



Who's On Overview

Help Documentation

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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.

The Who's On interface is divided into 3 sections: navigation pane, content pane and preview pane. To better understand the different areas of Who's On, please refer to the diagram below:

The screenshot displays the SmarterTrack Who's On interface. It is divided into three main sections: the Navigation Pane on the left, the Content Pane in the middle, and the Preview Pane on the right. The top of the interface features a toolbar with various icons and a 'New Item' button. The Navigation Pane lists various filters and categories, with 'All Visitors' showing 32 visitors. The Content Pane displays a list of visitors, with details for the selected visitor (123.456.789.101) shown in the Preview Pane. The Preview Pane includes a 'Who's On Header' with visitor details, a 'Page Summary' section, and a table of page visits.

Page	First Visited At	Last Visited At	Total View Time	Hits
Community Threads - SmarterTools	10:35:46 AM	10:37:49 AM	0m 17s	4
Drafts Problem on SmarterMail15 - Emails are not marked as replied	10:36:22 AM	10:36:22 AM	1m 26s	1
[SM16 UI] Window Panes & Feedback - SmarterTools	10:37:58 AM	10:37:58 AM	0m 41s	1
SM16 Reply, Forward indication arrow sometimes not showing up.	10:35:52 AM	10:35:52 AM	0m 7s	1
What are the Event Action Command-Line variables exposed by Smarter Mail	10:36:05 AM	10:36:05 AM	0m 13s	1
Community Threads - SmarterTools	10:35:25 AM	10:35:25 AM	0m 11s	1
Community Threads - SmarterTools	10:37:52 AM	10:37:52 AM	0m 6s	1
Community Threads - SmarterTools	10:35:37 AM	10:35:37 AM	0m 8s	1

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- Managing Who's On Filters
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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.