

amalie barras
helpfulness project
EA | fall 2015

deflection rate

$$\frac{\text{visits which did not end in live support}}{\text{total visits}}$$

this is a problem metric

what if the user left the site because they
couldn't find what they were looking for,
or figure out how to contact?

our goal is to help,
not to abandon.

so how can we know whether they left
because they were helped?

ask them!

Was this helpful?

Yes

No

collect their answers

```
ga('send', 'event',  
    [eventCategory],  
    [eventAction], [eventLabel],  
    [eventValue],  
    [fieldsObject]);
```

clicked “yes”

Article title	# of yes clicks
How do I make my sims get married?	5,000
When does the Sims 4 come out?	4,000
Why does my screen go black?	1,000

clicked “no”

Article title	# of no clicks
How do I make my sims get married?	1,500
Why does my screen go black?	200
When does the Sims 4 come out?	75

join & calculate

$$\frac{\text{yes clicks}}{\text{yes clicks} + \text{no clicks}}$$

Article title	# of yes clicks	# of no clicks	score	page views
How do I make my sims get married?	5,000	1,500	77%	100,000
When does the Sims 4 come out?	4,000	750	84%	6,000
Why does my screen go black?	1,000	200	83%	20,000

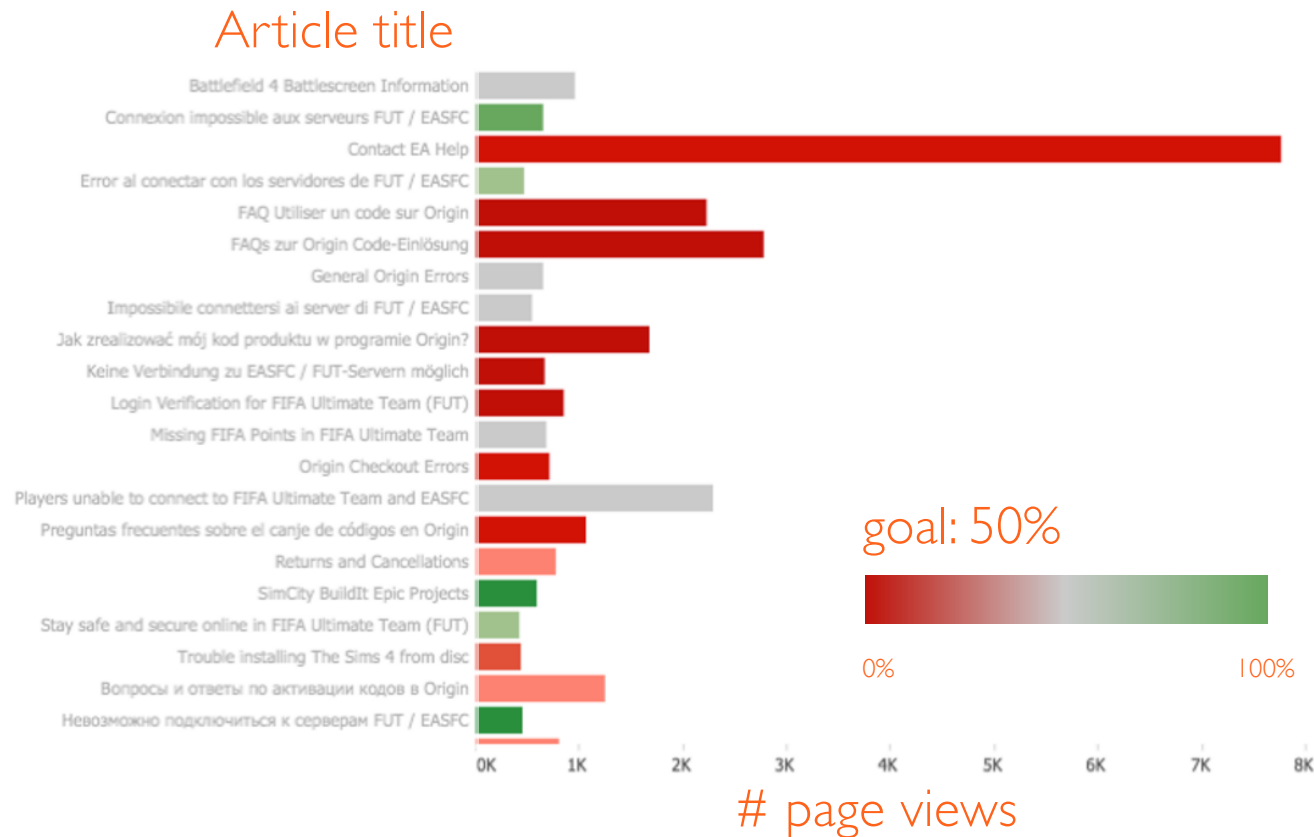
join variable

data source 1

data source 2

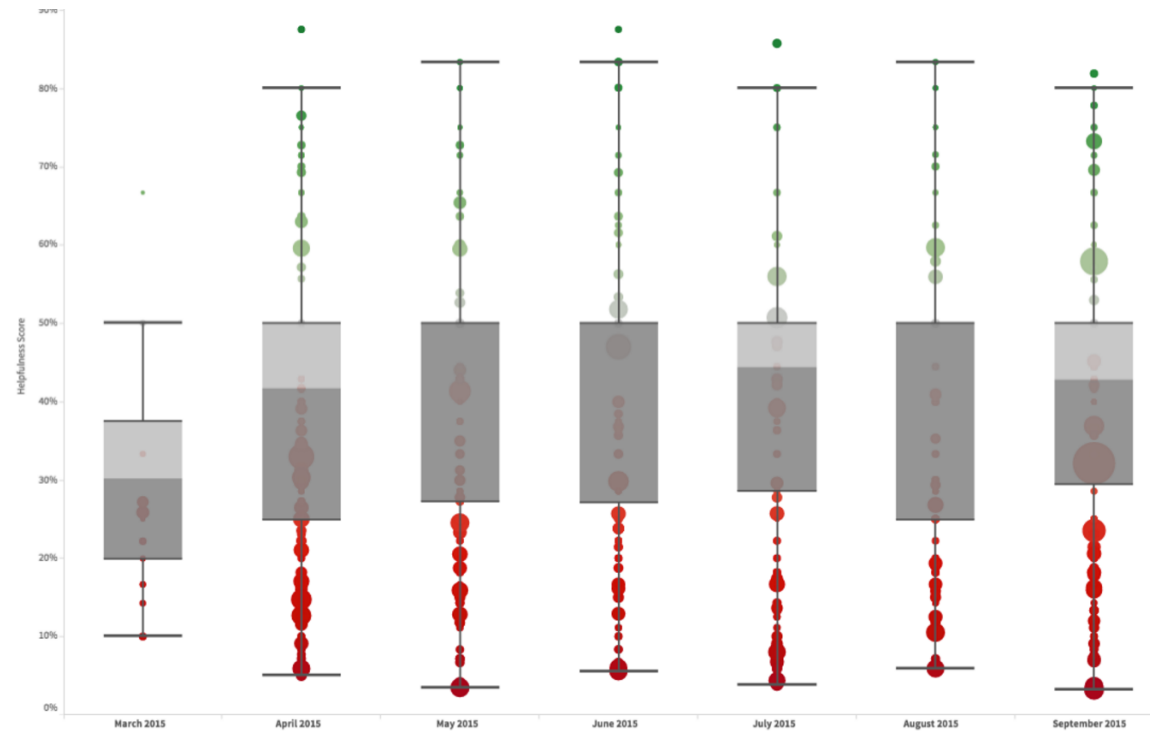
data source 3

optimize



what are some
high-traffic and
low-helpfulness
articles we can
fix today?

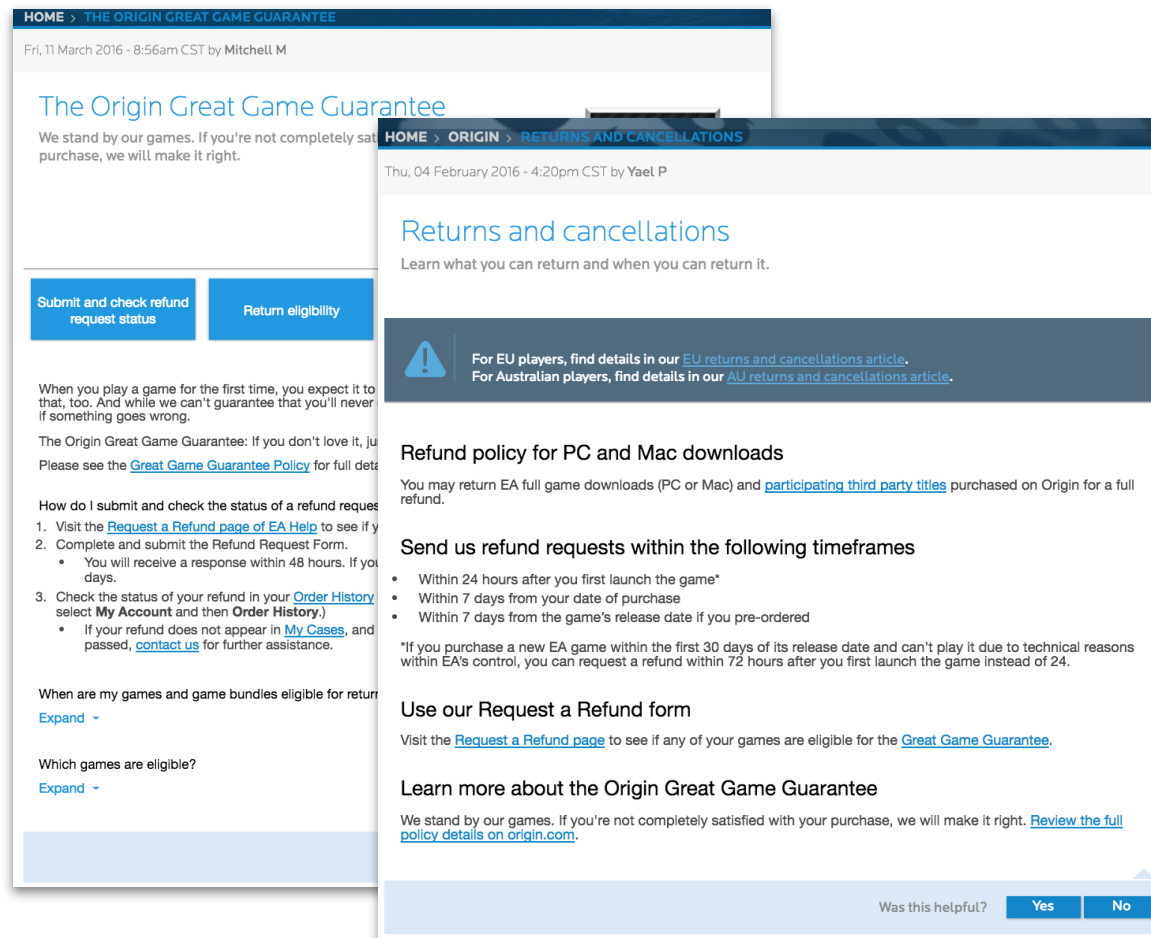
report



does the median
score trend up
over time?

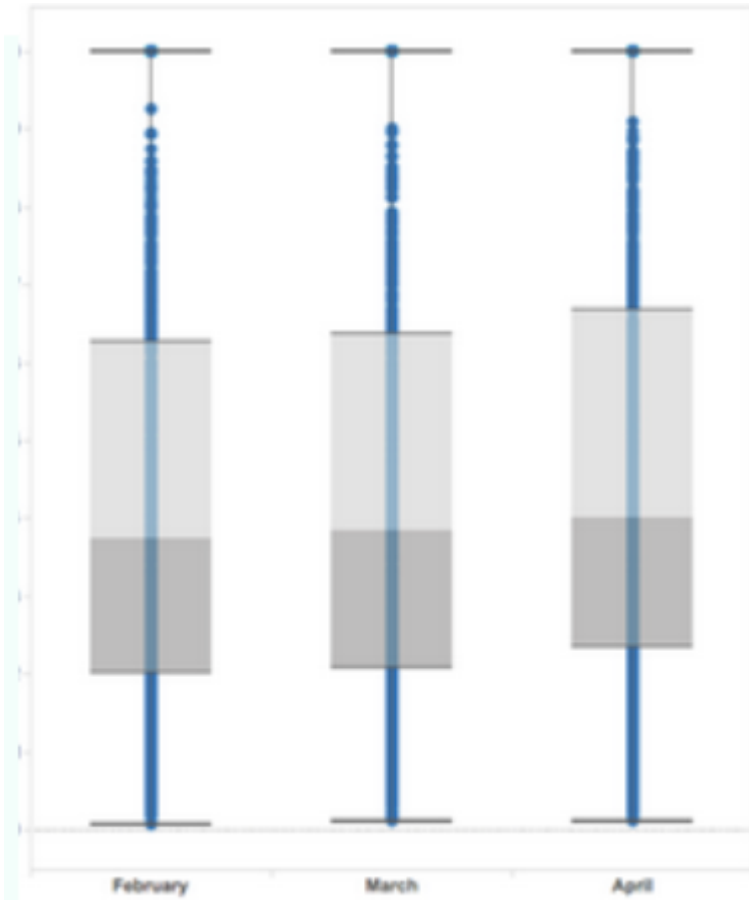
hypothesize

what do the high-
helpfulness
articles have in
common?

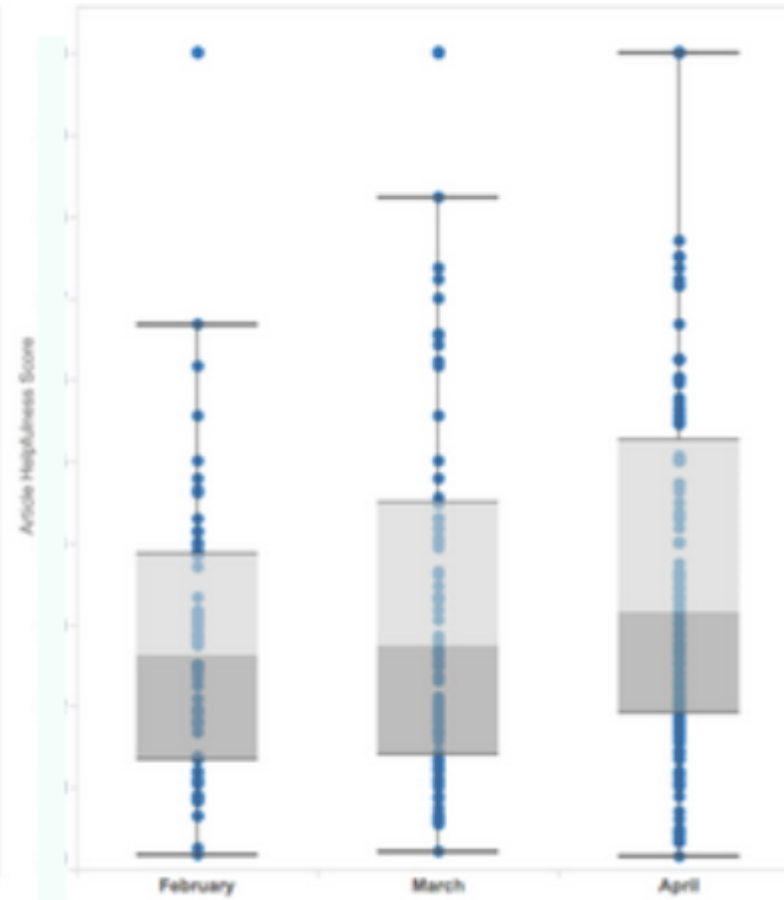


test

article helpfulness score



control group



test group

continue to optimize,
hypothesize, and test