ABOUT THE SPEAKER

› Product Information Owner, Ericsson Packet Core
› Strategy, priorities, innovation
› Driver of expert group analytics
› 12 years in product information
WHY ARE WE LISTENING?

Web analytics is full of promise
WHY ARE WE LISTENING?

“Google Analytics lets you measure your advertising ROI…”
WHY ARE WE LISTENING?

Not designed for us...
WHY ARE WE LISTENING?

Conversions! – We’re not selling anything…

Bounce rate! – Is a bounce a good or bad thing?

Visitor recency! – Do we want returning users?
THIS IS ERICSSON

NETWORKS
Create one network for a million different needs

IT
Transform IT to accelerate business agility

MEDIA
Delight the TV consumer every day

INDUSTRIES
Connect industries to accelerate performance
› Online:
  - ebusiness.ericsson.net
ERICSSON PRODUCT INFORMATION

› Online:
  – ebusiness.ericsson.net

› Mobile:
  – Limited use today

› Offline:
  – For download to laptops or local servers
ERICSSON PRODUCT INFORMATION

Product Overview
- SGSN-MME Technical Product Description Overview
- Virtual SGSN-MME Technical Product Description
- Ericsson Packet Core Network Overview
- Features and Functions Management
- KnX Hardware

Popular Documents
- SGSN-MME Network Impact Report
- Counter Description
- Features and Functions Management
- LTE Mobility Management
- Massive IoT
- Parameter Description

New Documents in 1.12
- Internal Path Supervision (CLI)
- noc:MultipleAPFailure
- Power Cable RPM 777 441
PROFESSIONAL USERS WORLDWIDE

62,400

Ericsson employees active within Services
ONE PIECE OF THE PUZZLE

10% of total automated quality indicators based on analytics

› Review and test records
› Known errors
› Linguistic software
› Analysis of xml source
› Alignment with other sources
WHAT DO YOU WANT TO KNOW?

- Is anyone reading this?
- Who is reading this?
- What are users looking for?
- Which paths are users following?
- Are they following links?
- Average time until feedback?
- Average time spent reading?
- Time spent searching for info?
- Impact of experience on search?
- How do users find us?
- Is this video worth updating?
WHAT DO WE NEED TO KNOW?

› Search terms and success rate
› Document views
› Link use
› Search behavior
› User statistics
› Filtering use
› Folder browsing
› Media use
ACTIONABLE METRICS

Information we can do something about!
ACTIONABLE METRICS

- Accurate data
- Relevant data
- Presentation of data
- Formulate action
- In position to take action
ACTIONABLE METRICS

› Number of document views
  – focus efforts on high-impact content
  – create shortcuts
  – consider clean-up

› Frequently used search terms
  – adapt content to expectations
  – add keywords
  – create shortcuts
WHAT ARE USERS SEARCHING FOR?

› Advanced search?
  › Instant search suggestions?
    › Synonym handling?
      › Browser search?
        › Success or failure?
WHAT ARE USERS SEARCHING FOR?

› Exact search terms

› Concepts of interest to users

software upgrade, sw upgrade, upgrading softw, software upg, sofware upgrae
SEGMENTATION

› Big customization effort
› Product and product version
› User organization and job role
› Mobile/desktop
› Date

› New/returning users
› . . .
Visualization

Easy to understand

Comprehensive and flexible
Visualization

Investment

Engagement
Visualization

- Time spent
- Time saved
“Documents frequently viewed in same session”
Visualization

The diagram shows the number of sessions and unique users over time, from June 1 to June 30, 2017. The green line represents the number of sessions, while the orange line represents unique users. The values indicate fluctuations in usage, with peaks and troughs visible throughout the month.
OTHER CHALLENGES

› The session concept

› Data validation and corner cases
  - Users modifying URL
  - Page reload events
  - Irregular content

› Deployment and traction
EARLY FINDINGS AND ACTIONS

› Adapted to handle search failures
› Validated user model
› Tracked performance of search
ON OUR ROADMAP

Improved visualization
Topic-based analytics
GDPR compliance

Offline analytics
KEY TAKEAWAYS

› Off-the-shelf analytics will not give best value
› Knowledge without action won’t improve content
› Search-related metrics provide instant ROI
GETTING A PRESENTATION RIGHT

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