



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 website. In addition, Who's On provides information about visitors that can be used to expedite customer service, identify trends, and create targeted sales and marketing campaigns.

For help understanding the different areas of the Who's On section, see the Who's On diagram .

Navigating Who's On

The Who's On section provides information about current website and/or portal visitors. When an agent accesses Who's On by clicking the Who's On icon and then clicking the appropriate brand, all visitors currently browsing your website will load in the content pane.

In general, the following columns are always available to the agent:

- **Checkbox** - Use these boxes to select multiple Website or portal visitors. Visitors must be selected before choosing an action from the toolbar.
- **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** - The date and time the session was initiated.
- **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.
- **City, Region, Country** - The customer's geographic information. Note: Geographic information is not always available.

In addition, the following columns can be added or removed by the agent at any time:

- **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.
- **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.

- 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.
 - Chats Forced - The number of forced live chats with the visitor.
 - 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. Note: The information provided in each column pertains to the current session only.

Performing Who's On Actions

In general, the following options are available from the navigation pane toolbar:

- New - Click this button and select the appropriate option to create a new ticket, call log, task, instant message, canned reply, news item or knowledge base article.

In general, the following options are available from the content pane toolbar:

- Actions - Click this button and select the appropriate option to select all visitors or remove a visitor from Who's On.
- Select All - Selects all of the visitors listed in the content pane.
- Invite to Live Chat - Selecting this option will send a live chat invitation to the visitor.
- Force to Live Chat - Selecting this option will open a live chat with the visitor. Note: This option bypasses the invitation stage of the chat process—it does not force the visitor to participate in the chat. The visitor may close the chat box without responding.
- View - Click this button and select the appropriate option to refresh the page or choose the details that are displayed about a ticket in the navigation pane.
- Refresh - Refreshes the page.
- Sort - Choose in which order to sort items in the content pane.
- Visible Fields - Choose which columns are displayed in the navigation pane.

Viewing a Visitor's Who's On Summary

To view additional information about a visitor, simply click a visitor and the visitor's Who's On summary will load in the preview pane. Note: The information provided in the Who's On summary pertains to the current session only.

In general, the following options are available from the preview pane toolbar:

- Print - Prints the information contained in the Who's On summary. Note: If viewing the management interface from a mobile device, this option may not be available.

Tabs within the Who's On Summary

Who's On summary details are organized within the following tabs:

- Visitor - This tab includes basic information about the session, including the start time, duration and idle time. This tab also includes information about the visitor, including browser type, operating system, geographic details, the host name, and the host domain.
- 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.
- 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.

- 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.
- Invitation Summary - This tab displays information about the visitor's chat activity, including the number of live chat invitations the visitor accepted, rejected, and ignored; the total number of live chat invitations the visitor received; the date and time of the last live chat the visitor participated in; and the last agent to chat with the visitor.
- Custom Variables - This tab displays any custom variables the administrator created. Map - This tab displays the geographic location of the customer. Note: Agents can initiate a live chat from the map by clicking on a pin and clicking Invite to Chat . --%>

Chatting with Visitors

On occasion, an agent may want to chat with a website or portal visitor. There are various reasons why initiating a chat with a visitor might be beneficial. For example, an agent evaluation 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 and can even push additional resources to the customer. When used in conjunction with live chat, Who's On can help increase conversions and expedite customer service.

To initiate a live chat with a customer, select the customer. Then click the Actions menu and select the appropriate option:

- Invite to Live Chat - Sends a live chat invitation to the visitor.
- Force to Live Chat - Opens a live chat with the visitor. Note: This option bypasses the invitation stage of the chat process--it does not force the visitor to participate in the chat. The visitor may close the chat box without responding.

Agents can also initiate a live chat from the density map by clicking on a pin and clicking Invite to Live Chat .

For more information about live chat, see [Live Chats Overview](#) .

Pushing Additional Resources to Visitors

On occasion, an agent may want to provide a visitor with additional resources, such as a Web page or KB article. For example, a realty agency may use this feature to provide additional property

information or alternative properties to site visitors as they browse. For information about how to push pages, see [Viewing Live Chats](#) .