WHITE PAPER

# OMNITURE SELF-HELP

## Omniture Support Options

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# 1 Omniture Self-Help

Omniture offers both supported and unsupported users an extensive range of self-help material to assist them with questions they may have when using Omniture products. These materials include white papers, on-demand training videos, the Omniture Knowledge Base, etc. Each of these options is updated regularly with input from Omniture clients, Account Management, Consultancy, and the Omniture ClientCare ™ team. These updates are based on issues and queries submitted to Omniture through client interaction. To access the documentation/video options, log in to the Omniture Suite, and click **Help**. The navigation tab on the left side of the screen offers options for opening the Knowledge Base, supporting documentation, videos, etc.

If you have a question, more often than not, someone else has already asked that same question. Therefore, the self-help material is a good first point of reference to help you quickly get useful answers to your questions. However, if you need to contact Omniture directly, you have several online options, including Ask a Question, Email Support, Live Chat, and phone. How you choose to contact Omniture should depend on the nature of your issue. From the navigation bar on the left side of the window, click **Client Care** and select the desired option.

**NOTE:** The Client Care option in the navigation bar is available only to supported users within your organization. The Knowledge Base, supporting documents, community forums, and training videos are available to all users.

## *1.1 Accessing Omniture Self-Help*

To access Omniture self-help, follow the steps below.

1. Log into the Omniture Suite.
2. Click the Help link in the upper right corner of the browser.
3. When the Omniture Help window opens, click any of the navigation links on the left of the page to access the type of self-help in which you are interested.

## *1.2 Knowledge Base*

The Knowledge Base is the result of years of questions from hundreds of users spanning various organizations and verticals. Through the Knowledge Base, Omniture offers thousands of questions that will help you maximize your experience with Omniture products. The Knowledge Base contains questions and answers that will assist every type of user level, from the introductory user to the most advanced web analytics manager. From the Help window, click **Knowledge Base**, and the default Knowledge Base window will appear. Because Omniture offers thousands of questions in the Knowledge Base, Omniture has several best practices that you may want to follow when using it.

- Even the smallest changes to search terms may take you from no articles returned to giving you exactly what you need. For example, a search for “wht paper” will not yield any results, but “white paper” or even “white papers” will yield many returns. In this case, the user typed an abbreviated word, hoping the results would be the same. In addition, make sure all spelling of terms is correct. Frequently, users receive no returned results because a word they typed is misspelled.
- Second the drop-down box to the left of the Go button gives you several options for search results. “Phrases” is the default, and it is used to return any articles that contain phrases with the keyword you typed in the search box. “Exact search” returns any results that contain the word(s) exactly as you typed them. Most importantly, though, is the “Answer ID” option. Each Knowledge Base article is given an ID number. As you become more familiar with the Knowledge Base, you can memorize or write down, if necessary, the IDs of the articles that most are used most often within your organization. You will find that writing down the IDs is much more useful than re-searching for them.
- Return to the Knowledge Base frequently so that you become more familiar with it. Since the Knowledge Base is written for both technical and non-technical users, you will also find other information and questions that will help you become a better web analyst.

## 1.3 Community Forums

The Community forums are available for all users. These forums contain postings, questions, comments, and answer from other users. To access the forums, login to the Omniture Suite, click **Help**, and click **Community**. By default, you will see the Omniture forum and any forums that have been created specifically for your organization. The Omniture forum can be viewed by every Omniture user, regardless of their organization. The organization's forum is login-specific. For example, if you log in to both ABC Corp's company and DEF Corp's company, both will show the Omniture forum, but ABC Corp will have the ABC Corp forum, while the DEF Corp will have the DEF Corp forum.

## 1.4 Supporting Docs

Omniture offers user manuals, case studies, release notes, and white papers in the Omniture Suite Help. What's the difference between these types of documents? The user manuals explain the product interface and best practices in its use. The case studies explain how other organizations have successfully implemented and are using an Omniture product. The release notes explain updates and changes in products from one release to the next. The white papers give detailed explanations and examples in many complicated web analytics theories.

Omniture offers user manuals for every product released, and in some cases, user manuals for implementing SiteCatalyst code. The case studies show successful implementation from such organizations as Gannett, eBay, Hewlett-Packard, and Nortel. Our white papers cover such topics as campaign tracking, VISTA, event serialization, data exclusion, and many others.

## 1.5 Training Videos

The Omniture University self-paced module employs an embedded media player to present the course topic. Sections (chapters) are available from the left-hand navigation bar and allow flexibility in participation. To access the videos, log into the Omniture Suite, click **Help**, and click **Training Videos**. Click a module to open it in the media player. You can select any section in module to play it. You can play any section as many times as you need to.

## 1.6 Omniture University Training

Though Omniture University isn't necessarily considered "self-help," it is most definitely an asset to further your understanding of web analytics and Omniture products. Omniture offers regional training classes, web-based training classes, custom training, and a certified professional program.

The regional training courses are offered at training centers in the United States, EMEA, and APAC. The courses are held at state-of-the-art centers and will guarantee a pleasant – but challenging – experience. The web-based training courses, on the other hand, are offered either as weekly Web-ex courses or as a custom Web-ex course. Another option is to customize your own training sessions to focus your training on your own specialized needs. The customized training can be done either in the classroom or via Web-ex. Finally, the Omniture Certified Professional program exists to validate customer skills and knowledge pertaining to Omniture products. For more information on the available courses and certifications, go to www.omniture.com/education.

## 1.7 Ask a Question (via SiteCatalyst) or Email (clientcare@omniture.com)

Although Ask a Question is generally the Omniture favored approach, in order for it to be most effective, you will want to concisely and unambiguously provide all information relevant to your query. By offering the necessary information, your communication will be clear while Omniture works to determine the exact nature of the issue. Consider constructing your request using the following template.

Company: [Company Name]
Supported User Name: [Name]
Product/Version: [Product]/[Version]
Affected Report Suite ID(s): [Report Suite 1][, Report Suite 2, Report Suite 3, etc.]

Affected Report Suite Name(s) (should correspond to IDs listed above): [My Site][, My Site 2, My Site 3, etc.]
Steps to Reproduce:

1. [Step 1]
2. [Step 2]
3. [Step 3]

Notice: [Detailed result of the above steps]

The following generic example shows the completed template.

Company: Omniture
Supported User Name: Jane Doe
Product/Version: SiteCatalyst/14
Affected Report Suite ID(s): omnituretestreportsuite
Affected Report Suite Name(s) (should correspond to IDs listed above): Omniture Test Report Suite
Steps to Reproduce:

1. Log in to SiteCatalyst
2. Select January 2008 for the reporting date range
3. Etc., etc., etc.

Notice: I am expecting to see Y and I am seeing X in the metrics.

The *Ask a Question* interface in SiteCatalyst has certain benefits over email in that it allows you to assign your own reference ID and specify a relative priority grade. Omniture recommends that more direct channels such as phone or Live Chat be used if the matter is particularly urgent.

## *1.8 Live Chat and Phone*

The advantage of contacting ClientCare by phone or Live Chat is that the assigned consultant has the opportunity to quickly investigate and validate your issue while you are both in direct contact. If a solution is immediately apparent, your issue can be quickly discussed and resolved.

Similar to raising an issue by email, when you contact Omniture via phone or Live Chat, you should have all the information relevant to your query at hand. You can use the above template as a guide. Be sure to ask for and make a note of the incident reference number. You can further expedite phone or chat sessions by submitting the details of your problem via the *Ask a Question* interface prior to your call or chat. If you need to contact Omniture via phone, make sure that your organization's supported user is the one who makes contact. Refer to the Omniture web site to access the toll-free number to contact Omniture.

## *1.9 Updating your Incident or Requesting an Update*

If you have additional information you wish to add to an incident or if you wish to request an update, you can do so by logging in to SiteCatalyst, clicking the Help tab, and then clicking the My Stuff tab. To expedite your contact and to make sure the new information is recorded accurately, please update the incident through this method. All information received is immediately passed to the support consultant working on resolving your incident.

Response times vary according to the complexity of the incident. Sometimes, the incident won't be resolved on the initial contact, which happens when additional information is needed, if the initial discussion indicates that different expertise is required to resolve your case, or if you are reporting a potential product defect which needs to be verified.

If you are reporting a potential product defect, an Omniture ClientCare representative will attempt to replicate the problem, in which case Omniture may need to obtain system configuration data, error logs, error messages, and other specific information to resolve the problem. Omniture will also check to see if other customers have reported similar problems. Once a problem is replicated, the ClientCare™ representative will escalate the entire incident to the appropriate Software Development team for final verification and resolution. Your ClientCare™ representative will notify you when a product defect has been confirmed and when a possible software fix will be available, or provide you with workarounds as appropriate.


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