

ACC

IBM Digital Analytics Implementation

What is ACC?

Accident Compensation Corporation

“We have a proud history of providing New Zealanders with comprehensive, 24 hour, no-fault accident insurance for over 30 years.”

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What is the ACC?

- Head office Wellington
- Branches in every NZ City
- 1800 Employees

- BTG
Business technology Group
employs 250 FTE
Including ME!



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Why did ACC choose IBM Digital Analytics?

Portal 8 Integration with Analytics

- Automated deployment within the theme
- Portal 8 Aggregator tag allows rolled up collection of portal information

Easily Created Custom Metrics

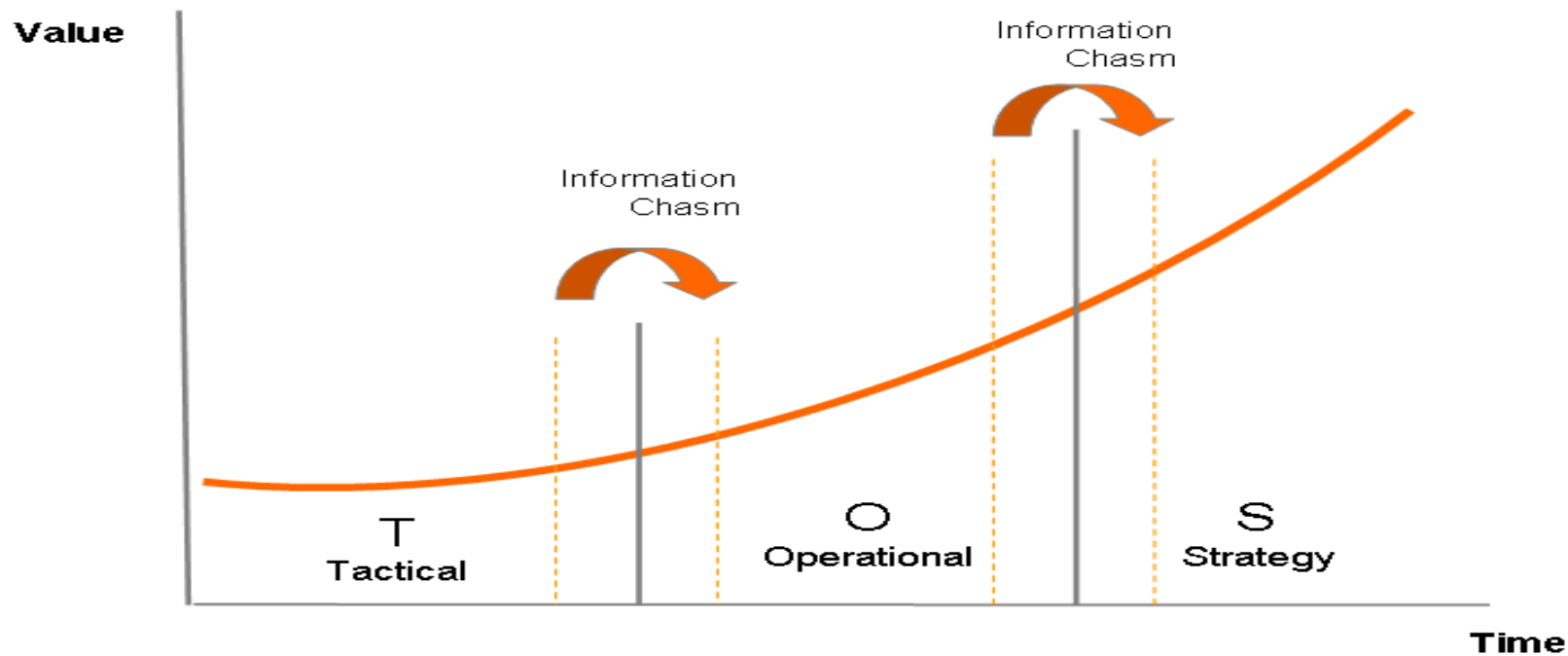
- Ability to create metrics on the fly with existing data without requiring a lot of re-work

Segmentation on the Fly

- Use existing data to segment visitor behaviours on the fly

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Where is ACC at with IBM Digital Analytics





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Where is ACC at with IBM Digital Analytics

- Deployed across all online portals for ACC

The screenshot displays the ACC eBusiness Gateway interface. The top navigation bar includes the ACC logo, the text "eBusiness Gateway", and buttons for "Claim Lodgement" and "Invoicing". Below the navigation bar, there are two main sections: a form on the left and a status window on the right.

Form Section:

- Header: Home and Community Support Services - Outcome F
- Text: Please use this form to submit your Return to Independence (including Initial Support Pack)
- Text: Select the service type and reporting stage you wish to complete and then enter your details
- Fields:
 - * Service Type: Return to Independence (dropdown)
 - * Reporting Stage: Service Commencement (dropdown)
 - General Details:
 - * Supplier ID: G04338 (dropdown)
 - Supplier Name: Access Homehealth Ltd
 - Text: Select a Supplier ID to populate this field
 - * Submitting User Name: (text input)
 - * Purchase Order Number: (text input)

Status Window:

While file submission is in progress, please do not close this window.

ACC Form Submission Applet

Status: Waiting for files...
Last Activity: Loading applet...
Mode: ACC45
Upload Directory: acc

Received	Failed
0	0

Welcome to Claim Lodgement

This is where registered users can submit ACC45 Claims, view summaries and search for Claims. Please select "**Upload Claims**" to submit your ACC45s or "**Claim Summary List**" to view submitted Claims and run searches.

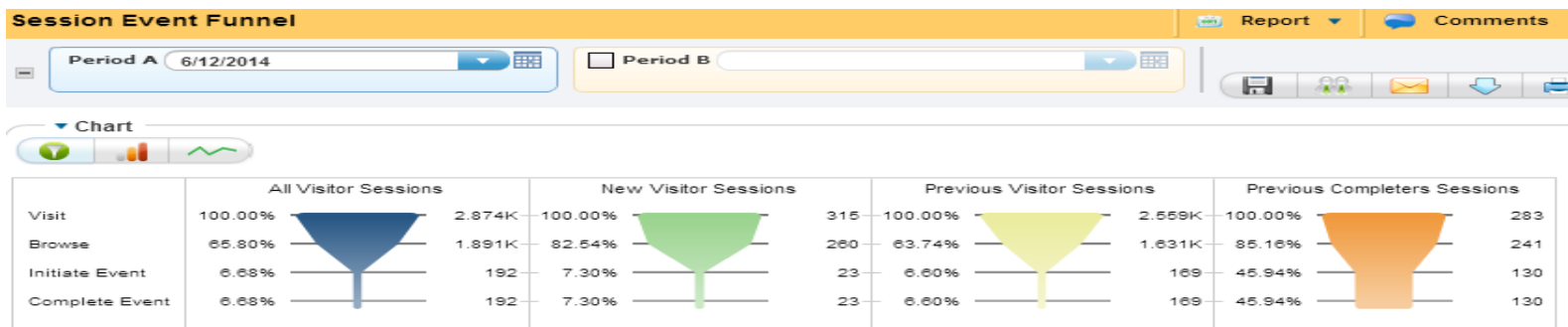
Please note that if you switch from "Upload Claims" to "Claim Summary List" while your Claims are uploading, the upload process will stop. If you wish to view Claims or run searches at the same time as uploading, please open a new browser window.

When you have finished using the eBusiness Gateway please close all browser windows to log out.

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Where is ACC at with IBM Digital Analytics

- Start off Simple
 - Conversion tracking of Sign up for “RealMe”
 - Form Abandonments: Starts/Completes



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NZ Govt Single Sign On (SSO) RealMe

This screenshot shows the MyACC login interface. At the top right is a link for "Go to MyACC Home". The ACC logo and tagline are in the top left. A central "Login with RealMe®" box contains the RealMe logo, a "Login" button with a lock icon, and the text "What's RealMe?". Below this is a "Go to MyACC home" link. At the bottom, there is a footer with the text "For more information on government services go to [newze](#)" and "© Copyright Accident Compensation Corporation 2012 -".

This screenshot shows the "Register for MyACC" page. It features the ACC logo and tagline at the top left and a "Home" link at the top right. The main heading is "Register for MyACC". Below this is a "Basic Details" section with four input fields: "First Name:", "Last Name:", "Email:", and "Mobile Phone:". Each field has a small eye icon to its right. The "Mobile Phone" field is followed by "(Optional)". Below the registration form is a "Terms of Service" section with a checkbox and the text "I agree to the [Terms of Use, Disclaimer and Copyright](#) and [Privacy Statement](#)".

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Where is ACC at with IBM Digital Analytics

- Slightly Clever Stuff
 - Automated deployment of a Common Portal Theme and Analytics
 - Automated environment settings cmSetClientID Test/UAT/Prod (based on JNDI variable)
 - Automated deployment of some custom variables (based on naming conventions)

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Analytics for All! Monitor on display for the team



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On the Fly HCSS Segment

Segment Category: **HCSS Visitors Only** ▼ Segment Name: **HCSS Visitors Only**

Segment Type:
 Same Session ? Cross Session ?

Segment Criteria:

Criteria Type: **Content** ▼

Criteria: **Element Viewed Attribute: Submit** ▼ 🔍 **Add**

NOT Sample Records

Cancel **Apply ->**

Segment Summary:

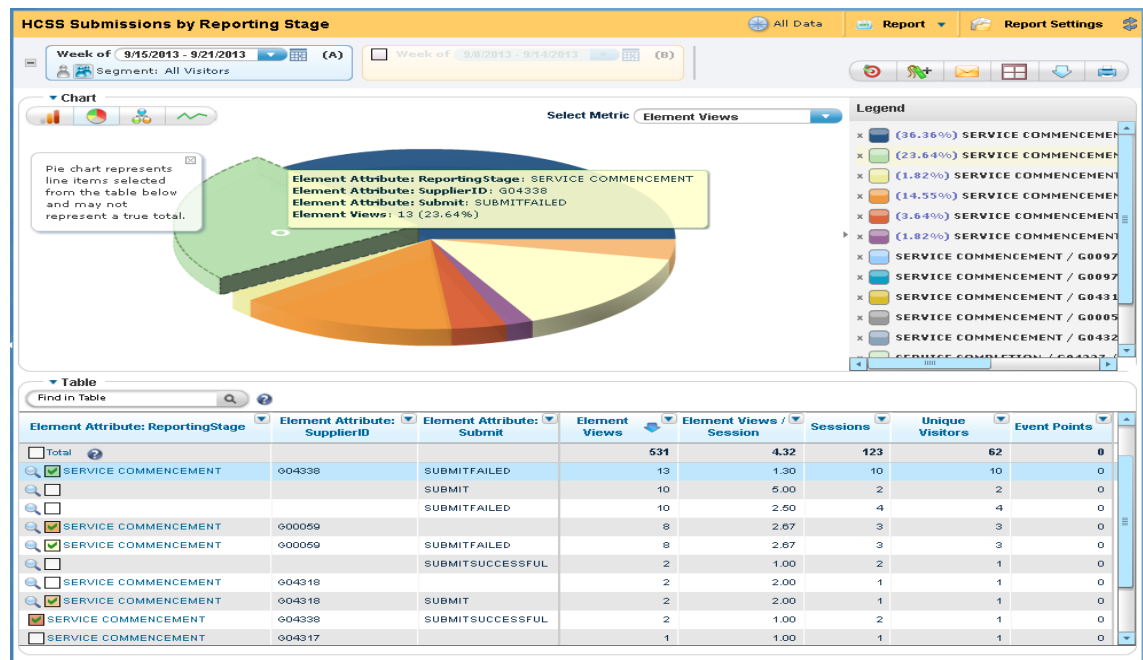
✎ | ✕
(Content: Element(s) Viewed **IS** HCSS)

AND

✎ | ✕
(Content: Element Viewed Attribute: Submit **IS** SUBMITSUCCESSFUL)

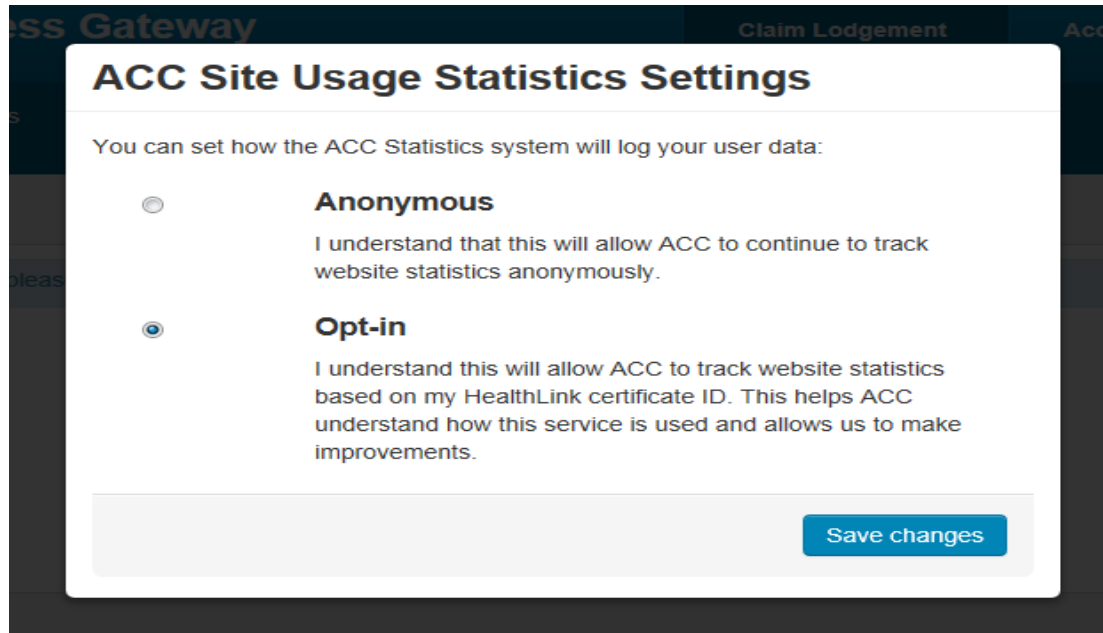
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HCSS Submissions By Reporting Stage, Supplier and Submission Success



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- Privacy is important to ACC, Users have the option to opt out of data collection



The screenshot shows a web interface for 'ACC Site Usage Statistics Settings'. At the top, there are navigation links: 'Access Gateway', 'Claim Lodgement', and 'Account'. The main heading is 'ACC Site Usage Statistics Settings'. Below the heading, a message states: 'You can set how the ACC Statistics system will log your user data:'. There are two radio button options: 'Anonymous' (unselected) and 'Opt-in' (selected). Each option has a corresponding explanatory text. At the bottom right, there is a blue 'Save changes' button.

Access Gateway Claim Lodgement Account

ACC Site Usage Statistics Settings

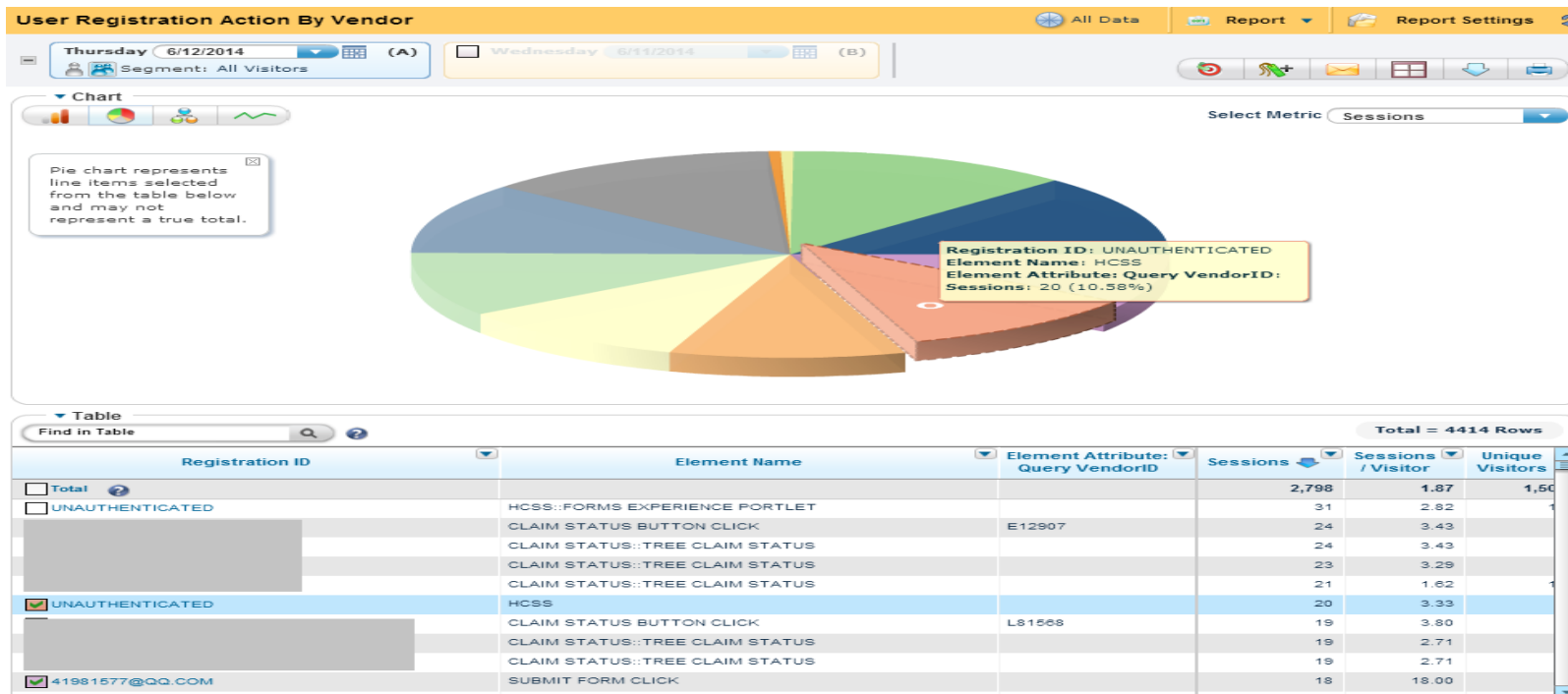
You can set how the ACC Statistics system will log your user data:

- Anonymous**
I understand that this will allow ACC to continue to track website statistics anonymously.
- Opt-in**
I understand this will allow ACC to track website statistics based on my HealthLink certificate ID. This helps ACC understand how this service is used and allows us to make improvements.

Save changes

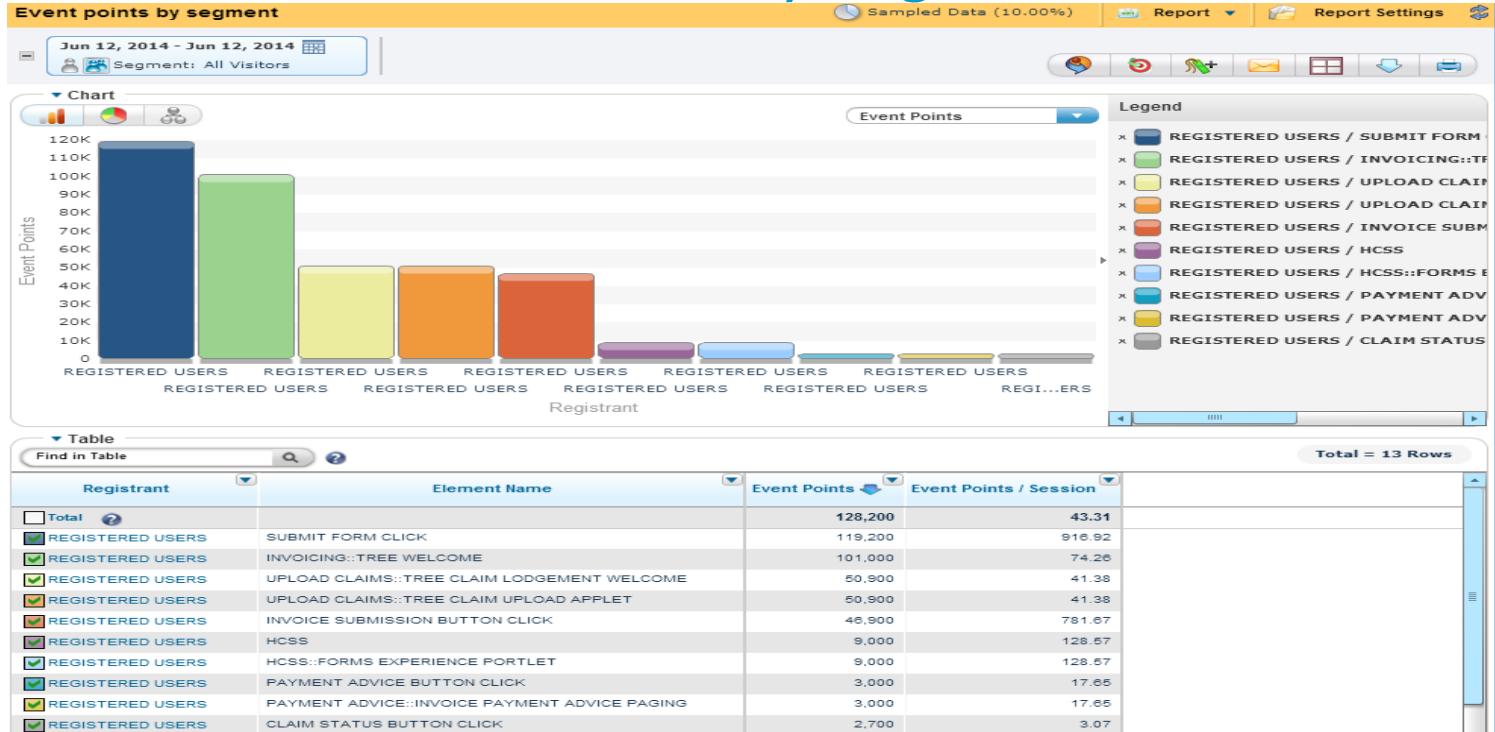
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Event type by Registrant



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Event Score by registrant



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Then Segment for Value!

Edit Segment

Segment Category: **Standard Segments**

Segment Name: **DHB Only**

Segment Type: Same Session Cross Session

Segment Summary: (Registration: Registrant **WILDCARD** %DHB%)

Segment Criteria: Edit Segment

Segment Category: **Standard Segments**

Segment Name: **High Value Customers**

Segment Type: Same Session Cross Session

Segment Summary: (Top Line: Event Points **GREATER THAN OR EQUAL** 500.00)

Segment Criteria: Edit Segment

Segment Category: **Standard Segments**

Segment Name: **One Touch Customers**

Segment Type: Same Session Cross Session

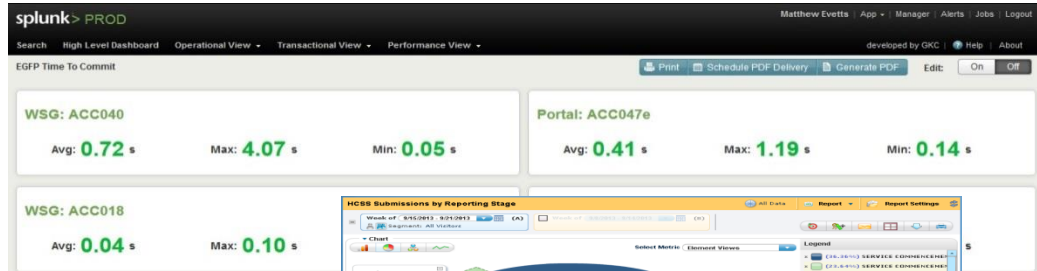
Segment Criteria: Criteria Type: **Top Line**

Criteria: **Abandoned Items** **Add**

Segment Summary: (Top Line: Event Points **LESS THAN OR EQUAL** 20.00)

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What Next?



splunk> PROD

Search High Level Dashboard Operational View Transactional View Performance View

Matthew Evetts App Manager Alerts Jobs Logout

developed by GKC Help About

EGFP Time to Commit

Print Schedule PDF Delivery Generate PDF Edit On Off

WSG: ACC040

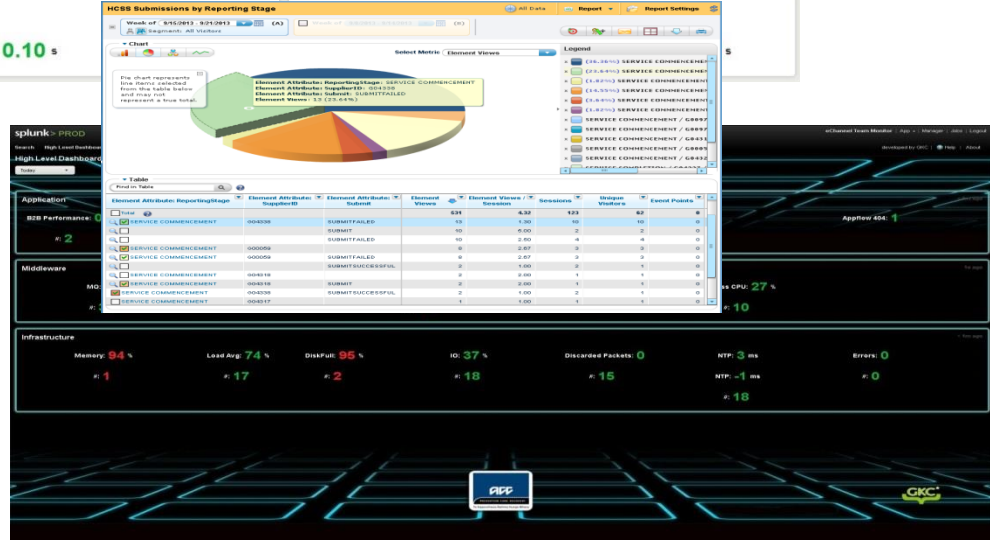
Avg: 0.72 s Max: 4.07 s Min: 0.05 s

Portal: ACC047e

Avg: 0.41 s Max: 1.19 s Min: 0.14 s

WSG: ACC018

Avg: 0.04 s Max: 0.10 s



splunk> PROD

Search High Level Dashboard

High Level Dashboard

HCS Submissions by Reporting Stage

Week of: 3/15/2013 3/21/2013

Legend

- CS-0000 SERVICE COMMITMENT
- CS-0001 SERVICE COMMITMENT
- CS-0002 SERVICE COMMITMENT
- CS-0003 SERVICE COMMITMENT
- CS-0004 SERVICE COMMITMENT
- CS-0005 SERVICE COMMITMENT
- CS-0006 SERVICE COMMITMENT
- CS-0007 SERVICE COMMITMENT
- CS-0008 SERVICE COMMITMENT
- CS-0009 SERVICE COMMITMENT
- CS-0010 SERVICE COMMITMENT

The chart represents data from the selected time range. The data is filtered by the selected time range and may not include all data from the selected time range.

Element Attributes: ReportingStage: SERVICE COMMITMENT
Element Attributes: ReportingStage: SERVICE COMMITMENT
Element Attributes: Submittal: SUBMITTED
Element Views: 12 (75.0%)

Element Attributes: ReportingStage	Element Attributes: Submittal	Element Views	Element Views: Breakdown	Submittal	Submittal: Breakdown	Uptime	Event Pools
SERVICE COMMITMENT	SUBMITTED	10	1.30	10	10	0	0
SERVICE COMMITMENT	SUBMITTED	10	0.00	0	0	10	0
SERVICE COMMITMENT	SUBMITTED	10	0.00	0	0	10	0
SERVICE COMMITMENT	SUBMITTED	0	2.87	0	0	0	0
SERVICE COMMITMENT	SUBMITTED	0	2.87	0	0	0	0
SERVICE COMMITMENT	SUBMITTED	0	1.00	0	0	0	0
SERVICE COMMITMENT	SUBMITTED	2	0.00	2	0	0	0
SERVICE COMMITMENT	SUBMITTED	2	0.00	1	1	0	0
SERVICE COMMITMENT	SUBMITTED	2	0.00	2	0	0	0
SERVICE COMMITMENT	SUBMITTED	1	1.00	1	1	0	0

Application

BSB Performance

Middleware

MO

Infrastructure

Memory: 94% Lead Avg: 74% DiskFull: 95%

10: 37% Discarded Packets: 0

NTP: 3 ms Errors: 0

NTP: 1 ms Errors: 0

NTP: 18 ms Errors: 0

Appflow 454

85 CPU: 27%

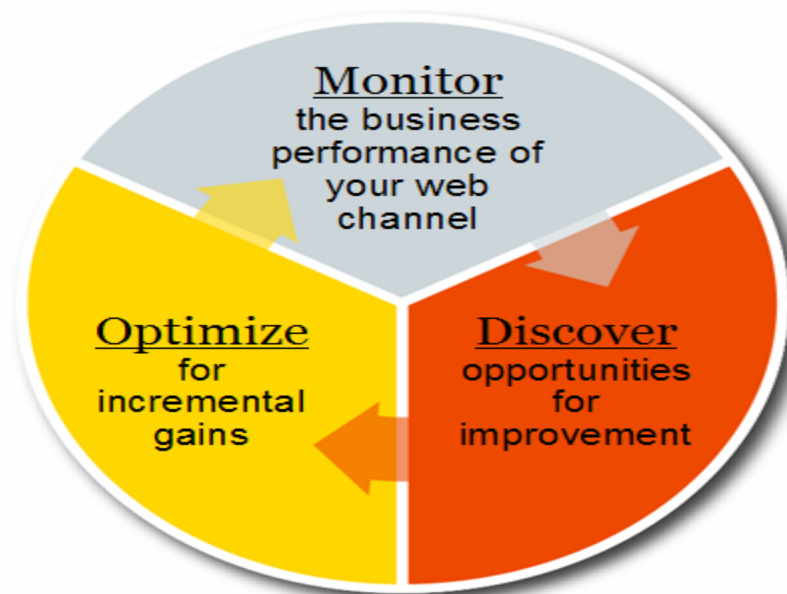
10

APP

GKC

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The Web Analytics Lifecycle



- **Monitor:** Track key performance indicators to monitor health of site, impact of optimization initiatives and direct investigation based on key changes
- **Discover:** Diagnose factors affecting KPIs and identify opportunities for improvement
- **Optimize:** Make data driven changes

-Repeat-

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- B2B and B2C integration – “Holistic view” of ACC’s eServices presence
 - common visitor id + transaction id = Knowledge
- Global ACC rollout and standardisation on IBM Digital Analytics
 - Total view of ACC online presence as a whole
 - Customer analytics

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- Social Media - Sentiment Analysis – Social Chatter

Channel



- Is ACC being Liked?



- Or tweeted?

- IBM WCM – Targeted Personalisation based on Digital Analytics data

IBM

- Based on user segments and engagement value etc...

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Open Source eBusiness Submissions

- Tablet based data input on location leveraging device ability (GPS) etc. All tracked by IBM Digital Analytics
- Offline form submissions allowing providers to finish the paper work and push us the data once 'back at base' Sending the tag data at the same time!



Thanks to Aidan and the Online IBM
Support Team!