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IBM Watson Customer Experience Analytics Digital Analysis Capability Technical Enablement Information

Length:	2.0 Hours
___Ref:	9C63G-X _□
Delivery method:	ClassroomInstructor Led Online
Price:	AUD

Overview

This course will provide an in-depth review of the digital analysis capabilities available within the IBM Watson Customer Experience Analytics application. The session will include a navigation walkthrough of the environment, the standard report suite and custom reporting capabilities.

Public

Web Designers, Sales, Technical Sales, IBM Business Partners, IBM Services, IBM Global Business Services

Prerequisites

There are no prerequisites for this course

Objective

At the end of this course, you will be able to:

- Recognize the benefits of digital analysis data collection
- Navigate in the digital analysis capability user interface
 - Locate and customize Standard Reports
 - Build and apply Segments and Filters
 - User Comparison and date range options
 - Create new Workspaces
 - Share reports and Workspaces
- Create Custom Reports
 - Identify and configure appropriate report type
 - Save and run a custom report
 - Access and share completed reports
- Apply Tag types and uses to organizational objectives
- Describe the type and processes of data transfer to Customer Experience Analytics

- Install and use the Tag Bar plugin

Topics

Topics discussed during this course include:

- Introduction
- Digital Analysis Benefits
- User Interface Demonstration
 - Navigation
 - Standard Report Suite
 - Custom Report Building
- Standard Tagging Practices
 - Uses and Associated Reports
 - Category Definition File Description and Purpose
 - Data Flow
- Tag Bar Plugin and Uses