tts performance suite

White Paper

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Analytics Dashboard

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Analytics Dashboard

The most important instrument for your workplace learning initiatives.

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 it 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 an optional component of **tts performance suite** since the launch of Version 2018 – is the ultimate comprehensive solution for the tracking and visualization of usage data. The meaningful, visual processing of usage data, which are generated via the proven web-tracking interface of tts performance suite, lies at the heart of the **Analytics Dashboard**. These raw data are anonymously collected and saved during every user interaction within the WebAccess and QuickAccess.

Illustration 1: The Analytics Dashboard

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This intuitive Dashboard allows you to monitor the usage behavior of your users, enabling the recognition of trends and patterns, and the identification of appropriate reactions. Now's the time to become agile and quick to act, and lay the foundation for the needs-based control of Performance Support activities within your company.

The **Analytics Dashboard** includes:

✓ **Comprehensive evaluations**
These allow you to identify general correlations and optimization potential for an all-embracing, holistic view of your workplace learning initiatives. And to sort your usage data according to various aspects:

- In-depth statistics regarding the access period (week, month, year, arbitrary timeframe)
- General access figures: returning/new visitors
- Analyses of the most popular search queries and contexts (= applications) from which users search for or access Performance Support content
- Application-specific depiction of all queries that didn't produce any hits in your 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 so-called bounce rates and average times on site on the WebAccess

✓ **Direct access to the Dashboard via the WebAccess**
The Analytics Dashboard can be accessed quickly and easily via the WebAccess. To extract the maximum benefit from the Dashboard, you need to make it available to the appropriate groups of people – access can be controlled administratively via authorizations.
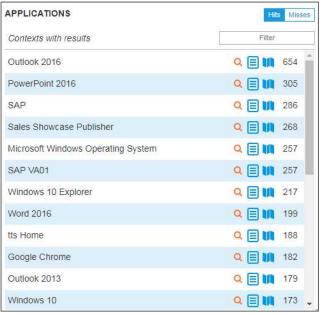

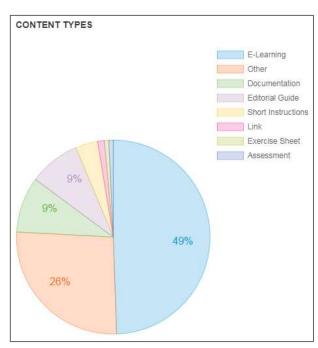Illustration 2: Distribution of content formats

Illustration 3: Most frequent access contexts

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All information at a glance

Get a quick overview of all evaluations. The evaluated data are processed in a goal-oriented manner and presented in a user-friendly way.

✓ **Enhanced and optimized tracking events**

Reap the benefits of the redesigned tracking events in tts performance suite thanks to much more informative usage data from the WebAccess and QuickAccess channels.

Deployment scenarios

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.

Of interest to: management

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.

Of interest to: academies, Learning & Development department, specialist divisions

OVERVIEW OF THE DEVICES USED

The Dashboard provides 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.

Of interest to: L&D department, specialist divisions, IT

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.

Of interest to: academy, L&D department, IT

TOP 25 CHARTS

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

Of interest to: academies, L&D department, specialist divisions

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.

Of interest to: academies, L&D department, tts performance suite authors

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.

Of interest to: academies, L&D department, specialist divisions

Implementation of the Analytics Dashboards

The **Analytics Dashboard** is an optional component of **tts performance suite**. It requires neither an additional license nor SaaS charges. However, it does require explicit activation. The following steps – most of which are technical – are absolutely essential for its activation:

The Dashboard visualization is part of the **tts performance suite** program code. The data basis is generated via the transmission of special tracking information from the **WebAccess/QuickAccess** to an analytics service that collects and processes the data. This service is operated as standard on our proven **tts performance suite cloud infrastructure** and requires customer-specific activation. This service is free of charge to our SaaS and Managed Hosting customers; On-Premises customers can avail of the service for an annual fee of €3,000.

Activation may also require the adaptation of your existing WebAccess and QuickAccess customizing – on the one hand, to facilitate the transmission of the necessary tracking information, while on the other hand to integrate the button for accessing the Dashboard into the **WebAccess**.

Our Professional Services Team will be more than happy to assist you with the implementation of all the necessary steps. The associated support services include infrastructure consulting, customizing adaptation and testing to ensure that the solution is executable, and may vary according to individual customer requirements. Should you be interested in implementing the Dashboard, please don't hesitate to get in touch with your **tts** contact person.

Customers who are reluctant to operate cloud solutions can avail of our special support service during the implementation of the tracking service in their own infrastructure, thereby ensuring that they too get to enjoy the full benefits of the **Analytics Dashboard**. Here too, you are in the best of hands with our Professional Services Team.

Privacy protection

Our offer fully complies with all current data protection requirements: Both the German data protection guidelines and the EU General Data Protection Regulation (EU GDPR), which came into force in May 2018, are adhered to. Needless to say, the Dashboard also takes account of the most up-to-date models for privacy protection and responsible handling. For example, if you track the user behavior the user's IP address is anonymized. The address is masked on 2 bytes (s) - eg. 192.168.xxx.xxx and stored only in this form. As a result, a natural person is no longer identifiable.