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Purpose:

This document provides an overview of features and enhancements included in Oracle Service Cloud Right Now Release 14.11 and applicable updates. It is intended solely to help you assess the business benefits of upgrading your existing Oracle Products to this release, or implementing completely new Oracle developed products, and planning your I.T. Projects.

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Due to the nature of the product architecture, it may not be possible to safely include all features described in this document without risking significant destabilization of the code.

A man in a blue shirt is smiling and talking to another man in a plaid shirt. They are sitting at a table with a laptop and a coffee cup. The background is a blurred office or meeting room.

Oracle Service Cloud Visitor Browser History Enablement Highlights November 2014

Objectives

- Identify the new functionality: Visitor Browser History
- Learn how Visitor Browser History addresses business needs
- Provide a general understanding of configuration
- Offer answers to frequently asked questions

Visitor Browser History

Delivering a more Connected Agent Experience

Jessica Lawrence:45

First Name: Jessica Contact*: [Jessica Lawrence](#)

Last Name: Lawrence Date Requested: 10/01/2014 03:07 PM

Email: LovesToShop@yahoo.com Interface: day17_141100_sql_93h

Question: Promotion Question Queue: Q2

Incident: [\[No Value\]](#)

Engagement: Incidents: Incident Fields: Chat Fields: Contact Fields

Cobrowse: Guide: Page Peek: Visitor Browser History

Title	URL	TimeStamp
Hand Bag	http://www.spaces.com/shopping/clothing/acs/purse.php	Oct 1, 2014 : 9:34am
Mixer	http://www.spaces.com/shopping/kitchen/app/mixer.php	Oct 1, 2014 : 9:32am
Store	http://www.spaces.com/shopping/	Oct 1, 2014 : 9:30am

Home / Housewares / Appliances

KitchenAid Nickel Pearl Pro 600 Stand Mixer


Model# sku451229

Our Price: \$399.95
Availability: In-Stock


★★★★★ Write a Review

QTY: [Add to Cart](#) [Add to List](#)

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PRODUCT INFO

Powerful 525-watt motor, all-metal construction and a 10-speed, heavy-duty transmission. With its 6-qt. metal bowl, the Pro 600 mixer will easily handle double batches of heavy bread and doughs.

Find recipes, techniques and tips in our new **Things Cooks Love** cookbook.

PRODUCT SUPPORT

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Description & Business Value

- Visitor Browser History allows a Chat Agent to see where the end-user has been on the company's website, prior to chatting with the agent, within a current browser session. The Chat Agent is provided a list of the historical URLs, and can click the URLs to see the pages.
- Business Value:
 - Chat Handle Time is a key cost driver in contact centers, and Visitor Browser History is an effective agent productivity tool.
 - The agent has immediate visual insight into the end-user's page visits and the actions that led up to the need for agent assistance, and no longer needs to ask the end-user for this additional information. Leads to a better customer user experience.

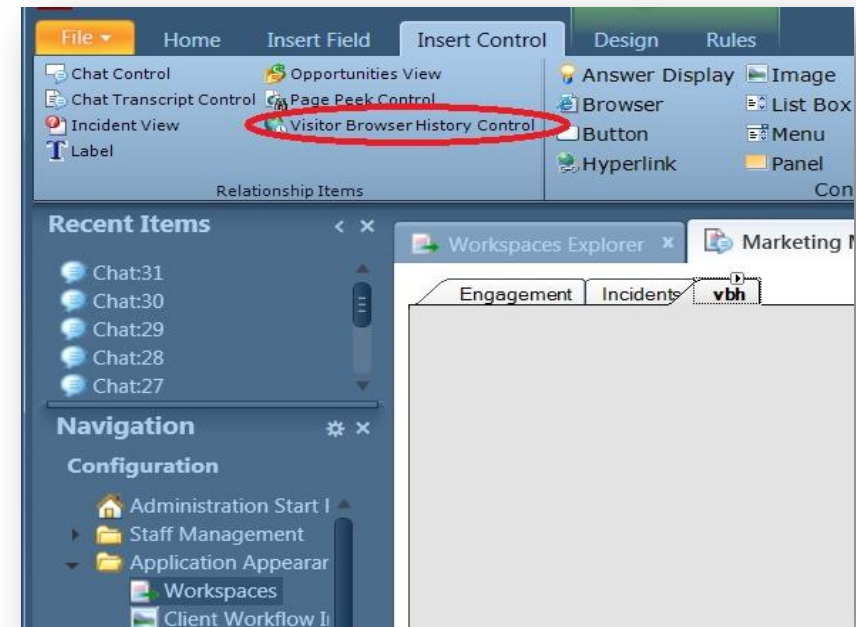
Required Setup

- The CX site must be 14.11+
- Oracle Service Cloud Chat must be enabled
- The Agent is required to use the Enhanced Smart Client (released in 14.5)
- The Engagement Engine must be enabled
 - For more information on the Engagement Engine, please contact your Client Success Manager or Application Sales Manager
- Place the Engagement Engine page tag on any web pages you want Visitor Browser History to track
 - A visitor's browser history is only available for pages where the Engagement Engine tag exists. For Visitor Browser History to function, the Engagement Engine tag will need to reside on the different pages that the company wants to track. For example: The company would like to show the agent when an end-user has been on the Help page. The Engagement Engine tag must reside on the company's Help page, regardless of whether chat is presented on the Help page. Chat does not need to be deployed on the Help page; we simply need the Help page to contain the Engagement Engine tag in order for Visitor Browser History to record that an end-user browsed to that page.

Required Setup, continued

- The Chat Administrator must change the Configuration Setting for VBH_ENABLED from the default value to YES
 - There is an optional configuration setting: VBH_WHITELIST. Whitelisting can be implemented to ensure that only the requests coming from valid sites (as defined in the Whitelist) are accepted to be recorded. The Whitelist is defined as a comma separated URL and regular expressions are supported
- At this time the Visitor Browser History tab is automatically included in the Standard Chat Sessions workspace

Example: The Workspace Designer with the new option for Visitor Browser History



Required Setup, continued

- In order to make the Visitor Browser History tab visible to agents, make a copy the Standard Chat Sessions workspace
- Once the new Chat Workspace has been created, updated, and properly named, ensure the new Chat Workspace is assigned to the proper Profile(s)
- Run a test chat on your test site to ensure the Visitor Browser History information is displayed (don't forget to login as a chat agent with the newly updated Profile from the previous step)

Error Messages

If an agent is unable to see the visitor's browsing history within the CX console, the following error messages may appear:

- If the tab displays: **“Please have your administrator enable the Engagement Engine and Visitor Browser History features”**
 - Then the **Engagement Engine is not enabled** for this site and must be for Visitor Browser History to function
 - And the **Visitor Browser History feature is not enabled** and must be for Visitor Browser History to function
- If the tab displays: **“Please have your administrator enable the Engagement Engine”**
 - Then the **Engagement Engine is not enabled** for this site and must be for Visitor Browser History to function
 - The **Visitor Browser History feature is enabled** for this site
- If the tab displays: **“Please have your administrator enable the Visitor Browser History feature”**
 - Then the **Engagement Engine is enabled** for this site
 - The **Visitor Browser History feature is not enabled** and must be for Visitor Browser History to function

FAQ's

- Is there a cost or contract for Visitor Browser History?
 - No. This feature is included in the cost of Chat, however, it does require use of the Engagement Engine. For more information on the Engagement Engine, please contact your Client Success Manager or Application Sales Manager.
- What type of information is being collected from the end-user?
 - We are collecting the end-user's click path in URL format, the page names associated with the URLs visited, and the timestamp of the page visit.
- Will the agent see any other web pages the end-user was on before the company's website?
 - No. The end-user's browser history is only available for pages where the Engagement Engine tag exists.
- Will the agent see every page the end-user visited on the company's website?
 - No. The agent can see up to the last 15 pages of an end-user's browsing history.
- How long does Oracle store the visitor's browser history?
 - Browsing history data is cached for 30 minutes.

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