



# Who's On

Help Documentation

## Who's On

### Who's On Overview

SmarterTrack's Who's On feature gives agents the ability to see who is browsing the company portal and/or any website that contains the Who's On tracking code. The information that Who's On shows about visitors can be used to expedite customer service, identify trends, create targeted sales and marketing campaigns and more.

To access this section, log into the management interface with your agent account. Then click on the Who's On icon. All visitors currently browsing your website(s) will load in the content pane.

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### Performing Actions on Visitors

The following actions are available from the content pane or preview pane toolbar:

- **Actions - Invite to Live Chat** - Selecting this option will send a live chat invitation to the visitor. The live chat's styling will match the live chat link that is used for the site the visitor is currently on. For more information, please see [Chatting with Visitors](#) .
- **Sort** - Sorts the list of visitors in ascending or descending order based on the selected option, such as name, browser, current page, etc. Clicking on **Reset Sort Order** will return the sort order to its default status.

### Viewing Visitor Details and Activity

In the navigation pane, you can select the visitors that are shown on the screen. Switch between viewing the activity of All Visitors on your website(s) or viewing visitors on the world Density Map . If Filters have been created, you can also choose to view visitors in groups based on the pages they are viewing. For example, sales agents may only be interested in visitors on product pages or people who are progressing through your shopping cart, while marketing agents may be interested in visitors on specific landing pages that were used for promotions. For more information on creating and managing filters, please see [Who's On Filters](#) .

In the content pane, the list of website visitors can be found. In general, the following details can be seen for each visitor in the list:

- Email/IP Address - If logged in, the email address of the visitor will be displayed. Other users will appear as Anonymous User next to their IP address.
- Chat Invite Status - Indicator whether a chat invite has been sent to the visitor.
- Current Page - The current page URL the visitor is browsing.
- Language - The primary language of the customer as indicated from the customer's Web browser.
- Browser - The Web browser the customer is using to connect to the company site. Note: Browser information is not always available.

To view (or print) additional information about a visitor, simply click a visitor and the visitor's Who's On summary will load in the preview pane. Click the Print button to print the information. Who's On summary details are organized within the following tabs:

Note: The information provided in the Who's On summary pertains to the current session only.

- Page Summary - This tab organizes the pages the visitor viewed by the number of times the visitor hit each page. This tab also includes information about the initial page title, the initial referrer, the current referrer, and the total amount of time the visitor spent on each website or portal page.
- Page History - This tab displays the website and portal pages the visitor viewed in chronological order. This tab also includes the time the visitor viewed each page, the length of time the visitor viewed each page, and the number of hits for that page.
- Invitation History - This tab displays information about the visitor's live chat activity in chronological order. Note: If the visitor has not participated in any live chats and has not received any live chat invitations, there will be no content in this tab.

In general, the following visitor details can be found in the Who's On section:

- Tracking Status - Indicates whether the visitor is being tracked by Who's On.
- If the status is active, Who's On is tracking the visitor.
- If the status is pending, Who's On will resume tracking the visitor once the visitor navigates to another page of your website or portal.
- If the status indicator is removed, Who's On is not tracking the visitor.
- Started At - The date and time the session was initiated.
- Hits - The number of times a visitor hits any page of your Web site or portal. Note: Only pages that are configured for Who's On tracking will be included in this figure.
- Duration - The amount of time the visitor has been on your website or portal.

- Idle - The amount of time that passed since a visitor has navigated to a page within your website or portal. Note: Idle users are automatically removed at 15 minutes.
- Country - The customer's geographic information. Note: Geographic information is not always available.
- IP Address - The customer's IP address.
- Host Name - The unique name by which the visitor's networked-attached device (computer, cell phone, etc.) is known on a network.
- Host Domain - The name of the server on which the visitor's network is hosted.
- City - Based on their IP address, the City the visitor is coming from, when available.
- Region - Based on their IP address, the geographic region the visitor is coming from, when available.
- Language - The primary language of the customer as indicated from the customer's Web browser.
- Browser - The Web browser the customer is using to connect to the company site. Note: Browser information is not always available.
- OS - The operating system of the customer's computer. Note: OS information is not always available.
- Chat Status - The current chat status of the customer.
- Sent - A chat invitation is pending.
- Active - The customer is participating in a live chat.
- Rejected - The customer rejected the chat invitation or closed the chat window.
- Ignored - The customer ignored the chat invitation or navigated to a different page.
- Initial Page - The URL of the first page of your Web site or portal that the visitor viewed.
- Initial Virtual Page - The first page of your Web site or portal that the visitor viewed as defined by the tracking script set by the administrator. Virtual pages can be used to summarize the contents of the initial page. For example, if the initial page URL is lengthy, the administrator may want to create a virtual page with a shorter identifier.
- Initial Page Title - The title of the initial page.
- Initial Referrer - The URL of the Web page the visitor navigated from to reach your Web site or portal.
- Current Page - The current page URL the visitor is browsing.
- Current Page Title - The title of the current page the visitor is browsing.
- Current Referrer - The URL of the Web page the visitor last navigated from.
- Chat Invites Sent - The number of live chat invites the visitor has received.
- Chat Invites Rejected - The number of live chat invites the visitor has rejected.
- Chat Invites Accepted - The number of live chat invites the visitor has accepted.
- Chat Invites Ignored - The number of live chat invites the visitor has ignored. Invites are

automatically considered ignored after 2 minutes of being viewed by the end user.

- Invitation Last Sent Date - The date and time the customer last received a live chat invitation.
- Last Chat Date - The date and time the customer last participated in a live chat.
- First Chat Date - The date and time the customer first participated in a live chat.
- Last Agent to Chat - The agent that last corresponded with the customer via live chat.
- Last Department to Chat - The department that last corresponded with the customer via live chat.

## Managing Who's On Filters

SmarterTrack's Who's On feature gives agents the ability to see who is browsing the company portal and/or any website that contains the Who's On tracking code. With Filters, administrators and agents have the ability to segregate website and/or portal visitors into groups based on the pages they are viewing. For example, sales agents may only be interested in visitors on product pages or people who are progressing through your shopping cart, while marketing agents may be interested in visitors on specific landing pages that were used for promotions or in currently-running advertisements on radio, television, banner ad campaigns or PPC. By utilizing the Conditions available when creating a Filter, website or other traffic can be siloed, so people wanting specific information have that information at their fingertips.

Who's On filters can be added directly within the Who's On section. To add a filter or edit an existing one, log into the management interface with your agent account. Then click on the Who's On icon . A list of existing filters will be displayed in the Filter area of the navigation pane. In the bottom corner of the navigation pane, use the menu to access the following options:

- Add Filter - Creates a Who's On filter.
- Edit Filter - Allows the administrator to make changes to a filter's settings. The filter name must be selected in order to edit.
- Delete Filter - Permanently deletes the selected filter. The filter name must be selected in order to delete.

When adding or editing a filter, the following tabs are available:

### Filter

Use this tab to edit the following settings:

- Filter Name - The name of the filter.
- Brand Filter - The brand to which the filter is assigned. If the filter should apply to all brands, select None.

## Conditions

Use this tab to specify how this filter will group visitors (by browser, city, hits, page(s) visited, etc.).

When viewing this tab, the following options are available from the toolbar:

- Save - Allows the administrator to save changes made to a filter's settings.
- Add Condition - Allows the administrator to add filter criteria.
- Edit - Allows the administrator to make changes to filter criteria.
- Delete - Permanently deletes the selected condition(s).
- Cancel - Cancels the creation of the filter.

For definitions of the conditions available and for more information on Who's On, please see Who's On Overview .

## Chatting with Who's On Visitors

SmarterTrack's Who's On feature gives agents the ability to see who is browsing the company portal and/or any website that contains the Who's On tracking code. On occasion, an agent may want to chat with one of these visitors. There are various reasons why initiating a chat with a visitor might be beneficial. For example, an agent evaluating the Who's On summary may notice that the pages viewed by the visitor indicate an interest in a specific product or service the company offers. By inviting the customer to chat, the agent has the opportunity to answer questions in real time. When used in conjunction with live chat, Who's On can help increase conversions and expedite customer service.

When a visitor receives a live chat invitation, the live chat will not begin until the user accepts the chat with their reply. At that point, a live chat will be assigned to the agent who invited the visitor, despite the agent's availability or active group status.

To initiate a live chat with a user, log into the management interface with your agent account. Then click on the Who's On icon . Select the user from the list of visitors, then click the Actions menu in the content pane toolbar to select Invite to Live Chat . (Alternatively, a visitor can be invited to chat by clicking on their pin from the density map.) A Live Chat Invitation modal window will display the following:

- Recipient - The site visitor who will receive the live chat invitation. Based on the information available, this field will display the visitor's account display name, username, email address or IP address.
- Groups - The group to which the live chat will be assigned. The groups displayed in this list are only those whose department has live chat enabled.
- Message - In this field, enter the message the visitor will see in the chat window. Variables

may be included in order to customize the message based on the visitor's information. In the list of variables, the visitor's corresponding value will be displayed. Enter a variable in the correct format (surrounding by the pound sign, ex: #browser#) in the Message textbox to display its corresponding value in the Message Preview box, which is what will be displayed to the visitor. If no information for the variable is available, it will not be shown in the Message Preview.

The live chat's styling will match the live chat link that is used for the site the visitor is currently on. In the event where a live chat link has not been added to the website where Who's On tracking has been configured, a live chat window using the default styling and button-type chat window will be shown. Note: Invitations to chat are automatically ignored and removed from the visitor's screen after 2 minutes of being viewed and unresponded to by the end user.

For more information about Who's On, please see [Who's On Overview](#) . For more information about live chat, see [Live Chats Overview](#) .