



Cloud Work Adoption and Usage Analytics User Guide

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Adoption and Usage Analytics

The Adoption and Usage Analytics is an analytics dashboard for Cloud Work's Message, Calland Meet products that gives insights into your organization's

- Usage levels and patterns
- Usage Preferences
- Adoption patterns

At various levels of granularity.

With these insights you can get a thorough understanding of levels of engagement with Cloud Work products, identify adoption problems and leverage best practices of power users to drive optimal adoption. This product will also help you implement initiatives that drive better adoption and track the impact.

Access & Recommended Users

All Cloud Work customers have access to Adoption and Usage Analytics, enabled at the account level and permissioned by default to super admin roles. Super Admins can then permission this to other roles within your organization on Cloud Work's Online Agent Portal.

Adoption and Usage Analytics is a powerful product for anyone that is interested in helping their organization maximize the benefits of using the Cloud Work communication and collaboration product suite. Though by default IT Admins have access to this analytics, we recommend it to

other members of your organization that are key decision makers/drivers around communication and productivity, such as:

- IT Administrators & leaders
- Change management leaders
- Executives
- People Operations
- Department heads/leaders
- Business Analysts

Once permissioned, users can access Adoption & Usage analytics by going to:

- <https://analytics.btcloudphone.bt.com/adoption-and-usage/overview>

OR

- Accessing "Analytics" tab from within Cloud Work's online agent portal
 - Clicking Adoption & Usage on left navigation bar

Note: Adoption & Usage Analytics is the default landing page for those with permissions while Performance Reports will continue to be the default landing page for those without access to Adoption & Usage Analytics.

Product Structure

Adoption and Usage Analytics currently features four tabs:

Overview

- Landing page for Adoption & Usage, provides an aggregated view of your organization's active users and usage across Message, Call, Meet, products. Provides a snapshot of relative popularity and adoption of these products across organization and organizational units.

Message

- Analytics to understand key metrics, usage trends and patterns for the CW Messaging product. Allows metrics drill-down across the entire organization, by department, site or individual users.

Call

- Analytics on Call specific key metrics, usage trends and patterns across your organization and organizational units. Allows metrics drill-down across the entire organization, by department, site or individual users.

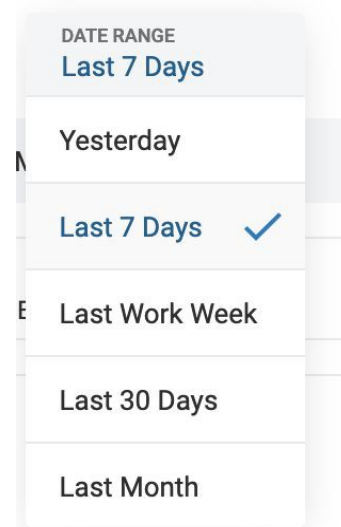
Meet

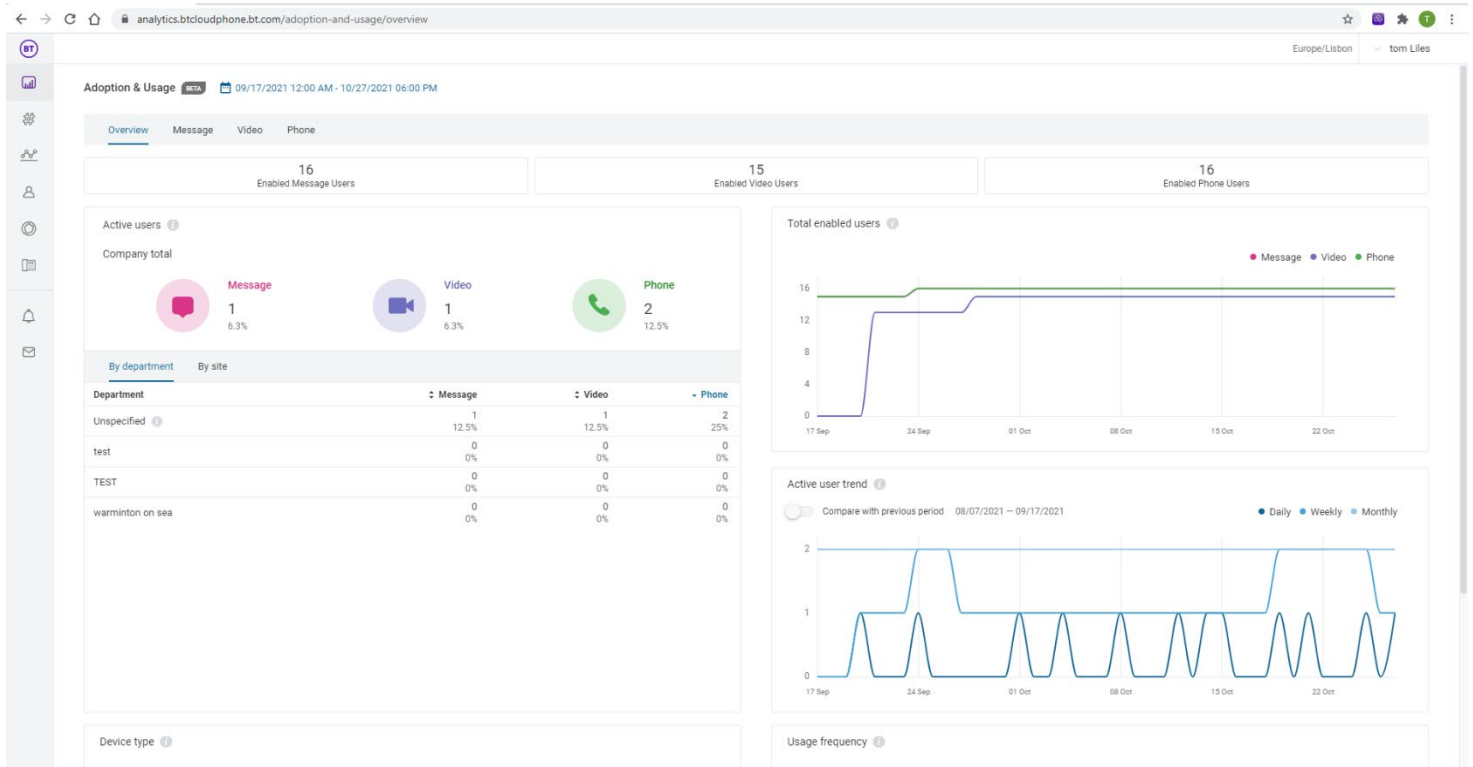
- Cloud Work Video Meetings Analytics to understand key metrics, usage trends and patterns for video conferencing product.

Calendar Widget

At the top of the page is the calendar icon, that you can use to select a timeframe that you would like to assess your organization's usage patterns.

Adoption & Usage BETA  Last 7 Days





Calendar currently comes with the presets as listed in the screen shot.

Ex: On Nov 8th, 2019, if you pick “Last 7 Days”, data for the timeframe Nov 1st, 2019 - Nov 7th, 2019 will be displayed on all pages of the A&U.

Data Dictionary

Metric Name	Definition
Overview Page	

<p>Enabled Phone Users</p>	<p>Sum of all users with Status = Enabled or Status = Not Activated on Cloud Work online Agent Portal with permission to use Phone product as of the last day of the selected timeframe.</p> <p>Includes users that have been provisioned and may or</p>
	<p>may not have gone through the activation process & set their login credentials as these users are able to make and receive calls on hard phones.</p>
<p>Enabled Message Users</p>	<p>Sum of all users with Status = Enabled or Status = Not Activated on Cloud Work online Agent Portal with permission to use Message product as of the last day of the selected timeframe.</p>
<p>Enabled Video Users</p>	<p>Sum of all users with “Video Provider” set to Cloud Work Video.</p>
<p>Total Enabled Users</p>	<p>Total number of unique users enabled for Call and/or Message products on each day during the selected timeframe.</p>
<p>Active Users - Message/Video/Phone Across Organization</p>	<p>Sum of all users within the account that made or answered at least one call, hosted at least one meeting or sent at least one message within the selected time frame.</p> <p>Also presented as a % of total enabled users</p>

<p>Active Users - Message/Video/Phone By Department</p>	<p>Top ten departments with a total number of active users on each of the Message, Call, Meet products.</p> <p>Also presented as a % of total enabled users within that department</p> <p>To view data aggregated at department level, department information must be assigned to a user on Cloud Work online Agent Portal.</p> <p>To configure/edit departments, go to the online Agent Portal -> Click Users tab -> User List -> Pick a User -> User Details -> Department.</p> <p>Note: Department fields are free form text fields and case sensitive. If you assign a user to department name “Sales” and another user to “sales” they will be shown as two different departments on the Analytics portal.</p>
<p>Active Users - Message/Video/Phone By Sites</p>	<p>Top ten sites with total number of active users per Message, Call, Meet products.</p> <p>Also presented as a % of total enabled users within that</p>
	<p>site.</p> <p>Cloud Work multi-site feature allows to configure and manage different office locations/businesses into logical units, “Sites” under one account. To view data aggregated at site level, you must use a multi-site option & have configured sites on Cloud Work’s online Agent Portal.</p> <p>To learn more about Cloud Work Multi Site feature, click here: Cloud Work Multi-Site</p> <p>OR</p> <p>Contact BT Sales/ your Account Manager.</p>
<p>Active User Trend</p>	<p>Daily Active Users: Sum of all the users that are active on each calendar day of the selected timeframe.</p> <p>Weekly Active Users: Sum of all the users that are active in the 7-day period ending on each calendar day presented on the graph.</p> <p>Monthly Active Users: Sum of all the users that are active in the 30-day period ending on each calendar day presented on the graph.</p>

<p>Usage Frequency</p>	<p>This data informs how often users are using the product.</p> <p>Sum of all the users that used message/call/meet productN number of days out of the last 30 days. Usage is split into five buckets:</p> <ul style="list-style-type: none"> - Very Frequently: N = 17-30 Days - Frequently: N = 11-16 Days - Occasionally: N= 5-10 Days - Rarely: N = 1-4 Days - Non-Users:N = 0 Days <p>30 days are counted from the last day of the selected timeframe, going back 30 days.</p> <p>Also presented as a % of total enabled users. On the “Overview” page, Usage Frequency is grouped by Message/Call/Meet product users across the organization. On individual product pages, Usage Frequency is grouped by active users of each department.</p>
<p>Usage by Device</p>	<p>Sum of all users that used,</p> <ul style="list-style-type: none"> - Desktop - Hardphone or - Mobile device <p>In the selected timeframe.</p> <p>Also, presented as a % of total enabled users to make a call/host a meeting Note: This chart currently does not include device used for posting messages and is coming soon.</p>
<p>Message Page</p>	
<p>Enabled Message Users</p>	<p>Sum of all users with Status = Enabled or Status = Not Activated on Cloud Work online Agent Portal with permission to use Cloud Work Team Messaging products as of the last day of the selected timeframe.</p>

<p># Of Posts</p>	<p>Total number of posts within an account in the selected timeframe. Posts are the messages exchanged between users within Cloud Work Team Messaging service.</p> <p>In Cloud Work Team Messaging Service, there are three possible ways users can exchange messages:</p> <p>Direct Chats: 1:1 conversation between two users, all messages are exchanged/visible only to those two users.</p> <p>In Teams: A dedicated space with a name for a group of users to communicate on a specific topic. Team creator (admin) gets controls to make the team private, public, add/delete members etc. This is a space for more longer term collaboration.</p> <p>In Groups: A space for a group of users to exchange messages for a more temporary timeframe. It is very similar to direct chats, but allows conversation between more than 2 users.</p> <p>Number of Posts metric shows the collective total of all messages exchanged in any one of these spaces.</p>
<p>% Of Posts in Teams</p>	<p>Total number of messages posted within all the Teams in the account in the selected timeframe</p>
<p>% Of Posts in Direct Chats</p>	<p>Total number of messages posted in Direct Chats</p>
<p>% Of Posts in Groups</p>	<p>Total number of messages posted across all the groups within an account in the selected timeframe.</p>

<p># Of Teams</p>	<p>Total number of “Teams” within the account for the selected timeframe. This KPI gives a total count of Teams irrespective of whether there were any messages exchanged during the selected timeframe and includes both private and public teams.</p> <p>Team creators can make a team public which makes it visible to all users in the account and anyone can join and post messages or add other members.</p> <p>Private teams are restricted to the members admin adds to the team, conversations are private to members of the team and only admin can add members to the team.</p>
<p># Of Groups</p>	<p>Total number of CW App “Groups” in the account within the selected timeframe.</p>
<p># Of Direct Chats</p>	<p>Total number of CW App 1:1 chats in the account within the selected timeframe.</p>
<p>Active Users across organization</p>	<p>Sum of all users that have posted at least one Message in the selected timeframe. The message could be in any one of forms - in a Team, Group or Direct Chat.</p>
<p>Top/bottom 10 teams by activity</p>	<p>List of top/bottom ten Teams by volume of messages created in them. Lists top 10 Teams with the highest number of messages by default. To see 10 Teams with the least number of messages click on the sort icon.</p> <p>Note: Due to the possibility of private team names having sensitive information, this list excludes private teams even if they fall in the top ten teams by message volume.</p>
<p>Top/bottom 10 teams by members</p>	<p>List of top/bottom ten teams by total number of members in each team.</p> <p>Lists top 10 Teams with the highest number of members by default. To see 10 Teams with least number of</p>
	<p>members by clicking on the sort icon.</p>

<p>Usage Frequency</p>	<p>This data informs how often users are using the product.</p> <p>By Department: Sum of all the users in the selected department(s) that posted messages N number of days out of the last 30 days.</p> <p>By Site: Sum of all the users in the selected site(s) that posted messages N number of days out of the last 30 days.</p> <p>Usage is split into 5 buckets as follows:</p> <ul style="list-style-type: none"> - Very Frequently: N = 17-30 Days - Frequently: N = 11-16 Days - Occasionally: N = 5-10 Days - Rarely: N = 1-4 Days - Non-Users: N = 0 Days <p>30 days are counted from the last day of the selected timeframe, going back 30 days.</p>
<p>Active User Trend</p>	<p>Daily Active Users: Sum of all the unique users that posted at least one message on each calendar day of the selected timeframe.</p> <p>Weekly Active Users: Sum of all the unique users that posted at least one message in 7 days period ending on each calendar day presented on the graph.</p> <p>Monthly Active Users: Sum of all the users that posted at least one message in the 30 days period ending on each calendar day presented on the graph.</p>
<p>Usage by End Points</p>	<p>Coming Soon</p> <p>Sum of all the users in the selected department(s) or Site(s) that used any of the CW Client apps to post messages: List of CW Client Apps: Desktop Webphone</p>

	<p>Mobile Hardphone PSTN CW App Desktop CWApp Mobile CW App web</p>
Video Page	
Enabled Video Users	<p>Sum of all users with Status = Enabled or Status = Not Activated on Cloud Work Agent Portal with permission to use Cloud Work Video product as of the last day of the selected timeframe.</p> <p>Includes users that have been provisioned and may or may not have gone through activation process & set their login credentials</p>
Total Meeting Time	Sum of duration of all the meetings within a selected timeframe
Unique Hosts	Sum of all the unique hosts within the selected timeframe
Unique Participants	Sum of all the unique participants within the selected timeframe. This KPI includes only participants from the account and excludes any guest participants.
Avg. Meetings Per User	Total number of meetings divided by total enabled users in a selected timeframe.
Avg. Time Per User	Sum (Time spent on each meeting by unique users) within a selected timeframe / Total # unique meet users within a selected timeframe
Avg. Participants Per Meeting	Sum of unique participants within a selected timeframe / Total # meetings
Avg. Time Per Meeting	Sum (Time of each meeting) within a selected timeframe / Total # meetings within a selected timeframe.
Active Users across organization	Sum of all users that have hosted at least one meeting in selected timeframe
Top 10 Host Users	List of all active users by number of meetings they hosted

	<p>within the selected timeframe. Can be filtered to all users within a specific department(s) or Site(s)</p>
Top 10 Participant Users	<p>List of all active users by number of meetings they participated within the selected timeframe.</p> <p>Can be filtered to all users within a specific department(s) or Site(s)</p>
Active User Trend	<p>Daily Active Users: Sum of all the unique users that hosted or participated at least one meeting on each calendar day of the selected timeframe.</p> <p>Weekly Active Users: Sum of all the unique users that hosted at least one meeting in one week period ending on each calendar day presented on the graph.</p> <p>Monthly Active Users: Sum of all the users that hosted at least one meeting in one month period ending on each calendar day presented on the graph.</p>
Usage Frequency	<p>By Department: Sum of all the users in the selected department(s) that hosted a meeting N number of days out of the last 30 days.</p> <p>By Site: Sum of all the users in the selected site(s) that hosted a meeting N number of days out of the last 30 days.</p> <ul style="list-style-type: none"> - Very Frequently: 17-30 Days - Frequently: 11-16 Days - Occasionally: 5-10 Days - Rarely: 1-4 Days - Non-Users: 0 Days <p>30 days are counted from the last day of the selected timeframe, going back 30 days.</p>
Features Usage	<p>Sum of all the users (hosts and participants) that had a meeting with</p> <ul style="list-style-type: none"> - Audio ON - Video ON - Screen Sharing ON - Recording ON

	Also represented as % and can be filtered out to specific department(s) or Site(s).
Usage by Endpoints	Sum of all users in the selected department(s) or Site(s) that used each of the CW Client apps to host a meeting. List of CW Client Apps:
Usage by End Points	Sum of all users in the selected department(s) or Site(s) that used each of the CW Client apps to make/answer a call: List of CW Client Apps: Desktop Webphone Mobile Hardphon ePSTN CW App DesktopCW App Mobile CW App web
Phone Page	
Enabled Call Users	Sum of all users with Status = Enabled or Status = Not Activated on Cloud Work Agent Portal with permission to use Voice product as of the last day of the selected timeframe. Includes users that have been provisioned and may or may not have gone through activation process & set theirlogin credentials
# Of Calls	Sum of all inbound, outbound and internal calls to/from all enabled users within selected timeframe. Note: Internal calls are counted for both parties, so one internal call that had two participants is counted as two calls, one each for the participant.

# Of Minutes (Call tab)	<p>Total length of all inbound, outbound and internal calls to/from the users within the selected timeframe</p> <p>Note: Internal calls are counted for both parties, so one internal call that had two participants is counted as two</p>
	<p>calls, one each for the participant, hence the mins will be doubled as well.</p>
# Of Inbound Calls	<p>Sum of all incoming calls to enabled users within the selected timeframe. Includes internal calls.</p>
# Of Inbound Mins	<p>Total length of all of the incoming calls to enabled users within the selected timeframe. This includes total time spent in live talk and hold time during the call.</p>
# Of Outbound Calls	<p>Sum of all outgoing calls made by enabled users within the selected timeframe. Includes internal calls.</p>
# Of Outbound Mins	<p>Total length of all of the outgoing calls made by enabled users within the selected timeframe. Includes total time spent in live talk and hold time during the call.</p>
# Of External Calls	<p>Sum of all incoming and outgoing calls from numbers not belonging to the account. Ex: If you are on Account 1, this includes Account 1 -> PSTN Account 1 -> Account 2 PSTN -> Account 1</p>
# Of External Mins	<p>Total length of all incoming and outgoing calls to numbers not belonging to the account (external numbers). Minutes include live talk and hold time.</p>

<p># Of Internal Calls</p>	<p>Sum of all internal calls within an account within the selected timeframe</p> <p>Note: Internal calls are counted for both parties, so one internal call that had two participants is counted as two calls, one each for the participant.</p> <p>If there are conference calls with 5 users (1 host + 4 participant), it will be counted as 8 calls with each host to participant connection being counted twice. (4*2 = 8).</p>
<p># Of Internal Mins</p>	<p>Total length of internal calls within an account within the selected timeframe. Minutes include live talk and hold</p>
	<p>time.</p>
<p>Active Users - AcrossOrganization</p>	<p>Sum of all users within the account that made or answered at least one call in the selected timeframe. Also presented as a % of total enabled users</p>
<p>Top 10 Active Users</p>	<p>By Department: List of all users within the selected department(s) by number of calls they made/received.</p> <p>By Sites: List of all users within the selected site(s) by number of calls they made/received.</p>

Usage Frequency	<p>By Department: Sum of all the users in the selected department(s) that made/received call N number of days out of the last 30 days.</p> <p>By Site: Sum of all the users in the selected site(s) that made/received call N number of days out of the last 30 days.</p> <ul style="list-style-type: none">- Very Frequently: 17-30 Days- Frequently: 11-16 Days- Occasionally: 5-10 Days- Rarely: 1-4 Days- Non-Users: 0 Days <p>30 days are counted from the last day of the selected timeframe, going back 30 days.</p>
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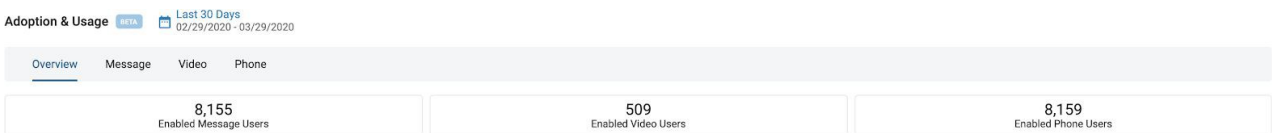
Overview Page

Overview tab is the landing page of Adoption & Usage Analytics and helps understand the relative adoption levels of Message and Call products. This page provides aggregated data on usage across

- Entire organization
- Department level if you have set up departments on Agent Portal
- Site level if you use Cloud Work's multisite feature

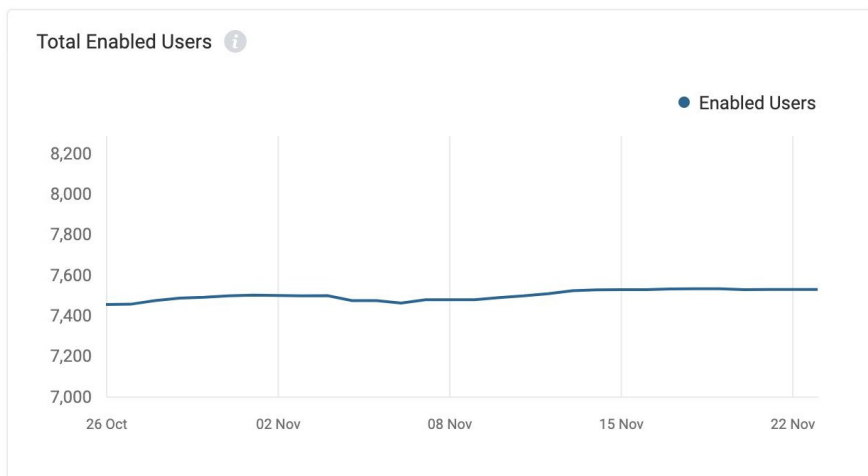
Overview page features a total of six widgets each with data that will help you unpack your organization's usage patterns.

Enabled Users KPI



In order to understand the usage behaviors of your organization on Cloud Work products, you need to first understand the total size of users that have access to these products. Enabled Users Widgets at the top of the page helps you understand this data.

Total Enabled Users trend graph helps you understand the same data over a period of time. You can select any of the available calendar presets to view how your organization's user size on Cloud Work products is changing over time.



If you have any new initiatives to onboard new set of users onto Cloud Work, such as a new division of your organization or an existing one that previously did not use Cloud Work, or

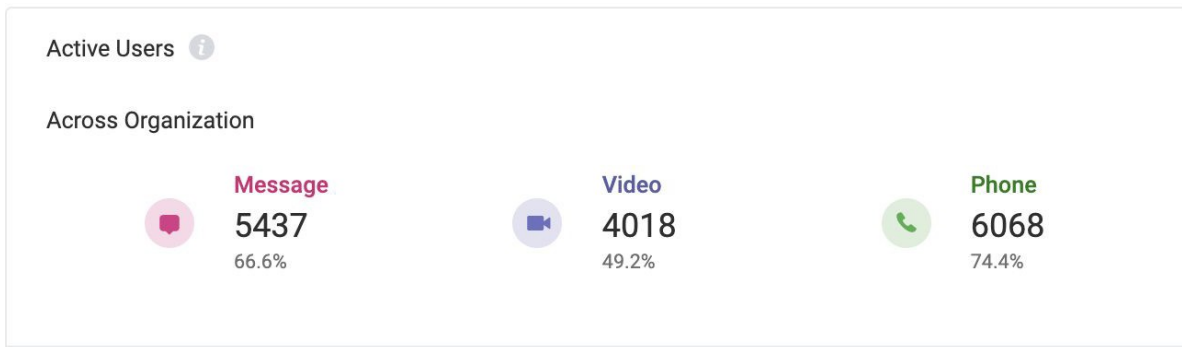
keep track of the steady growth of users on Cloud Work as you hire new employees, this widget will help you keep track of your onboarding rate over time.

Active Users

As you enable your organization and various organizational units to use Cloud Work, one of the key metrics to track is how many users are actively using these products. Active Users widget enables you to understand exactly this information.

The “Active Users” widget gives you data on active users at two levels:

1. Across your entire organization: Provides a break-down of active users on Message, Video and Phone within the selected timeframe



2. Across your organizational units such as “Departments” and “Sites” if you are using Cloud Work’s multisite feature.
 - a. By Department: Provides a list of top 10 departments with most active users. Also, provides a breakdown of active users on message and call.
 - b. By Site: If you are using Cloud Work’s multi-site capability, you can also view the top 10 departments with most active users.

By Department		By Site		
Department	Message	Video	Phone	
Unspecified ⓘ	336 16.5%	265 13%	1,099 53.8%	
Research and Development - North Myrtice	858 93.9%	343 37.5%	769 84.1%	
Research and Development - East Irma	234 99.6%	156 66.4%	231 98.3%	
Internet Network - Port Jude	249 96.1%	205 79.2%	213 82.2%	
Intelligence - North Sonyachester	230 93.9%	170 69.4%	191 78%	
Intelligence - Port Piperside	197 97%	161 79.3%	190 93.6%	
Business-Oriented Data Installation - North K...	197 98%	103 51.2%	186 92.5%	
Hardware Security - Juniuston	143 85.1%	107 63.7%	131 78%	
Administration and Networking - New Jimmie	133 95%	101 72.1%	127 90.7%	
Services - Wellingtonstad	115 95%	88 72.7%	116 95.9%	

This widget is by default sorted in ascending order but allows you to sort active users by descending order to see least active department by each product using the up and down arrow at the top of each column.

How do I use Active Users data?

Active Users widget is your first key insight into the adoption levels within your organization. Ideally you want to see 100% of your enabled users using the products you have given them access to, which you can understand by looking at “Active Users Across Organization”. If you see usage that is less than expected, one or more of the following may be happening:

1. Certain sections of your org is having difficulty accessing/using the product and needs training
2. Enabled user base within your account does not reflect your current set of employees and needs to be cleaned up
3. Some events triggered in recent past has affected the usage

To check if specific parts of your organization is suffering from poor usage, you can use “Active Users By Department” or “Active Users By Site” to drill down and understand the

departments that have adopted Cloud Work optimally and the ones that need your focus. The most active departments have users that have better realized the value of the product and can be useful in establishing and educating the rest of your org on best practices. The departments/sites that are under utilizing the products may need training in accessing, using the product and features in the best possible way it applies to their roles.

To determine if any recent event triggered drop in usage, you can use calendar widget presets to go back in time and understand the change in active users. You can also study the trend of active users at a more granular level on the “Active User Trend” graph.

Active User Trend

So far you have gained insight into your total user base (enabled users) and active user base (active users widget), the next step from here would be to understand how engaged your active user base is with CW Products. Active User Trend widget helps you gain that insight.

Engagement is a result of users realising value from CW Product and coming back consistently to use the product. Active User Trend tracks user engagement by measuring the unique number of active users that engage with the product over the specific time periods. The specific time periods tracked here are;

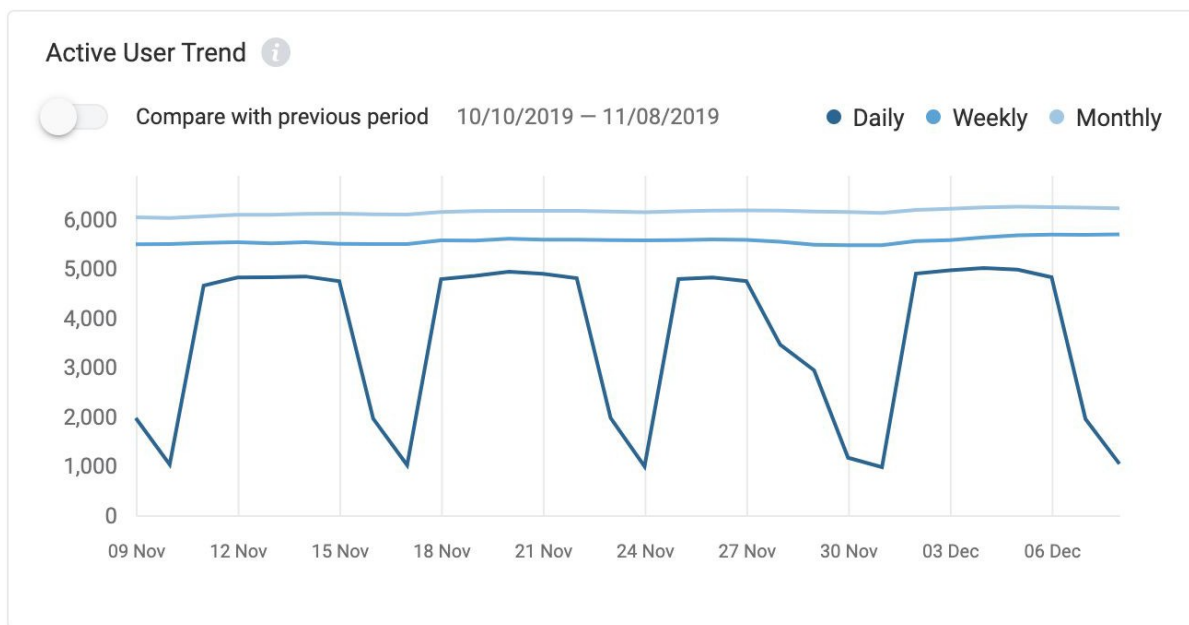
- Daily: Unique users that used the product each day of the selected calendar period
- Weekly: Unique users that used the product each week of the selected calendar period
- Monthly: Unique users that used the product each month of the selected calendar period

Activity measured for each product differs, in the context of CW Products, they are:

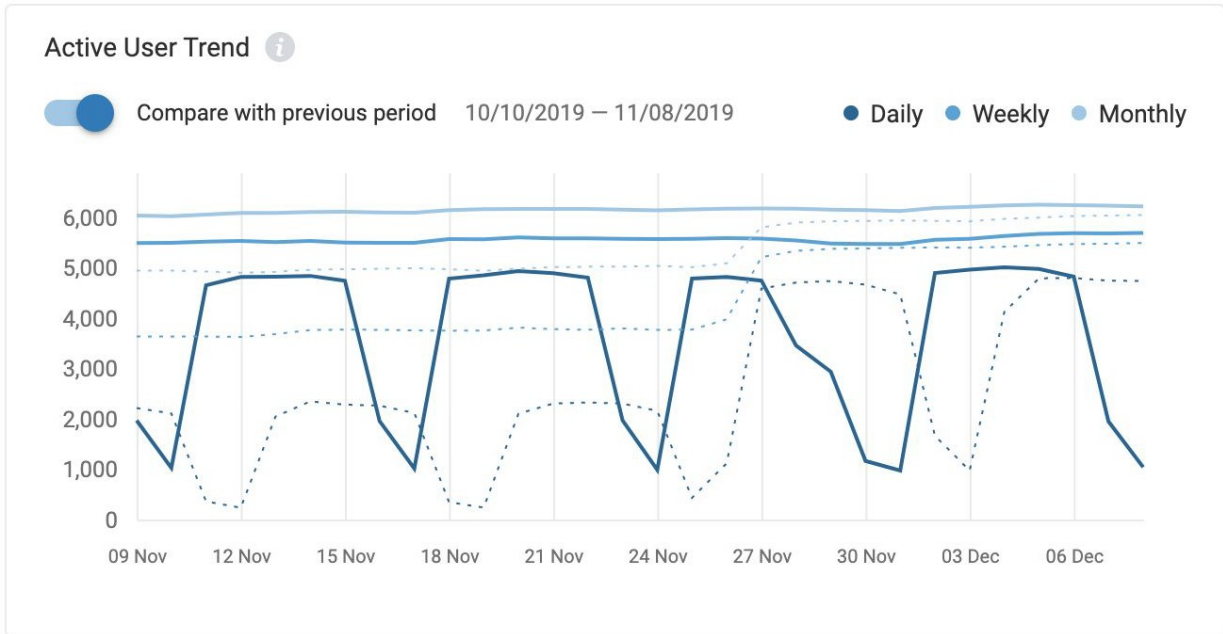
- Message: A post created in any form in the CW Messaging Product
- Video: A meeting was hosted using Cloud Work Video product
- Phone: Call made or answered using CW Phone product

Putting it all together this means, daily active users for messages are unique users that posted at least one message each day of the selected calendar period. For call, daily active users are all unique users that made or answered calls each day of the selected calendar period.

Active User Trend graph on the overview tab shows daily, weekly and monthly active users for a selected timeframe that either made/answered a call or posted a message.

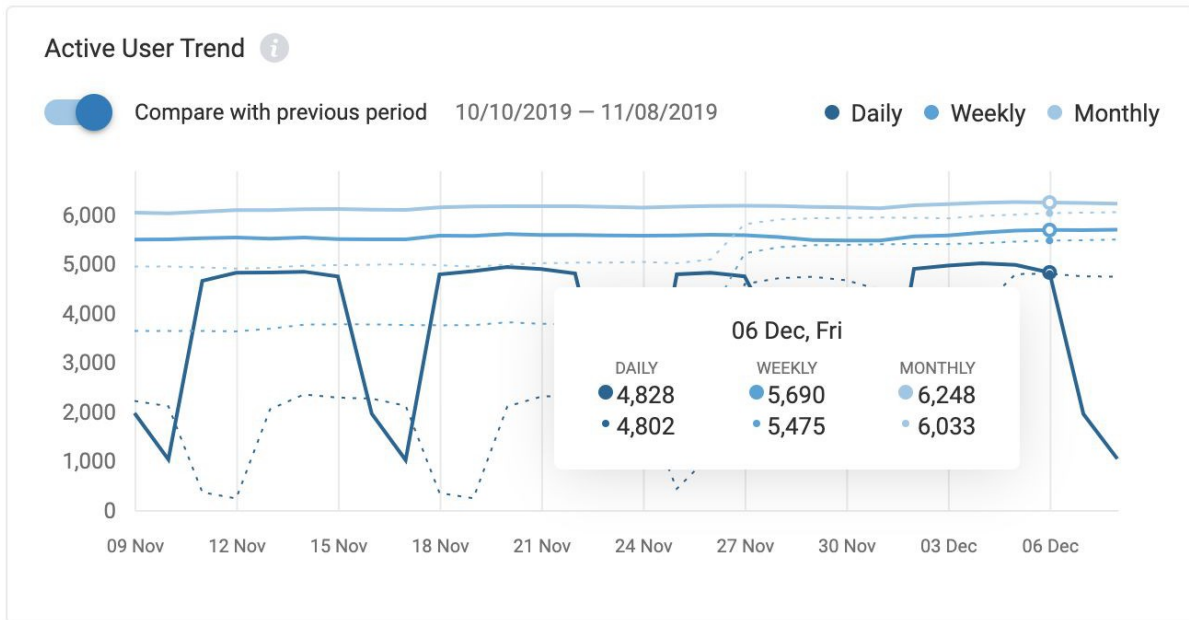


You can compare the levels of daily, weekly and monthly active users with the previous period, by sliding the “Compare with previous period” slider to the right.



For example, if you selected a calendar time frame of 30 days, Nov 9th to Dec 9th, the solid lines in the graph shows the daily, weekly monthly active users within this period. When you slide the compare previous period slider, the dotted line shows you the activeuser trends for the previous 30 days, i.e, Oct 10th to Nov 8th.

You can hover over this graph to see and compare data through this period.



How Do I Use the Active User Trend Chart?

Primary use case of active user trend graph is to understand the repeat usage of the product. It helps you understand what size of your total user base is coming back and using it on a daily, weekly, monthly basis. Here are some of the scenarios in the way graph may appear and their interpretation:

Graphical Scenario	Interpretation
All 3 lines are close together	Your users tend to have very similar usage patterns across the whole organization. Usually this means your user base is very active (if the number of users is high).

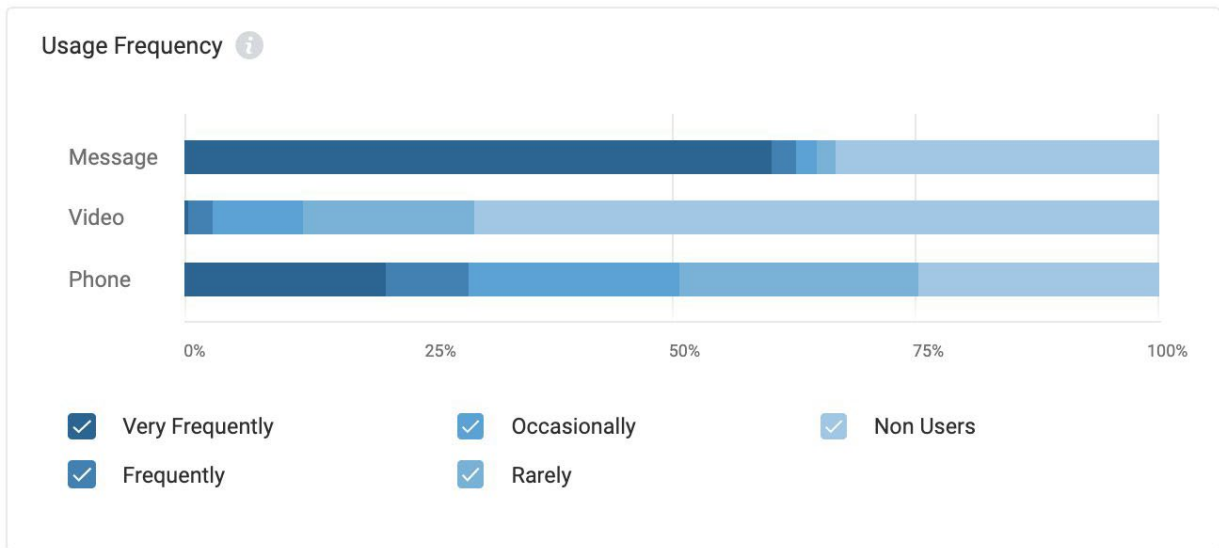
All 3 lines are far apart	There is a wide variety of usage behavior at your organization. This tends to mean only a small fraction of users are frequent users.
Daily and Weekly lines are close together, but monthly is much higher	You have a small group of users who use CW every day and every week and a large group who use CW monthly.
Weekly and Monthly lines are close together, but daily is much lower	Most users use CW at least once a week, but not everyday
Daily, Weekly, Monthly graph for previous time period are much lower than the current	An event in the previous period helped users to better realize the value of the products. This event could be a product/infrastructure update that resolved some previous pain points or an awareness campaign you may have run.
Daily, Weekly, Monthly graph for previous time period are much higher than the current	An event in the previous period introduced some pain points to users that resulted in them not using the product as much. This event could be a product/infrastructure update or a policy change.

Study the usage trend more closely by site or department per product on their respective tabs (Message, Video, Phone) to determine the next set of actions.

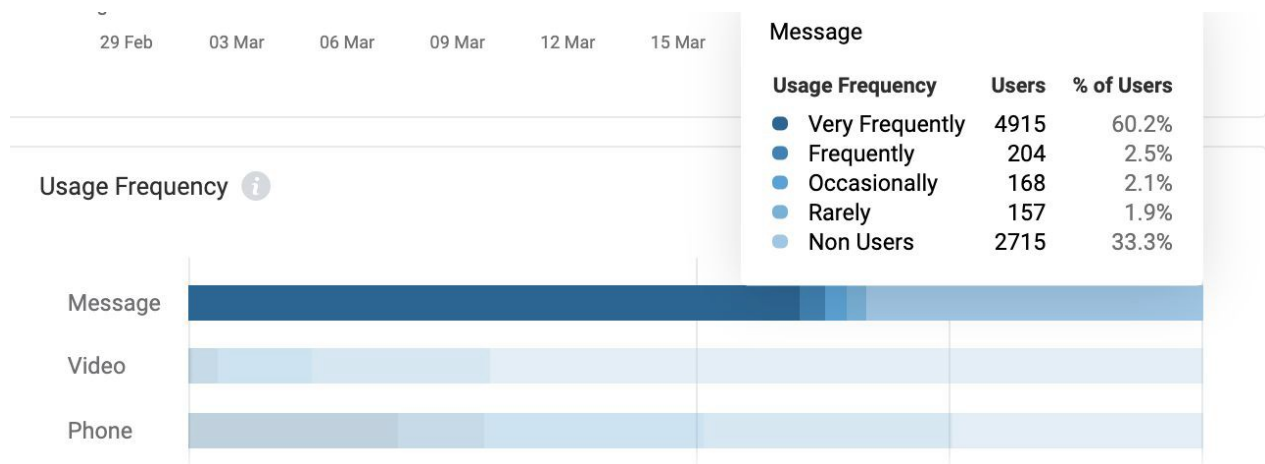
Usage Frequency

Another useful usage pattern to track is to understand how often they are using the products. Usage Frequency widget helps you with this by grouping all unique active users into five distinct buckets based on how many days out of the last 30 days they used the product as follows:

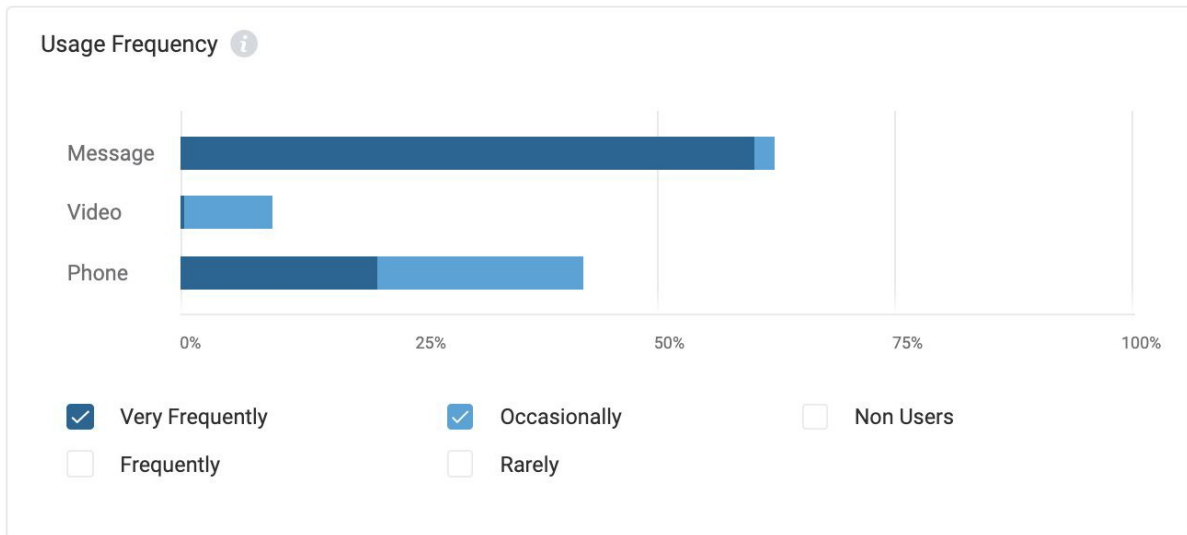
- Very Frequently: Users are using the product 17 - 30 days out of last 30 days
- Frequently: Users are using the product 11-16 days out of last 30 days
- Occasionally: Users are using the product 5-10 days out of last 30 days
- Rarely: These set of users use only 1-4 days out of last 30 days
- Non-Users: Users who have not used the product even once in last 30 days



Hovering on each horizontal bar graph gives you the number of users falling into each usage frequency for that particular product.



Selecting one of the frequency checkboxes helps you compare the frequency behavior between two products as shown in this example:



How Do I Use Usage Frequency Chart?

Usage frequency helps you distinguish your power users and non-users (and everyone in between) and helps you tailor your educational programs. It also helps you understand how integral these communication tools are to your employees and assess their value to the organization.

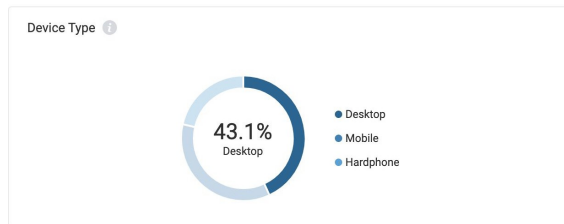
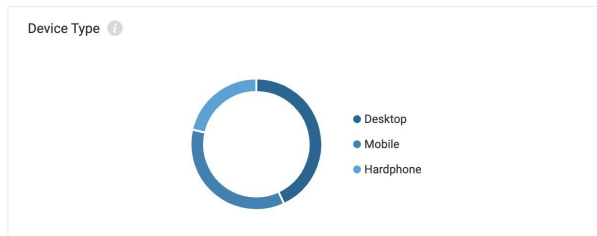
Here are some ways you can interpret the chart and put them to use:

Graphical Scenario	Interpretation
Large percentage of Very Frequent Users relative to Occasional or Rare Users.	CW is clearly adding value to those who know about it and know how to use it. But some employees in the org have no idea about CW or don't know how to use them effectively. The frequent users are your power users, leverage them to understand and drive best practices to ensure your non-users can derive value as well.

<p>Large percentage of Occasional/Rare users to Frequent users.</p>	<p>Users are unaware of CW product features or their role requires a different set of CW products.</p> <p>You may need to educate your users about CW products and how it can help</p>
	<p>them in their day to day.</p> <p>Find out in the Message, Call page to drill down and find out which departments are lagging in their usage.</p>
<p>Very high non users</p>	<p>Users may not be using your official communication tool and you may be incurring cost on other non-official or legacy tools. You may want to find out which legacy tools are still being used & device transition to CW.</p>

Device Type

A user’s experience with a communication product is heavily influenced by the device on which they use it. Device Type widget gives you call or message usage data based on the type of device used. The pie chart shows the distribution of usage across Desktop, Mobile or Hardphone as a percentage.



Hovering over each portion of the pie gives you the % of the usage for the particular device.

How Do I Use Usage by Device Type?

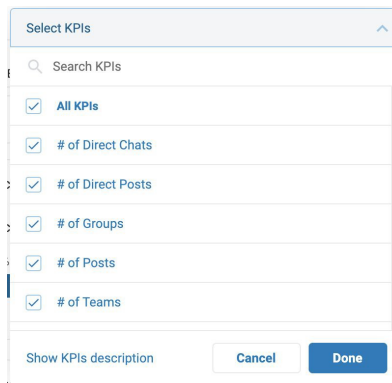
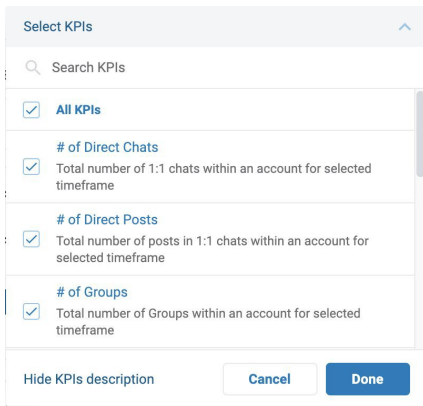
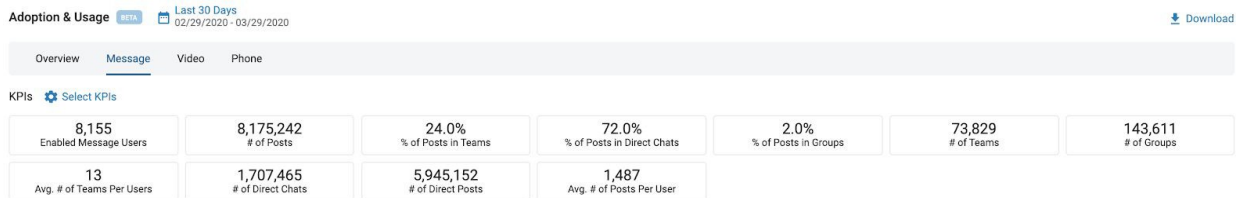
Understanding your users device preference for using CW products will help you streamline your focus area for the upkeep of the HW/SW as well as the CW client applications. In some cases it may also help you redirect your employee habits towards the devices of your choice.

Message Page

Message page helps you drill down into the specifics of usage patterns for Cloud Work Messaging product. On this page, you can also drill down usage behaviors at department or site level to understand how different organizational units are using the product.

KPIs

KPIs help you get some key statistics about the usage of different entities of messaging such as total number of posts, how many of them happened as a team conversation vs in direct 1:1 chats vs Group chats or how many teams your organization has?



To understand the definition of each of these KPIs please refer to the Data Dictionary at the beginning of this user guide. KPIs are configurable, and you can pick specific KPIs of interest to be displayed on your page by selecting

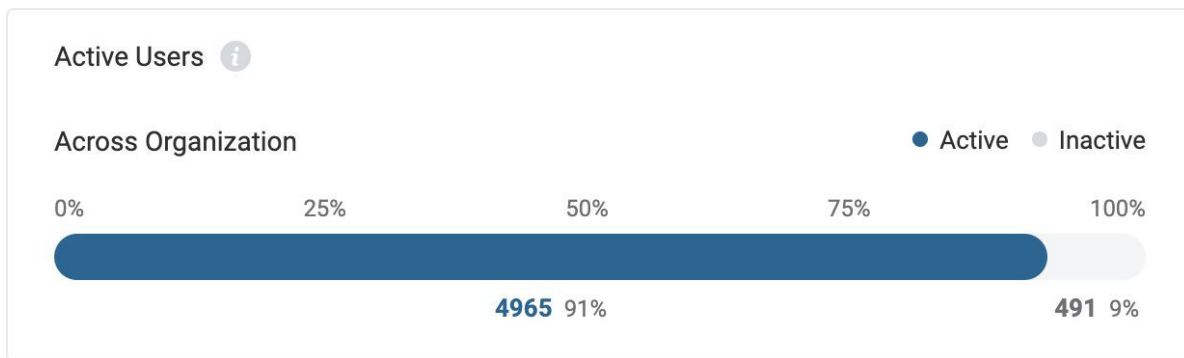
them from “Select KPIs” settings gear.

Select KPIs of your interest and click “Done”, the top section of the page will be updated with the KPIs of your choice.

To get a quick help on what each of those KPIs mean, click on “Show KPIs description”

Active Users - Across Organization

This widget shows you of the total number of users you have enabled on CW Message product, how many are active users, i.e, how many users are posting a message in the selected time frame. In this widget, you can see active users in both % and number.

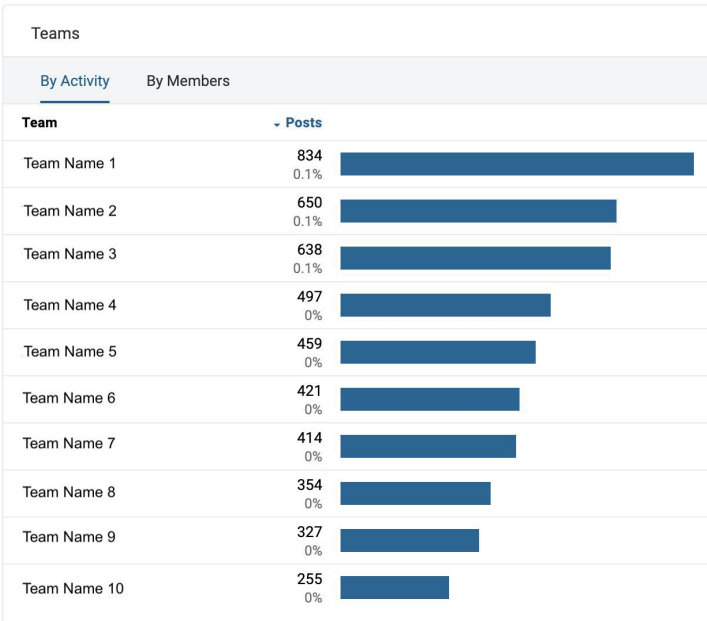


Teams

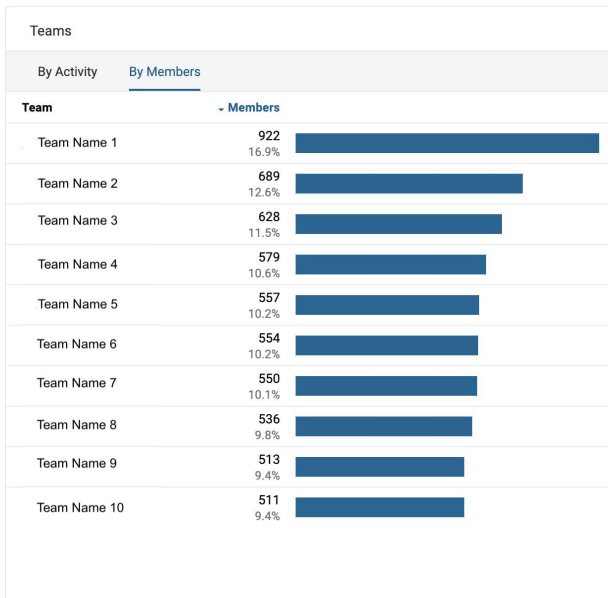
This widget gives insights into the usage patterns specific to “Teams”, an entity in messaging products where users create a space for a set of users to communicate on a specific topic.

Teams widget provides data on two aspects of usage:

1. Top/bottom ten teams by activity, i.e, the number of posts created in them in the selected timeframe
2. Top/bottom ten teams by members, i.e, the number of users that are members in the team



Each horizontal bar chart and the number next to it shows the total number of posts in each team. The default view is that of the top ten users, to get the bottom ten, click on the arrow to the left of the “Posts” column.



To view top/bottom teams by number of members in it, switch to tab “By Members”. Similar to the above tab, you will see the list of teams and total number of members in each of those. Default view again will be the top ten teams, you can switch to see bottom ten by clicking on the triangle icon next to “Members”.

How Do I Use Teams Widget?

Teams widget helps you learn about most active or inactive teams and hence help with any upkeep you may need to do by cleaning up unused teams or learning about powerusers of teams that you can leverage to establish best practices.

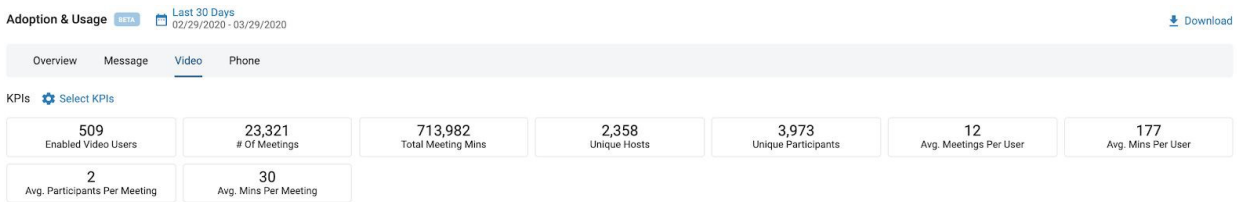
Note: Widgets common to both Message, Video & Phone pages are described under “Common Widgets” section below.

Video Page

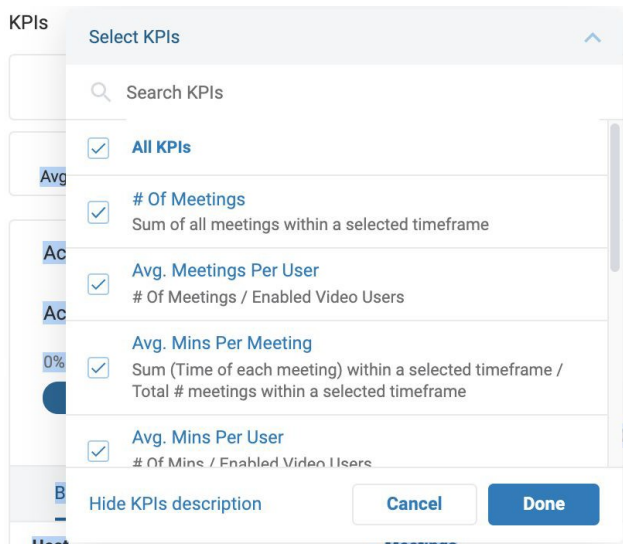
Video page helps you understand the specific usage patterns of Cloud Work Video product. On this page, you can also drill down usage behaviors at department or sitelevel to understand how different organizational units are using the product.

KPIs

KPIs help you get some key statistics about the usage of Cloud Work Video, such as how many unique users host the meeting, how many participate, what is the average length of the meeting etc.



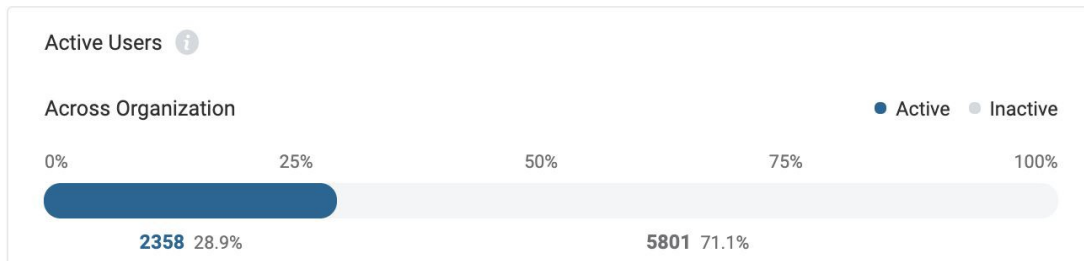
Similar to the Message page, you can select the KPIs you want to view on the page and look at the description of each of the KPIs by using the “Select KPIs” icon.



Description of each of the KPIs is also given in the data dictionary provided at the beginning of this guide.

Active Users - Across Organization

This widget shows you of the total number of users you have enabled on Cloud Work Video product, how many of those users are active users , i.e, how many users have hosted a video meeting in the selected time frame. In this widget, you can see active users in both % and number.



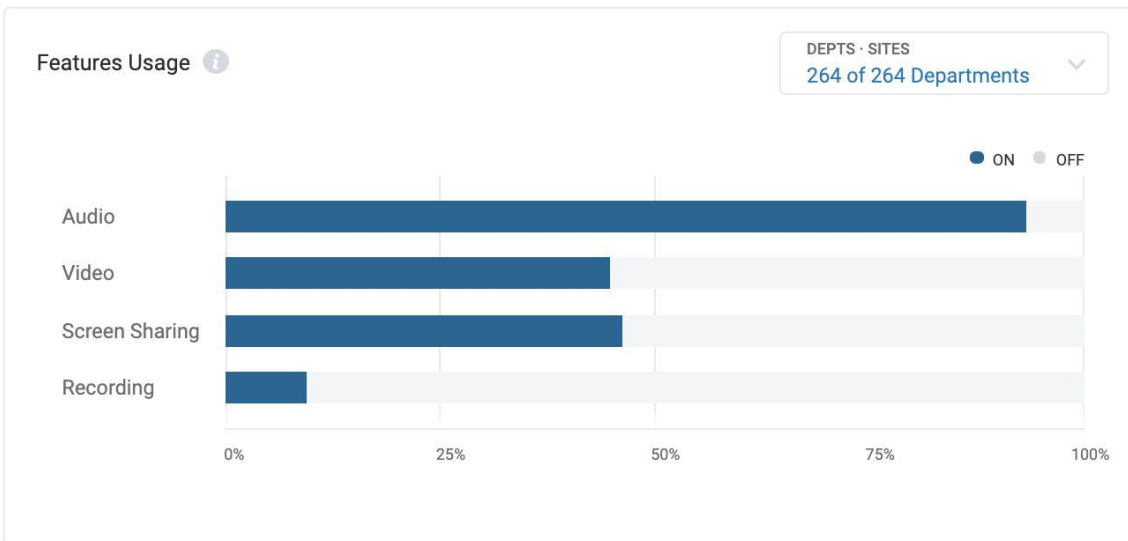
Active Host Users & Participant Users

This widget lists the top ten active host users and active participant users across the organization and provides an ability to drill down by specific department(s) or site(s). This helps you understand who are the unique users that are hosting the Cloud Work Video the most, who essentially are your champion users. Same way you can also identify users that though not hosting as much but participating in Cloud Work Videos.Both of these users can be leveraged in campaigns to drive adoption across your company.

By Host		By Participant		DEPTS - SITES 264 of 264 Departments	
Host	Meetings				
Filiberto Gulgowski Ext. 7948	1298 5.6%				
Granville Schroeder Ext. 1089	128 0.5%				
Ora Jewess Ext. 2329	127 0.5%				
Conner Cummings Ext. 5030	116 0.5%				
Norval Hills Ext. 308	116 0.5%				
Cleo Schuster Ext. 5443	110 0.5%				
Winston Upton Ext. 2860	98 0.4%				
Skylar Hermann Ext. 5683	91 0.4%				
Lavon Schroeder Ext. 662	88 0.4%				
Arnoldo Aufderhar Ext. 4724	79 0.3%				

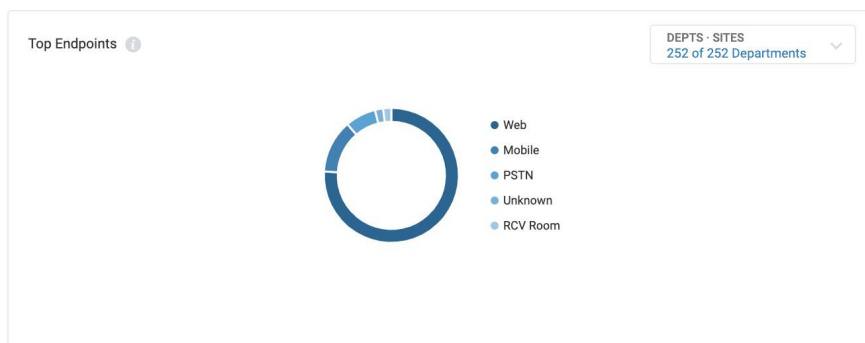
Features Usage

This widget is specific to the Video page and gives you an insight into the preference of your users while joining video meetings. This widget shows you what percentage of your users tend to turn audio ON, video ON and screen sharing ON and what percentage of the meetings are recorded during the meetings. This data helps you in understanding if your users are optimally using all the features available in Video product and drive features usage accordingly to ensure they are benefiting from them.



Top Endpoints

Similar to usage by device type widget on the overview page, this widget helps you understand your users preference when it comes to video meetings by showing the usage % per Cloud Work client application.



Hover on each portion of the pie chart to see the usage % number. You can also drill down the usage per department or site using the filter at the right top corner of the widget.

Phone Page

Phone page helps you drill down into the specifics of usage patterns for Cloud Work telephony products. On this page, you can also drill down usage behaviors at department or site level to understand how different organizational units are using the product.

KPIs

At the top of the page is the KPIs which gives a snapshot of key metrics related to calls such as total number of calls, how many of those are outbound or inbound, external or internal etc.

KPIs [Select KPIs](#)

7,647 Enabled Call Users	333,854 # of Calls	2,281,346 Total Call Mins	155,815 # of Inbound Calls	952,727 Inbound Call Mins	178,039 # of Outbound Calls
1,328,618 Outbound Call Mins	196,123 # of External Calls	1,206,245 External Call Time Mins	137,731 # of Internal Calls	1,075,100 Internal Call Mins	65 Avg. # of Calls Per User
446 Avg. Mins Per User					

Select KPIs

Search KPIs

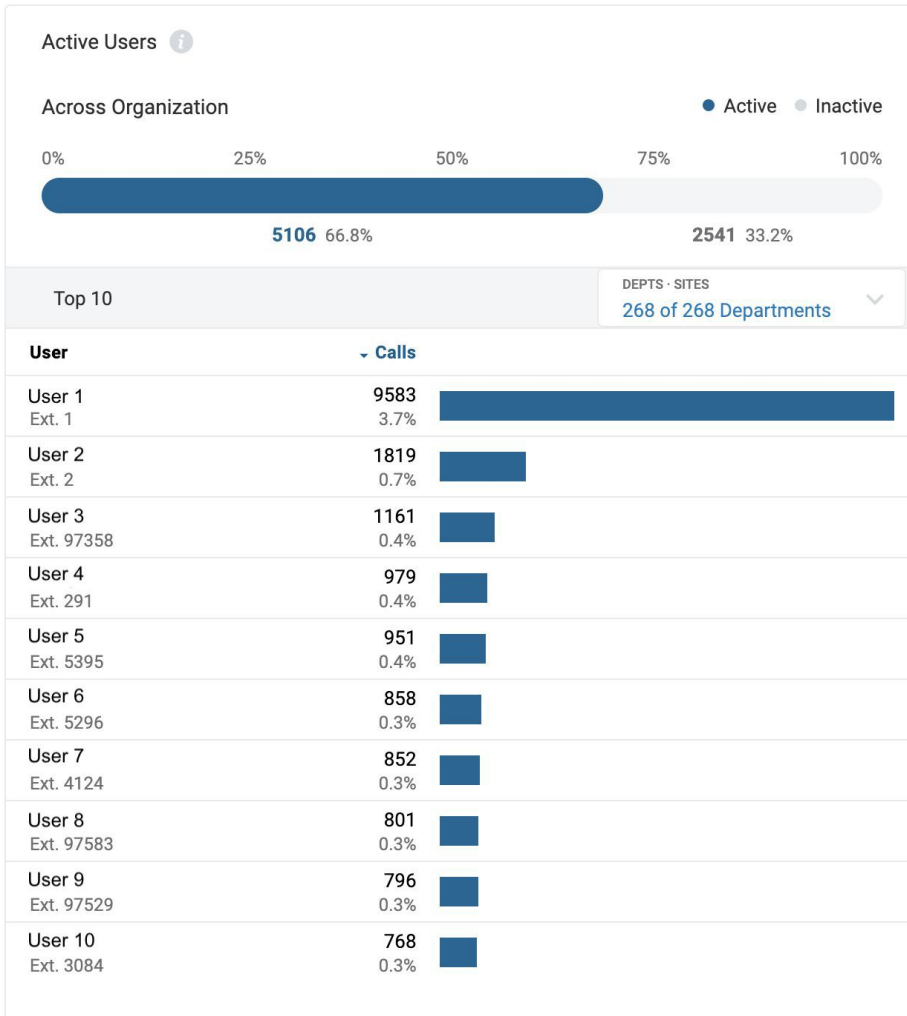
- All KPIs
- # of Calls
- # of External Calls
- # of Inbound Calls
- # of Internal Calls
- # of Outbound Calls

Show KPIs description Cancel Done

The KPIs you want to be shown on the page can be selected using the “Select KPIs” settings. Click on “Show KPIs description” to see a short description of what each KPIs mean.

Active Users

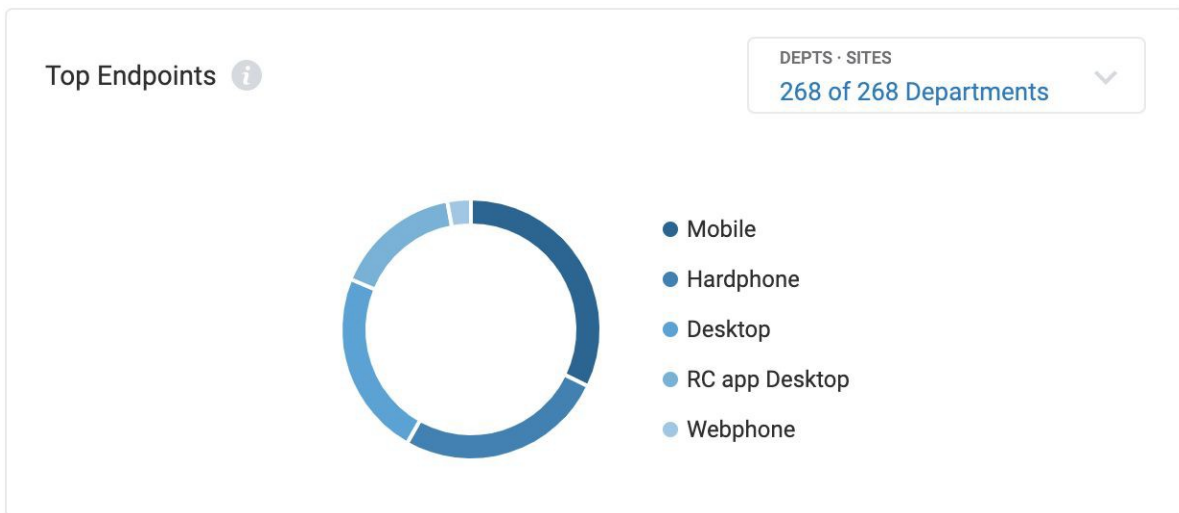
Active users widget helps you understand of the total enabled users on Cloud Work Phone service, how many active users are there across your entire organization. You can see this data as an absolute number, as well as a percentage of total enabled users.



The “Top 10” portion of the widget lists the top 10 active users and the total number/percentage of calls they made within the selected timeframe. You can drill down to top users by drilling down active users by department or sites using the filter at the header. The default view of the active users is descending i.e, users that made most calls to least calls, however you can also select ascending view, by clicking on the triangle icon next to “Calls” column.

Top Endpoints

Similar to usage by device type widget on the overview page, this widget helps you understand your users preference when it comes to making calls by showing the usage % per Cloud Work client application.



Hover on each portion of the pie chart to see the usage % number. You can also drilldown the usage per department or site using the filter at the right top corner of the widget.

Common Widgets

Few widgets are common across overview, Message and Calls page in their behavior but are intended to give you more granular usage data specific to the product. On the overview page they give you relative usage behavior across products and on their respective pages, they help you drill down to different organizational levels.

Next few sections describe some of these common widgets.

Usage Frequency

Similar to Overview page, Usage frequency widget on Message page and Call page groups users into five different usage frequency buckets based on how many days out of the last 30 days they have used the product (posted messages or made/answered calls). However, on Message/Call pages, you get a view of usage frequency for each of your departments or Sites. The department information is picked from the configuration you have done on Cloud Work's Agent Portal.



Using the filter at the top of the widget you can select specific departments of interest and compare the usage behavior. The widget lists departments based on the total number of users per department, you can scroll down to see all other departments. Rest of the interaction within the widget is identical to the one on the overview page.

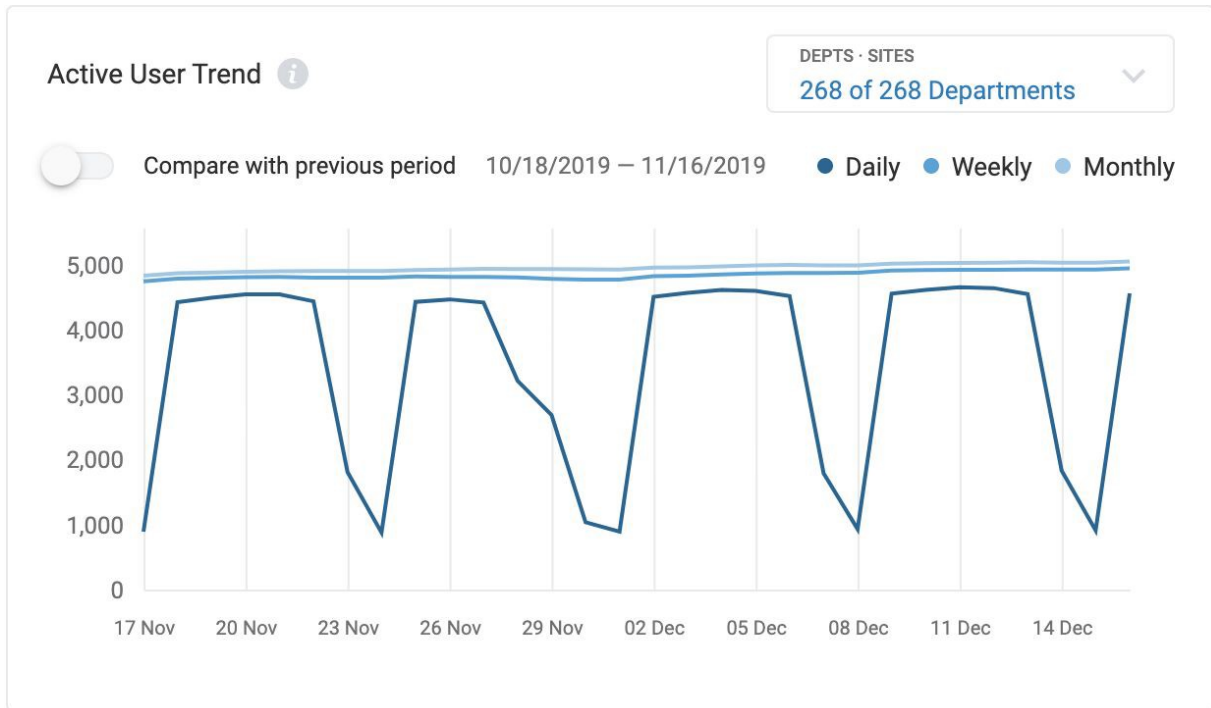
How Do I Use Usage Frequency Widget?

The organizational unit level granularity provided on this page helps you further assess where you need to focus your on boarding/adoption efforts within your organization. The granular information will help you with the following:

1. You determine departments/sites that are power users and you can leverage to educate departments/sites that are not
2. You determine that within departments/sites the potential you have to increase adoption and focus your efforts to those
3. You determine that the nature of work of certain departments doesn't require the usage of this product as much and you set a benchmark of adoption levels suitable for your org.

Active User Trend - Message, Video, Phone pages

Helps you understand the trend of daily, weekly and monthly active users similar to overview pages, however, on the message, Video, Phone pages, they are specific to those products. Also, gives you the ability to drill down to specific departments and understand the trend. This drill down ability is useful in determining where you should focus your efforts to increase adoption.



User Table

User table provides you the most granular information on the usage that you have assessed so far in all the charts. This is a list of all the users within your organization with information on the department, site they belong to, their status as per the frequency of their usage of Call or Message product and the statistics on the total number of calls/messages and percentage representation of the same.

Name	Status	Department	Site	# Of Calls	% Of Calls
[Redacted]	Non-User	Unspecified	-	0	0%
[Redacted]	Non-User	Service Account	-	0	0%
[Redacted]	Occasional	People Ops	-	1	0%
[Redacted]	Non-User	Unspecified	-	0	0%
[Redacted]	Rare	Facilities	-	0	0%
[Redacted]	Non-User	Unspecified	-	0	0%
[Redacted]	Non-User	Unspecified	-	0	0%
[Redacted]	Non-User	Unspecified	-	0	0%
[Redacted]	Non-User	Unspecified	-	0	0%
[Redacted]	Non-User	Unspecified	-	0	0%

Total 7,822 Users Show: 10 < Prev. 1 2 3 4 5 6 7 ... 783 Next >

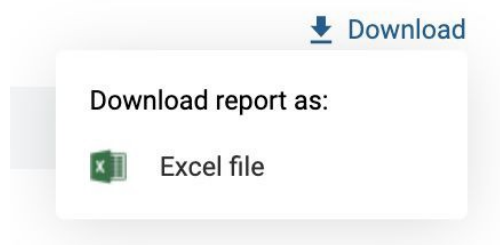
User table lists ten users per view by default, you can change your view to show more users per table by selecting the “Show:” filter. To see all users, you need to click through the page numbers at the bottom of the table or click next.

By default the table is presented with alphabetical order sorting on the “Name” column, however, you can sort each column on the table using the triangle icons next to them. All text columns will be sorted alphabetically and all numbers by their size. The search box at the top of the user table helps you search the name of the specific user you want to retrieve data for.

User table makes all the usage patterns you have seen so far on this Adoption & Usage report actionable by finding specific users that you can reach out to.

Download

You can download the user table by clicking on the download icon at the top of Message, Video, Phone pages.



This will download the user table for this specific product with a full list of users.

Downloaded Excel file will contain three tabs:

- General - information about download setting
- Message/Video/Call KPIs - List of top KPIs you have selected on the page
- User Table - User table data for the specific product you downloaded

User table will contain a list of all users, their usage frequency, email address, extension and data on their Message, Video, Phone usage. You can use this to run adoption campaigns and reach out to your non-users or leverage power users to drive adoption.

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