

Data export documentation

Version 1.9

17-06-2025

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BASICS

The export automatically exports 5 different files to represent the results and other entities to analyse your social media activities. This export is performed daily for all the data of the day before. These exports are saved to the ftp-server of you – the data owner. Where you can use these files.

FORMAT OF THE FILE

The export files are in a comma separated format [.csv]. We will always start the file with `sep=,` on the first line to make sure excel [and other tools] can automatically recognize that this file uses a comma to separate values. The next line will be filled with the keys of the columns as specified in the rest of the document. All other lines will contain the object.

NAMING OF THE FILE

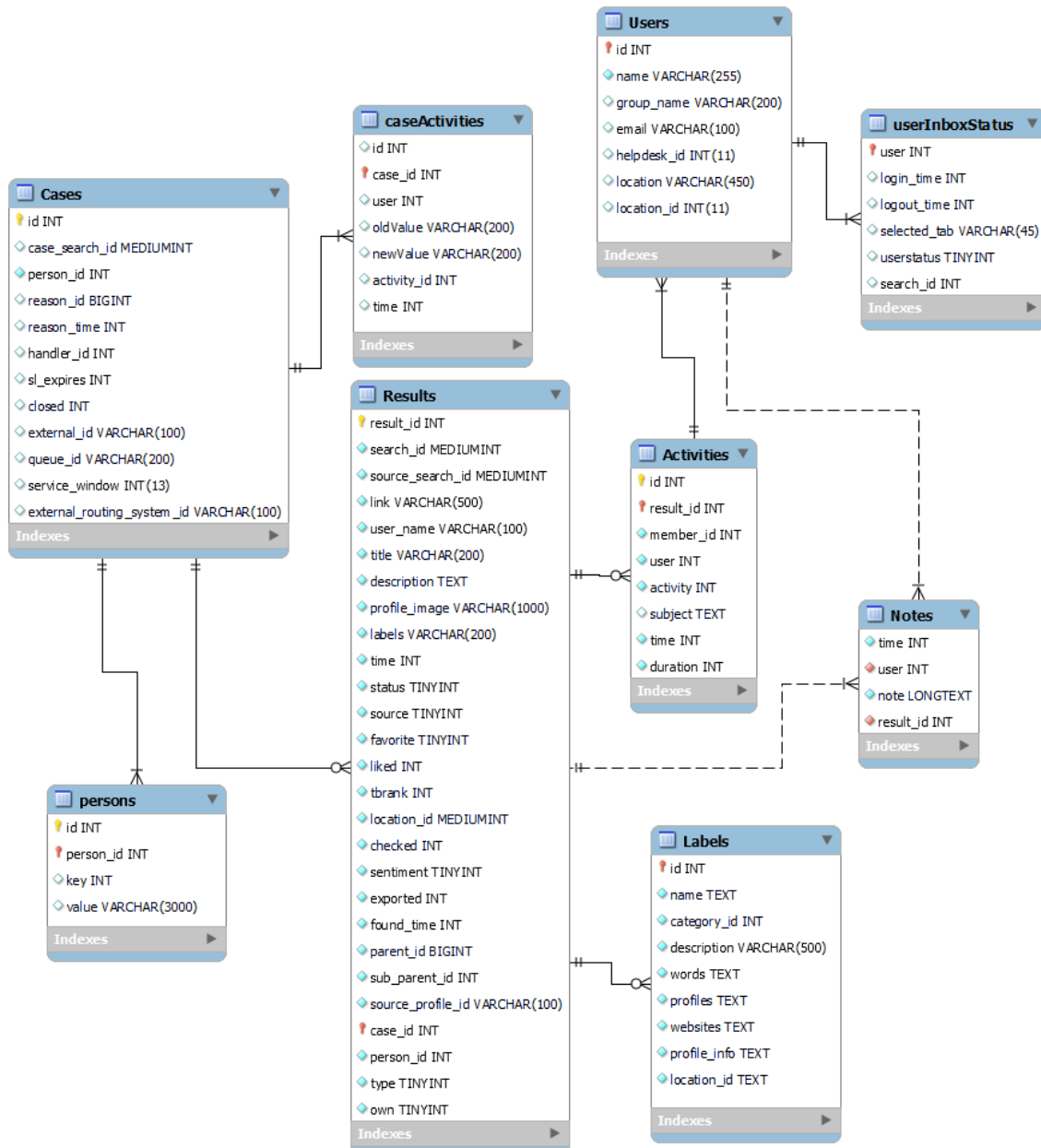
The name of the file is generated as follows "raw-[type]-[time].csv". Type is one of the following options: users, labels, results, cases, activities, service, raw_service, agents, raw_agents, agent_inbox, raw_agent_inbox. Time is the current Unix timestamp.

Files that are uploaded directly to ftp servers have different naming.

EXPORTED OBJECTS

We export 5 different objects. The main object we export is a Result, this is a single message/post/comment/tweet/website/etc. depending on the source. The others are all related to that object. A Case describes a conversation with a person about a single subject. The Activity is a single action performed by a user on a result, all user actions log an activity but automated actions don't log activities. A User is someone who has a login to our dashboard. The last object is a Label that can be assigned to an result, either automatically or by a user [the last will log an activity].

ENTITY RELATIONSHIP DIAGRAM



CASES

We export all cases that have at least one result in the results export. This means we can export the same case_id today that we already exported yesterday. You can use the Id to check if you already have received this case. Additionally, we will also export the cases that have been closed in the past day.

FIELD	DESCRIPTION
Id	The unique identifier of this case
CASE_SEARCH_ID	The identifier of the search profile this case is saved in
PERSON_ID	The person this case is about
REASON_ID	When the subject/reason of a case has been specified, this field is filled with the Label.id
REASON_TIME	A unix timestamp of the time the reason was specified
HANDLER_ID	The User.id
SL_EXPIRES	A unix timestamp for when the service level expires, 0 or NULL means no servicelevel set
CLOSED	A unix timestamp from when this case was marked as closed
EXTERNAL_ID	When this case is logged in an external system [CRM for example], this field contains the id that system has assigned to this case.
QUEUE_ID	The ID of the Queue this case is in. The Queue holds all the cases which are not closed. Picking up a case will place this case in the Agent's "personal" Queue. This ID can change automatically by different rules or manually by Agents. The Queue history for a case can be found in the Activity export under Activity 36.
SERVICE_WINDOW	A unix timestamp of the time until which you can reply to the case without the need of an automated template. For Facebook and Whatsapp only.
EXTERNAL_ROUTING_SYSTEM_ID	When this case is logged in an external routing system [PureConnect for example], this field contains the id that system has assigned to this case.

RESULTS

We will export all results where the found time is from the day before the export

FIELD	DESCRIPTION
RESULT_ID	The unique identifier of that Result
SEARCH_ID	The identifier of the search profile this result is saved in
SOURCE_SEARCH_ID	When specified this id indicates that the result has been found using that specific search query
LINK	The unique url to this specific result
USER_NAME	The id of a persons profile on the specific source
TITLE	A title for this result. When this result can be traced back to a person this will contain their name. For websites it contains the title of that site.
DESCRIPTION	The content of the result
PROFILE_IMAGE	The profile image of the author of this result
LABELS	The labels that are assigned to this user. These are formatted like this '[123][234]', which specifies that the labels with id 123 and 234 are added to this result.
TIME	The unix timestamp of the original publication of this result.
STATUS	The status that this result has in our system. Currently used statuses are: <ol style="list-style-type: none">1. Default status2. Closed in a 'my inbox' list in engagement5. Moved to trash

SOURCE	This describes on what source we found this result. Current sources are: <ol style="list-style-type: none"> 1. Web 2. Blogs 3. Twitter 4. News 5. Forums 6. Facebook 7. --not used-- 8. Instagram 9. Google+ --depricated-- 10. LinkedIn 11. Traditional printed media 12. Radio & Television 13. WhatsApp 14. Parley 15. Telligent forums 16. Telligent blogs 17. Youtube
FAVORITE	The result can be bookmarked as a favorite to access it easaly in 'archive' or show only them in your reports. This will report a integer 1, otherwise you will get a 0
LIKES	The amount of likes a Facebook post has gained
TBRANK	An internal ranking of the reach of this message
LOCATION_ID	--depricated--
CHECKED	The time this message was marked as checked, saved as a unix timestamp
SENTIMENT	The sentiment score of this message, you can set this to a 3 or 5 points scale <ol style="list-style-type: none"> -2. Very negative -1. Negative 0. Neutral 1. Positive 2. Very positive
EXPORTED	When this case is logged in an external system [CRM for example], this field contains the id that system has assigned to this case.
FOUND_TIME	The timestamp when our system has found and saved this result
PARENT_ID	An other result_id that is the main parent of this result. Usually only used on a result that is a comment, where this result_id points to the post it's a comment on.
SUB_PARENT_ID	The same as parent_it but describes that this is a 2 nd level comment under the specified result_id
SOURCE_PERSON_ID	The person id where this result was found on. For example the whatsapp number this message was send to, or the profile id of a Faceook page this resulst was a post on.
CASE_ID	The identifier that describes what case this belongs to
PERSON_ID	The internal person id of the person that has send this message of to which this message is a reply to
TYPE	This is a field that is under development and might not be described for all sources yet. It describes one of the following types of results: <ol style="list-style-type: none"> 1. Page 2. Post 3. Comment 4. Private message

	5. Ad
OWN	When this message is send by one of the accounts that are managed in Tracebuzz
OWNED_BY_EXTERNAL_SERVICE	In some channels it is possible to have external services which can interact with conversations. For example in Parley Messaging you could have a chatbot service which can send messages to customers. During that time the conversation is "owned" by the external service. All messages that are sent from this service side and from the customer side are marked with a "1" denoting that these messages are owned by the external service. When the conversation is handed over to the Inbox all the future messages, from both sides, will be marked with a "0".

ACTIVITIES

We will export all the activity from yesterday even on results that are older than that time period.

FIELD	DESCRIPTION
ID	An unique identifier of this activity
RESULT_ID	The identifier of the result that this activity is about
MEMBER_ID	The identifier of the account in Tracebuzz this object belongs to
USER	The user that has performed this activity, -1 means Tracebuzz or system
ACTIVITY	An identifier of the type of activity. Currently we log these types of activities: <ol style="list-style-type: none"> 1. Open 2. Check 3. Respond 4. Delete 5. Restore delete 6. Assign 7. Unassign 8. Bookmark 9. Remove bookmark 10. Add labbel 11. Remove label 12. Add note 13. Close 14. Re-open 15. Sentiment 16. Move 17. QM complete 18. Copy 19. Log external system 20. Create draft 21. Draft in publisher 22. Close in CIC 23. Log in Microsoft Dynamics 24. Delete post on the platform 25. Delete comment on the platform 26. Edited by author 27. Deleted by author 28. Log in CIC

	<ul style="list-style-type: none"> 29. Like 30. Mark as favourite 31. Export 32. Claim 33. Claim automatically 34. Release claimed case 35. Hand over case 36. Queue change 37. Snooze
SUBJECT	An extra parameter that contains some info specific to the type of activity
TIME	The time this activity has happened. In unix timestamp format
DURATION	Only filled on activity 1, where this describes the amount of seconds this result was opened by the actor

USERS

We will always export all the users for an account

FIELD	DESCRIPTION
ID	The identifier of this user
NAME	Their name
GROUP_NAME	Name of the group the user is in. These groups are used to easily assign permissions to multiple users.
EMAIL	Their email adress
HELPDESK_ID	The ID of this user in an external system.
LOCATION	The name of the location they are registered at
LOCATION_ID	The ID of the location they are registered at

LABELS

We will always export all the labels from this account

FIELD	DESCRIPTION
ID	The identifier of the label
NAME	The name describing the label
CATEGORY_ID	The id of another label that act as the category to group this label under
DESCRIPTION	A more detailed description of the label
WORDS	Results that contain these words will trigger an automatic label allocation
PROFILES	Results written by these authors will trigger an automatic label allocation
WEBSITES	Results on these websites will trigger an automatic label allocation
PROFILE_INFO	Results written by authors with these words in their profile information will trigger an automatic label allocation
LOCATION_ID	Results sent from these locations will trigger an automatic label allocation

CASE ACTIVITIES

We will export all the activity from yesterday even on results that are older than that time period.

FIELD	DESCRIPTION
ID	The unique identifier of this case activity
CASE_ID	The identifier of the case this activity is about
USER	The user that has performed this activity, -1 means Tracebuzz or system
OLDVALUE	The value of the field before this activity
NEWVALUE	The value of the field after this activity
ACTIVITY_ID	An identifier of the type of activity. Currently we log these types of activities: 38. Queue change
TIME	The time this activity has happened. In unix timestamp format
DESCRIPTION	An identifier of the type of reason why a queue has been changed, this is currently linked at activity 36

PERSONS

Person properties are exported in key-value pairs

FIELD	DESCRIPTION
ID	The unique identifier of this case activity
PERSON_ID	The identifier of a person
KEY	The key of a person property
VALUE	The value of the property

USER INBOX STATUS

Person properties are exported in key-value pairs

FIELD	DESCRIPTION
USER ID	The unique identifier of this user
LOGIN TIME	The time this user logged in, In unix timestamp format
LOGOUT TIME	The time this user logged out, In unix timestamp format
SELECTED TAB	The inbox this user is working in
USER STATUS	An empty value means this users was off-line, 1 is push modus, 2 is claim modus
SEARCH ID	The search profile id this user is working in

NOTES

FIELD	DESCRIPTION
TIME	The time this note was created, in unix timestamp format
USER	The unique identifier of the user that created this note
NOTE	The text saved in the note
RESULT_ID	The unique identifier of the result the note was for

AI SUGGESTIONS

FIELD	DESCRIPTION
ID	The unique identifier of this suggestion
MEMBER_ID	The identifier of the account in Tracebuzz this object belongs to
REQUESTED_RESULT_ID	The unique identifier of the result this suggestion is for
PERSON_ID	The identifier of a person
REQUESTED_TIMESTAMP	The time when the suggestion was requested from the service
RESPONSE_TIMESTAMP	The time when the service returned the suggestion
TEXT	The text of the suggestion
ACTION	The action the agent took on this suggestion: <ol style="list-style-type: none">1. send2. edited3. cancelled4. reported
ACTION_TIMESTAMP	The time when the action is done
ACTION_USER_ID	The unique identifier of the user who performed the action
RESPONSE_RESULT_ID	The unique identifier of the result in which the suggestion was sent
LAST_UPDATED	The time this record was last updated
EXTERNAL_ID	The external id for this specific suggestion. Can be empty if the service doesn't support this.

RAW STATISTICS

Other than the previously described exported objects, we also offer two types of raw data statistics: service and agent statistics. These statistics have already been calculated based on raw data.

GENERAL RULES

Some general rules apply to raw data statistics:

- Statistics are registered at the time the case started
- Service statistics are registered per inbox
- Time periods are registered in seconds
- Percentages are rounded to the nearest whole number
- An agent can actively handle just one case. "Actively handling" being defined as "having the conversation opened in the inbox".
- Depending on settings, only claim inbox users will be measured in these statistics.

DETAILED DESCRIPTION SERVICE STATISTICS

	DESCRIPTION	CALCULATION	CONDITIONS
ROWDATE	Date [year - month - day]	-	-
INTERVAL	Quarter start [hour:min:sec]	-	-
SERVICEID	Inbox identifier	-	-
SERVICENAME	Inbox name	-	-
OFFERED IN #	Number of cases offered	COUNT number of cases	-
OPENED IN #	Number of cases claimed	COUNT number of cases WHERE claimed by agent [with or without reply] AND matches additional requirements	Case closed & results marked as checked
HANDELDANDCLOSED IN #	Number of cases claimed with reply	COUNT number of cases WHERE reply sent by agent AND matches additional requirements	Case closed & results marked as checked
HANDELDANDCLOSED BY BOT IN #	Number of cases claimed with reply by a bot user	COUNT number of cases WHERE reply sent by but user AND matches additional requirements	Case closed & results marked as checked
NOTHANDELDANDCLOSED IN #	Number of cases claimed without reply	COUNT number of cases WHERE no reply sent by agent AND matches additional requirements	Case closed & results marked as checked
ACCEPTABLE IN #	Number of cases replied to within service level	COUNT number of cases WHERE reply within service level AND matches additional requirements	Service level for first reply in case, if configured, otherwise general service level.
MSGSENT IN #	Number of messages sent	COUNT number of messages sent in the offered cases [no system messages, type: 6]	-
MSGRCVD IN #	Number of messages received	COUNT number of messages received in the offered cases [no system messages, type: 6]	-
STAFFEDTIME IN SEC	Total time spent in inbox	SUM all time logged in inbox	-
TOTALHANDLETIME IN SEC	Total time spent handling cases by agent	SUM all time between [START READING] case and [CLOSING] case OR [START READING] another case	-
AVAILABLETIME IN SEC	Total time spent in inbox, but not actively handling cases	[StaffedTime in sec] - [TotalHandleTime in sec]	-
UNAVAILABLETIME IN SEC	Total time spent not in inbox, but logged in in system	[Totale time logged in in the system in sec] - [StaffedTime in sec]	-

FIRSTRESPTIME IN SEC	Sum response times first reply	SUM all time between [FIRST MESSAGE IN CASE] and [FIRST REPLY BY AGENT]	Measured using service levels. Service level for first reply in case, if configured, otherwise general service level.
ADDITIONALRESPTIME	Sum response times successive replies	SUM all time between [SUCCESSIVE MESSAGE IN CASE] and [REPLY BY AGENT]	-
MINSTAFFED IN #	Min. amount of agents logged in (in inbox)	COUNT MINIMUM number of agents staffed	-
MAXSTAFFED IN #	Max. amount of agents logged in (in inbox)	COUNT MAXIMUM number of agents staffed	-
AVERAGE HANDLE TIME [AHT] IN SEC	Average handling time for a case	AVERAGE time between [START READING] case and [CLOSING] case OR [START READING] another case	-
SERVICE LEVEL %	Percentage replied within service level	ROUNDED([NUMBER OF REPLIES WITHIN SERVICE LEVEL] / [TOTAL NUMBER OF SERVICE LEVELS] * 100)	Reply sent in case
OCCUPANCY %	Percentage of time spent in inbox where agent was actually handling a case	ROUND([TotalHandleTime in sec] / ([TotalHandleTime in sec] + [AvailableTime in sec]) * 100)	-
UTILISATION %	Percentage utilized	ROUND([TotalHandleTime in sec] + [AvailableTime in sec]) / [StaffedTime in sec] * 100)	-
AVERAGE SPEED OF ANSWER [ASA] IN SEC	Average response time first reply	AVERAGE time between [FIRST MESSAGE IN CASE] and [FIRST REPLY BY AGENT]	Service level for first reply in case, if configured, otherwise general service level.
LEADTIME IN SEC	Total lead time case (from start till closing)	SUM([TIME CASE CLOSED] - [TIME FIRST MESSAGE IN CASE])	-
MINAVAILABLE IN #	Min. amount of agents not handling cases	COUNT MINIMUM number of agents staffed WHERE status is available	-
MAXAVAILABLE IN #	Max. amount of agents not handling cases	COUNT MAXIMUM number of agents staffed WHERE status is available	-
MINACTIVE IN #	Min. amount of agents actively handling cases in the last 60 seconds	COUNT MINIMUM number of agents staffed WHERE status is active	-

MAXACTIVE IN #	Max. amount of agents actively handling cases in the last 60 seconds	COUNT MAXIMUM number of agents staffed WHERE status is active	-
AGENTSLOAD IN #	Amount of cases that has been assigned to an agent	COUNT UNIQUE cases WHERE queue had u_<agentId>	-
AGENTLOAD IN #	Amount of cases that has been closed or snoozed by an agent	COUNT UNIQUE cases WHERE activity is close or snooze	-

DETAILED DESCRIPTION SLA STATISTICS

	DESCRIPTION	CALCULATION	CONDITIONS
ROWDATE	Date [year - month - day]	-	-
INTERVAL	Quarter start [hour:min:sec]	-	-
SERVICEID	Inbox identifier	-	-
SERVICENAME	Inbox name	-	-
SLAID	SLA Identifier	-	-
ACCEPTABLE IN #	Number of cases replied to within service level	COUNT number of cases WHERE reply within service level AND matches additional requirements	Service level for first reply in case, if configured, otherwise general service level.
FIRSTRESPTIME IN SEC	Sum response times first reply	SUM all time between [FIRST MESSAGE IN CASE] and [FIRST REPLY BY AGENT]	Measured using service levels. Service level for first reply in case, if configured, otherwise general service level.
SERVICE LEVEL %	Percentage replied within service level	ROUNDED([NUMBER OF REPLIES WITHIN SERVICE LEVEL] / [TOTAL NUMBER OF SERVICE LEVELS] * 100)	Reply sent in case
AVERAGE SPEED OF ANSWER [ASA] IN SEC	Average response time first reply	AVERAGE time between [FIRST MESSAGE IN CASE] and [FIRST REPLY BY AGENT]	Service level for first reply in case, if configured, otherwise general service level.

DETAILED DESCRIPTION AGENT STATISTICS

	DESCRIPTION	CALCULATION	CONDITIONS
ROWDATE	Date [year - month - day]	-	-
AGENTID	Agent identifier	-	-
EXTERNALAGENTID	Agent identifier in external system	-	-
AGENTLOCATIONID	Agent location identifier	-	-
AGENTLOCATION	Agent location		
ASSIGNED IN #	Number of cases assigned	COUNT number of cases assigned	-
HANDLED IN #	Number of cases handled	COUNT number of cases assigned WHERE reply sent AND matches additional requirements	Case closed & results marked as checked
CLOSED IN #	Number of cases not replied	COUNT number of cases assigned WHERE no reply sent AND matches additional requirements	Case closed & results marked as checked
MSGSENT IN #	Number of messages sent	COUNT number of messages sent in the whole case for all cases han	-
MSGRCVD IN #	Number of messages received	COUNT number of messages received	-
STAFFEDTIME IN SEC	Total time spent in inbox	SUM all time logged in inbox	-
TOTALHANDLETIME IN SEC	Total time spent handling cases by agent	SUM all time between [START READING] case and [CLOSING] case OR [START READING] another case	-
AVAILABLETIME IN SEC	Total time spent in inbox, but not actively handling cases	[StaffedTime in sec] - [TotalHandleTime in sec]	-
UNAVAILABLETIME IN SEC	Total time spent not in inbox, but logged in in system	[Totale time logged in in the system in sec] - [StaffedTime in sec]	-
FIRSTRESPTIME IN SEC	Sum response times first reply	SUM all time between [FIRST MESSAGE IN CASE] and [FIRST REPLY BY AGENT]	Measured using service levels. Service level for first reply in case, if configured, otherwise general service level.
REPLAYTIME IN SEC	Sum response times successive replies	SUM all time between [SUCCESSIVE MESSAGE IN CASE] and [REPLY BY AGENT]	-

FIRSTLOGIN	First login of the day	-	-
LASTLOGOUT	Last logout of the day	-	-
ANSWERS SENT	Total amount of answers/replies sent In the time period.	COUNT number of reply activities by this agent	Reply send within the time period by this agent
CLAIMINBOX	Agent has Claim inbox	-	1 = true, 0 = false
BOTUSER	Agent is a Bot	-	1 = true, 0 = false
SNOOZED #	Number of snooze activities by agent	COUNT number of snooze activities by this agent	-
AGENTNAME	The name this agent has set-up in the application		
AGENTEMAIL	The email address used to login to the application		

DETAILED DESCRIPTION CASE ACTIVITIES

Case activity 36 has a description, this describes why the queue has been changed.

ID	CONDITIONS
1	Cases pushed to bot
2	Cases pushed to user
3	New message has been added to existing case
4	Case is redistributed by new message.
5	Re-offer existing case with user_registered system message.
6	Case is pushed through location routing
7	Last agent routing
8	Case went to the regular inbox because last agent routing was not possible
9	New case includes a handler
10	New case has been pushed to the inbox.
11	Case snoozed
12	Case pushed by backend
13	Case to user via backend [location routing]
14	Case offered to agent via backend
15	Owner of the case has changed
17	Case has been pushed to the agent
18	Case was manually claimed by the agent
20	Single message closed [probably using the old case reason]
21	Case returned from the trash box
22	Message has been deleted.
23	Updating a result
24	Case was moved by sentiment
25	Case has been moved to another queue
26	Queue modified by API
27	Updating case via API
28	Case is snoozed by sentiment
29	Case is snoozed by snooze button
30	Case is manually assigned to an agent or inbox
31	User closed the case
32	Case closed by system
33	The handler has been removed from the case
34	The owner of the case has been updated
35	Draft saved
36	Draft message has been sent
37	Result is logged to Salesforce
38	Result is gelogd naar Salesforce
39	Previous message was marked as spam
40	Message has been marked as spam
41	Case has been moved using the quick queue change function
42	Case has gone back to the general inbox
43	Case was not answered on time
44	Case was released because the agent had no connection to the inbox.
51	Properties of a result have been changed
53	Facebook comments are marked as read
54	Person has been added to the case