



Analytics Dashboard

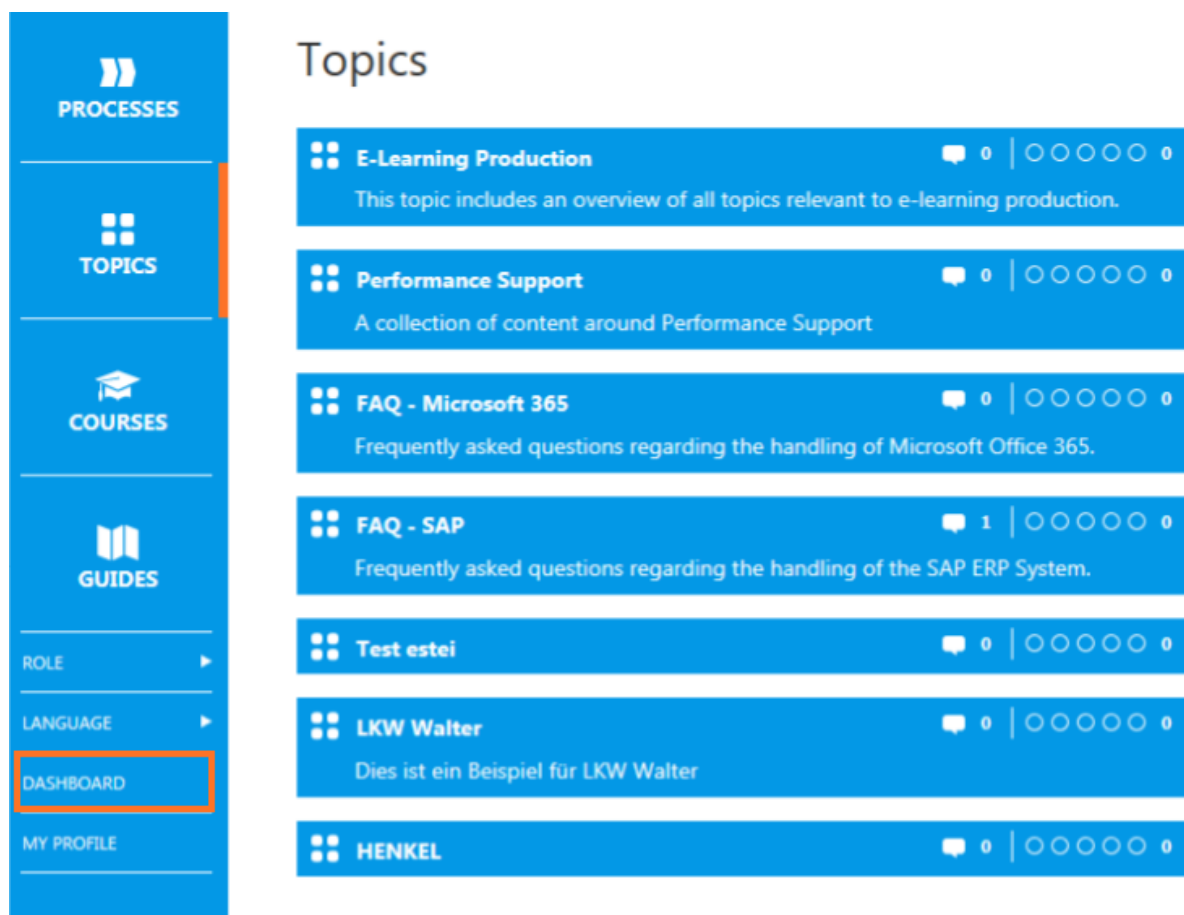
The Analytics Dashboard provides a visual processing of usage data. Here you will find an introduction to its functions and application scenarios.

Statistical evaluations and goal-oriented reports perform the task of dissecting the daily flood of numbers and data in order to highlight precisely the information that is required for corporate management. The analysis of meaningfully processed data facilitates quick and precise decision-making with the goal of introducing immediate improvements and enabling the measurement of success.

This particularly applies to workplace learning and the setting up of Performance Support measures within companies. The analysis of end users' usage behavior via the various distribution channels is vital to the goal-oriented optimization of learning and Performance Support initiatives. Not only that, but such analysis can also act as the basis for examining the ROI of past and future investments in the field of corporate knowledge transfer.

The Analytics Dashboard – which has been integrated into tts performance suite since the launch of Version 2018 – is the ultimate comprehensive solution for the tracking and visualization of usage data. The Analytics Dashboard supports the meaningful, visual processing of usage data that are generated via the web-tracking interface of tts performance suite. These raw data are anonymously collected and saved during every user interaction within the WebAccess portal and QuickAccess.

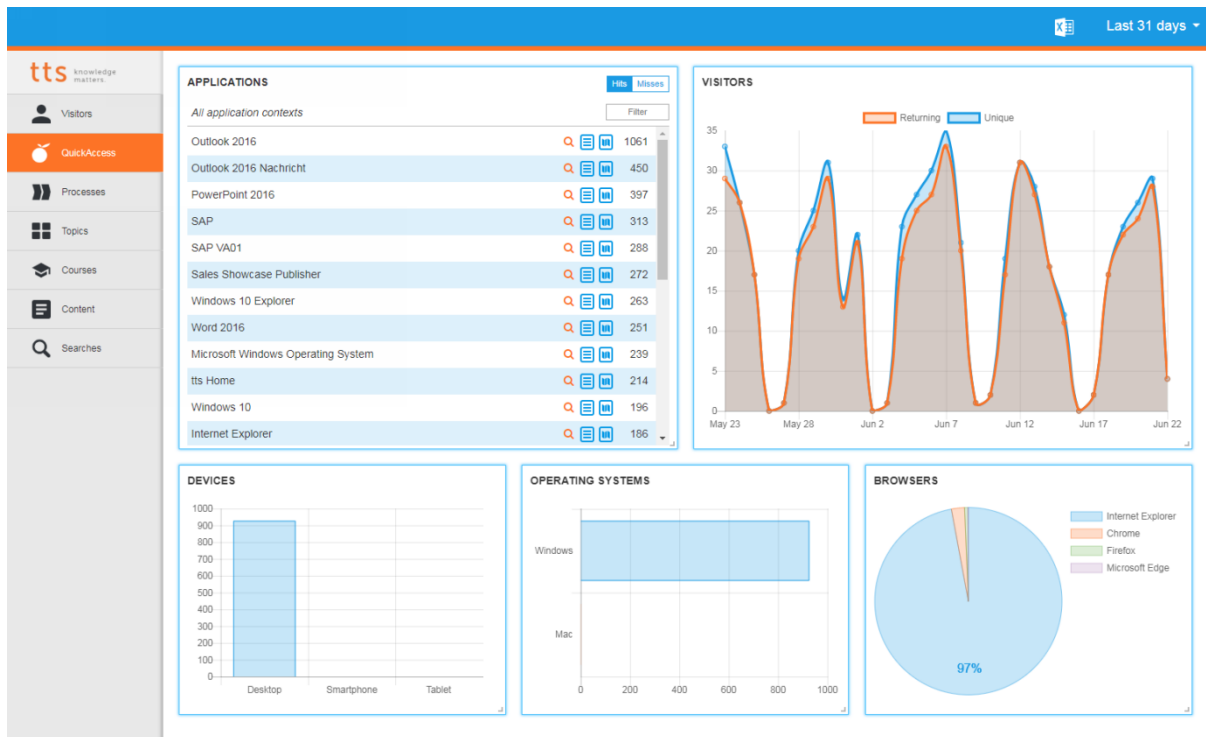
1 Functions of the Analytics Dashboard



The Dashboard can be accessed directly from the WebAccess portal in tts performance suite via a button. Access can be controlled via the author role authorizations.

The Dashboard offers a range of analysis options that are designed to check the effectiveness of Performance Support initiatives, providing you with a basis to optimize such initiatives accordingly:

- In-depth statistics regarding the access period (week, month, year, arbitrary timeframe and download an Excel summary containing all associated data for the access period
- General access figures: returning/new visitors
- Analyses of the most popular search queries
- Depiction of all queries in a particular application that didn't produce any hits in your learning content
- Access statistics broken down according to processes, topics and courses
- Overview of the most popular content formats: e-learning, guides, documentation, short instructions, assessments, third-party documents
- Depiction of the devices, operating systems and browsers used
- Output of the so-called bounces, bounce rates and average times on site on the WebAccess



2 Deployment scenarios for the Dashboard

The Analytics Dashboard supports a wide range of deployment scenarios for the various stakeholders in Performance Support initiatives within companies – for management or academies, Learning & Development departments or specialist divisions and, needless to say, the individual authors. Insights involving the following areas (for example) can be gained:

General user statistics

Enjoy immediate and ongoing access to the most up-to-date usage figures and discover how Performance Support is "lived" within your company.

Requirements analyses

By identifying your users' needs you can provide them with the exact learning content that they actually require. This information can be used during the planning of additional Performance Support initiatives by your company's various specialist divisions. This way, you can establish a Learning & Development department as a one-stop shop for the company-wide distribution of knowledge via QuickAccess.

Overview of the devices used

Get an overview of the device classes favored by your users (PCs, smartphones, tablets), allowing you to optimize the content and access channels to ensure that Performance Support initiatives are the perfect fit for your users' preferences.

Analysis of user behavior



Monitor the bounces (immediate departure without additional click), bounce rates and average times on site, and use this information to improve in-house communication, the content provided or general usability.

Top 25 charts

Discover which are the most popular and frequently accessed courses, processes and topics. This information can then act as the foundation of a Best Practice aimed at enhancing your Performance Support activities.

Preferred content formats

By displaying the distribution of the accessed content formats you can discover whether your users tend to prefer the more detailed e-learning format or the brevity of a Guide. This way, you can design the optimal fit between your users' moments of need and the content on offer.

Preferred learning setting

Find out which access points are used by your users, allowing you to adapt your offering accordingly. If processes are predominantly accessed, this could indicate access from within a work process. Whereas if courses are used more often, this tends to suggest that users are stockpiling knowledge.