
SELECT
    (SELECT COUNT("conversations"."id")
```

```
      FROM "conversations"
      WHERE ("conversations"."customerMessagesCount" = 0)
        AND ("conversations"."agentMessagesCount" = 0))::DECIMAL /
     NULLIF(
         ((SELECT COUNT("conversations"."id") FROM "conversations")
    -
    (SELECT COUNT("conversations"."id")
    FROM "conversations"
    WHERE "conversations"."customerMessagesCount" = 0
      AND "conversations"."agentMessagesCount" >= 1)
    ), 0) * 100
AS "percentage_of_abandoned_calls_agent_greeting_based_on_abandoned_conversations
```

Percentage of Abandoned calls that were Unattended by the CSA

Number of conversations where there is one message from Customer but none from the CSA, in comparison with total number of Abandoned conversations

```
SELECT
    (SELECT COUNT("conversations"."id")
     FROM "conversations"
     WHERE ("conversations"."customerMessagesCount" = 0)
       AND ("conversations"."agentMessagesCount" = 0))::DECIMAL /
     NULLIF(
         ((SELECT COUNT("conversations"."id") FROM "conversations")
    -
    (SELECT COUNT("conversations"."id")
    FROM "conversations"
    WHERE "conversations"."customerMessagesCount" > 0
      AND "conversations"."agentMessagesCount" = 0)
    ), 0) * 100
AS "percentage_of_abandoned_calls_unattended_agent_based_on_abandoned_conversatio
```

Percentage of Forwarded Calls

Number of conversations that were forwarded by the CSA in comparison to total number of conversations

```
SELECT
  (SELECT COUNT("conversations"."id")
   FROM "conversations"
```

```
    WHERE "conversations"."statusReason" = 'forwarded')::DECIMAL /
  NULLIF((SELECT COUNT("conversations"."id") FROM "conversations"), 0) * 100
AS "percentage_of_forwarded_calls"
```

Average Handling Time (Seconds)

Average duration of a Conversation in seconds

```
SELECT AVG("conversations"."duration")
FROM "conversations"
```

Average Handling Time (Minutes)

Average duration of a Conversation in minutes

```
SELECT AVG("conversations"."duration") / 60 AS "average_duration_in_minutes"
FROM "conversations"
```

Percentage of Flagged Messages with Issues

Number of flagged messages in comparison to the total number of messages

```
SELECT
  (SUM("conversations"."totalTranscriptionIssuesCount" +
       "conversations"."totalTranslationIssuesCount" +
       "conversations"."totalOtherIssuesCount"))::DECIMAL /
  NULLIF((SUM("conversations"."agentMessagesCount" +
              "conversations"."customerMessagesCount")), 0) * 100
AS "percentage_of_flagged_messages_with_issues"
FROM "conversations"
```

Percentage of Transcription Issues

Number of Transcription issue messages in comparison to the total number of flagged messages

```
SELECT
  (SUM("conversations"."totalTranscriptionIssuesCount"))::DECIMAL /
  NULLIF((SUM("conversations"."totalTranscriptionIssuesCount" +
              "conversations"."totalTranslationIssuesCount" +
              "conversations"."totalOtherIssuesCount")), 0) * 100
AS "percentage_of_transcription_issues"
FROM "conversations"
```

Percentage of Translation Issues

Number of Translation issue messages in comparison to the total number of flagged messages

```
SELECT
  (SUM("conversations"."totalTranslationIssuesCount"))::DECIMAL /
  NULLIF((SUM("conversations"."totalTranscriptionIssuesCount" +
              "conversations"."totalTranslationIssuesCount" +
              "conversations"."totalOtherIssuesCount")), 0) * 100
AS "percentage_of_transcription_issues"
FROM "conversations"
```

Percentage of 'Other' Issues

Number of ‘Other’ issue messages in comparison to the total number of flagged messages

```
SELECT
  (SUM("conversations"."totalOtherIssuesCount"))::DECIMAL /
  NULLIF((SUM("conversations"."totalTranscriptionIssuesCount" +
              "conversations"."totalTranslationIssuesCount" +
              "conversations"."totalOtherIssuesCount")), 0) * 100
AS "percentage_of_transcription_issues"
FROM "conversations"
```

Survey Response Rate

Number of conversations where answer to the end of conversation survey has been submitted in comparison to the total conversations

```
SELECT
  ((SELECT COUNT(*)
    FROM "conversations"
    WHERE "conversations"."surveyCaseIsResolved" IN ('TRUE', 'FALSE'))::DECIMAL /
  NULLIF((SELECT COUNT(*)
          FROM "conversations"), 0)) * 100
AS "percentage_of_surveys_responded"
```

Contact Resolution Rate

Calculated based on the feedback provided by CSAs in the End of Conversation Survey when asked if they were able to resolve the caller's query ('Yes'/'No' answer)

Number of conversations that were resolved successfully in comparison to the total of conversations where there was an answer to the end of conversation survey

```
SELECT
  (SELECT COUNT(*)
   FROM "conversations"
   WHERE "conversations"."surveyCaseIsResolved" = 'TRUE')::DECIMAL /
  NULLIF((SELECT COUNT(*)
          FROM "conversations"
          WHERE "conversations"."surveyCaseIsResolved" IN ('TRUE', 'FALSE')), 0)
AS "percentage_of_cases_resolution"
```

Average Agent Satisfaction Score

Average Satisfaction score submitted by the CSA for conversations where there was an answer to the end of conversation survey

```
SELECT
  AVG("conversations"."surveySatisfactionScore") AS "average_satisfaction_score"
FROM
  "conversations"
WHERE
  "conversations"."surveySatisfactionScore" IS NOT NULL
```

Percentage of Voice Messages (CSA)

Number of voice messages in comparison to the total number of agent messages

```
SELECT
  ((SUM("conversations"."agentMessagesCount")
  -
  (SUM("conversations"."suggestionMessagesCount" + "conversations"."textMessagesC
  / NULLIF(SUM("conversations"."agentMessagesCount"), 0)) * 100
AS "percentage_of_voice_messages"
FROM
  "conversations"
```

Percentage of Suggestion Messages (CSA)

Number of suggestion messages in comparison to the total number of agent messages

```
SELECT
  (SUM("conversations"."suggestionMessagesCount")::DECIMAL /
  NULLIF(SUM("conversations"."agentMessagesCount"), 0)) * 100
AS "percentage_of_suggestion_messages"
FROM
  "conversations"
```

Percentage of Text Messages (CSA)

Number of text messages in comparison to the total number of agent messages

```
SELECT
  (SUM("conversations"."textMessagesCount")::DECIMAL /
  NULLIF(SUM("conversations"."agentMessagesCount"), 0)) * 100
AS "percentage_of_text_messages"
FROM
  "conversations"
```

Percentage of Quick Replies (CSA)

Number of quick reply messages in comparison to the total number of agent messages

```
SELECT
  ((SUM("conversations"."quickReplyWaitMessagesCount" + "conversations"."quickRep
```

```
  NULLIF(SUM("conversations"."agentMessagesCount"), 0)) * 100
AS "percentage_of_quick_reply_messages"
FROM
  "conversations"
```

Percentage of Wait for Quick replies (CSA)

Number of ‘Wait’ type quick reply messages in comparison to the total number of quick reply messages

```
SELECT
  (SUM("conversations"."quickReplyWaitMessagesCount")::DECIMAL /
  NULLIF(SUM("conversations"."quickReplyWaitMessagesCount" + "conversations"."qui
AS "percentage_of_quick_reply_wait_messages"
FROM
  "conversations"
```

Percentage of Thank you for Quick replies (CSA)

Number of ‘Thanks’ type quick reply messages in comparison to the total number of quick reply messages

```
SELECT
  (SUM("conversations"."quickReplyThanksMessagesCount")::DECIMAL /
  NULLIF(SUM("conversations"."quickReplyWaitMessagesCount" + "conversations"."qui
AS "percentage_of_quick_reply_thanks_messages"
FROM
  "conversations"
```

Percentage of Repeat for Quick replies (CSA)

Number of ‘Repeat’ type quick reply messages in comparison to the total number of quick reply messages

```
SELECT
  (SUM("conversations"."quickReplyRepeatMessagesCount")::DECIMAL /
  NULLIF(SUM("conversations"."quickReplyWaitMessagesCount" + "conversations"."qui
AS "percentage_of_quick_reply_repeat_messages"
FROM
```

```
    "conversations"
```