



Chatbase

Virtual Agent Analytics

Analyze and optimize customer service virtual agents more easily

Bad experiences with service virtual agents put customer satisfaction at risk. Instead of taking the tedious and error-prone “DIY” approach to tracking performance, use automated interactive reports backed by machine learning to analyze and optimize your virtual agent over time. Track KPIs, better understand user journeys, and get suggestions for improving conversational design to make more customers happier!

Key Benefits

- 1 Save analyst time**

Virtual Agent Analytics replaces patchwork, tedious DIY methods of tracking KPIs (e.g., combing through logs) with rich, interactive reports for cross-channel comparisons.
- 2 Improve the end-user experience**

Using Google’s own machine learning capabilities, the service suggests design optimizations for providing a more helpful virtual agent for customers.
- 3 Increase conversion & retention rates**

Chatbase analytics provide insights into user journeys that help you design data-driven tactics for improving performance.
- 4 It’s free to use**

Just sign in, add details about your virtual agent, and get started! (For best results, integrate your agent with the Chatbase API.)

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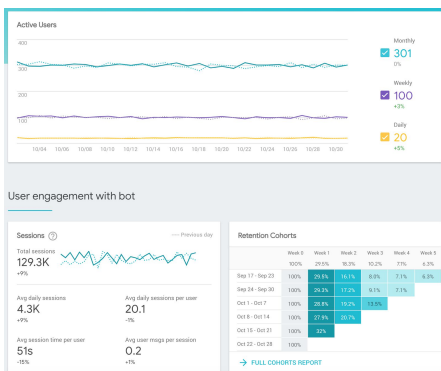
Chatbase helped us steadily increase user sessions. It makes it easy to understand how to improve customer engagement and satisfaction.

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Chris Rowinski, Product Owner, Best Buy Canada



Key Capabilities



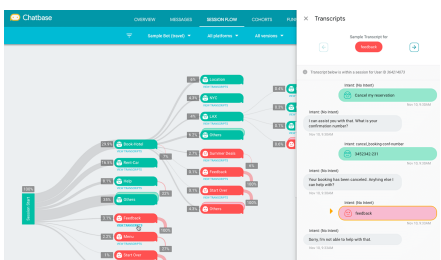
Health metrics dashboard

Rich, Interactive Reports

Track and measure virtual agent health (with rich filtering and custom date ranges) to spot user-engagement problems that may signal an issue with your agent’s conversational design.

Session Flow

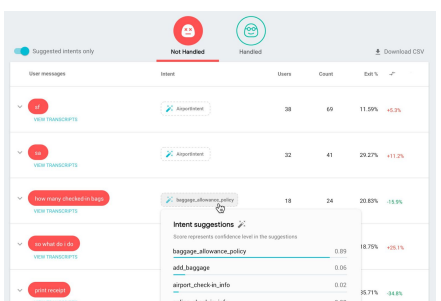
Session Flow shows a visualization of the top journeys users take along with usage statistics and exit rates. Transcripts are available for understanding context.



Session Flow with Transcripts

Message-level Analytics

In addition to showing aggregate metrics such as message totals and “not handled” percentage, Chatbase clusters messages by intent to help you understand how well your agent interacts with customers.



Message clustering with suggested intents

Suggested Intents ^{Beta}

Chatbase uses Google’s ML capabilities to suggest optimizations where the agent missed or misunderstood an intent, helping to fill design gaps more quickly.

Privacy & Data Stewardship

We automatically remove certain generic sensitive information – such as addresses, SSN numbers, and phone numbers – from reports, and no data is shared with third parties or with other Google teams not involved in providing the Chatbase service. Chatbase is classified as a “Data Processor” per GDPR.

Sign in to get started: chatbase.com/analytics