



WHITE PAPER



RIGHTNOW TECHNOLOGIES

Implementing SiteCatalyst in RightNow Technologies

August 20, 2008

Version 2.0



1 Overview

RightNow Technologies is a popular customer relationship management (CRM system and sales tool. One prominent feature of RNT technology is end-user pages that allow users to interact directly with RNT's data store. Using SiteCatalyst, these end-user pages can be tagged to derive market intelligence and insight about how the CRM system and knowledge base are being used.

RNT is extremely configurable and is available on different platforms (hosted, internal) with many different modules (service, sales, et cetera). Since there are several possible configurations, this white paper provides a baseline implementation for further consideration and analysis.

1.1 Setting Up a Report Suite for RNT

Before implementing SiteCatalyst within RNT, create a new report suite in the Admin Console and request a new report suite from your Omniture Implementation Consultant, who will provide you with JavaScript code and files that you will need to complete your implementation. When your new report suite has been created, make the following modifications.

Rename the traffic variables	Property 1 – Contact Name Property 2 – Organization Property 3 – Organization/Contact Property 4 – Answer Property 5 – Search Term
Rename the success events	Custom 1 – Login Custom 2 – Submit Incident
Rename the Conversion Variables	Evar 1 – Customer Evar 2 – Organization

1.2 Implementing SiteCatalyst Code within RNT

Implementing SiteCatalyst code within RNT is best done with a modular approach, and is based on three steps.

- Upload the remote SiteCatalyst code to RNT
- Create a new php include file that contains programming logic specific to your SiteCatalyst tags
- Include the php file in RNT's global header file

1.2.1 Uploading Remote SiteCatalyst Code to RNT

Inside your RNT admin account, go to "System Configuration" and then "File Manager," which should take you to the "enduser/" directory by default. In the "enduser/" directory, upload the remote JavaScript file you received from Omniture (s_code.js) as enduser/s_code.js.php.



NOTE: The .php filename extension is important because RNT doesn't allow the .js extension.

1.2.2 Creating a PHP Include File to Populate your SiteCatalyst Tags

Inside the File Manager, create a new file called `enduser/SiteCatalystTrackingCode.php`, which needs to contain logic that sets your SiteCatalyst variables. The following example uses RNT variables to populate all of the SiteCatalyst variables mentioned in *Setting Up a Report Suite for RNT* in this document.

```
<?php
#Set RNT variables
$RNTCurrentFile = substr(strrchr($_SERVER['PHP_SELF'],'/'),1);
$RNTFirstName = $profile->first_name;
$RNTLastName = $profile->last_name;
$RNTOrganization = $profile->org;
$RNTPageTitle = $_GET['p_title'];
$RNTAnswerID = $_GET['p_faqid'];
$RNTAnswerText = $irow[subject];
$RNTSearchText = $_GET['p_search_text'];
#Set props
$s_prop1 = "$RNTFirstName $RNTLastName";
$s_prop2 = $RNTOrganization;
$s_prop3 = "$RNTOrganization: $RNTFirstName $RNTLastName";
$s_prop5 = $RNTSearchText;
#Set page-specific variables
switch ($RNTCurrentFile) {
    case "acct_login.php":
        $s_pagename = "Login Page";
        break;
    case "acct_login_submit.php":
        $s_pagename = "Failed Login";
        break;
    case "ask.php":
        $s_pagename = "Ask Question";
        break;
    case "cls_adp.php":
        if ($RNTAnswerID > 0) {
            $s_pagename = "View Answer";
            $s_prop4 = "$RNTAnswerID = $RNTAnswerText";
        }
        break;
    case "cls_alp.php":
        $s_pagename = "Browse Answers";
        break;
    case "home.php":
        $s_pagename = "Support Home";
        break;
    case "login.php":
        $s_pagename = "Successful Login";
        $s_event = "event1";
        $s_evar1 = $s_prop3;
        $s_evar2 = $s_prop2;
        break;
    case "myovr.php":
        $s_pagename = "My Help Desk";
        break;
    case "myq_idp.php":
        $s_pagename = "My Help Desk - View Question";
        break;
    case "myq_ilp.php":
```

```
    $s_pagename = "My Help Desk - List Questions";
    break;
case "myq_upd.php":
    $s_pagename = "My Help Desk - Update Question";
    break;
case "msg.php":
    if ($RNTPageTitle == "Your Question has been Submitted") {
        $s_pagename = "Question Submitted";
        $s_event = "event2";
    }
    break;
case "std_adp.php":
    if ($RNTAnswerID > 0) {
        $s_pagename = "View Answer";
        $s_prop4 = "$RNTAnswerID = $RNTAnswerText";
    }
    break;
case "std_alp.php":
    if ($RNTSearchText) {
        $s_pagename = "Search Results";
    } else {
        $s_pagename = "Browse Search Results";
    }
    break;
}
?>
<!-- SiteCatalyst code version: H.17.
Copyright 1997-2008 Omniture, Inc. More info available at
http://www.omniture.com -->
<script language="JavaScript" type="text/javascript" src="http://INSERT-
    DOMAIN-AND-PATH-TO-CODE-HERE/s_code.js"></script>
<script language="JavaScript" type="text/javascript"><!--
/* You may give each page an identifying name, server, and channel on
the next lines. */
s.pageName=""
s.server=""
s.channel=""
s.pageType=""
s.prop1="<?php echo $s_prop1;?>"
s.prop2="<?php echo $s_prop2;?>"
s.prop3="<?php echo $s_prop3;?>"
s.prop4="<?php echo $s_prop4;?>"
s.prop5="<?php echo $s_prop5;?>"
/* Conversion Variables */
s.campaign=""
s.state=""
s.zip=""
s.events="<?php echo $s_event;?>"
s.products=""
s.purchaseID=""
s.eVar1="<?php echo $s_evar1;?>"
s.eVar2="<?php echo $s_evar2;?>"
s.eVar3=""
s.eVar4=""
s.eVar5=""
/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/
var s_code=s.t();if(s_code)document.write(s_code)//--></script>
```

```
<script language="JavaScript" type="text/javascript"><!--
if(navigator.appVersion.indexOf('MSIE')>=0) document.write(unescape('%3C')+'\!
- '+'-')
//--></script><noscript><a href="http://www.omniture.com" title="Web
Analytics"></a></noscript><!--/DO NOT REMOVE/--
>
<!-- End SiteCatalyst code version: H.17. -->
```

1.2.3 Including the PHP include file in RNT's global header file

Once the enduser/SiteCatalystTrackingCode.php file has been created, you must include it in RNT's global header file. To do this, use RNT's File Manager or open enduser/cci/top.php and insert the following code in a location where a 1x1 pixel transparent image will not be noticed within your header.

```
<?php include "SiteCatalystTrackingCode.php";?>
```

1.3 Additional Implementation Information

Based on the implementation described in this document, you will get all of SiteCatalyst's usage, traffic, technology, and pathing reports. Additionally, you will also be able to view reports based on the following items.

- most popular search terms
- most popular knowledge base answers viewed
- the contacts and organizations that logged in most frequently, submitted the most questions, and viewed the most answers.

1.3.1 Expanding the SiteCatalyst Implementation

RNT is extremely configurable and is available on different platforms (hosted, internal) with many different modules (service, sales, et cetera). Since there are several possible configurations, a good starting point is to consider your RNT configuration and the additional types of information you would like to track. The module implementation is very easy to change by simply adding additional logic to your enduser/SiteCatalystTrackingCode.php file.



CALL 1.877.722.7088
1.801.722.0139

www.omniture.com
info@omniture.com

550 East Timpanogos Circle
Orem, Utah 84097

