T - Task Success

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About Task Success

The Task Success page helps you measure whether users complete Tasks successfully and how easily they interact with important features in your application.

With Tasks, you define a complete workflow (e.g., filling and submitting a form, creating a lead, or uploading a document). Using Tasks and Tags together allows you to understand:

- What percentage of users are completing key workflows?
- Where is the biggest user drop-off in defined workflows?
- Are the most important parts of your app being used successfully?
- How many users interact with and finish your most important features?

The individual Task page helps you see how users complete a specific task, action by action. On the individual Task page you can see where the biggest Task drop off happened.

> Unlike the old version (where only Tags determined the Task Success Score), the updated framework now measures end-to-end flow completion. Tags can still be tracked for individual element usage, but they no longer contribute to the Task Success Score.

Why use it

Task Success shows interaction with your Tasks and tells you if users are able to complete predefined processes from start to finish.

- A low Task Success Rate signals friction, broken processes, or potential usability issues. Fixing these can reduce support requests and improve productivity.
- A high Task Success Rate indicates smooth user experiences and has a big impact on business results (for example, higher productivity, lower friction and fewer errors and mistakes in Task execution).

How is it calculated?

Sessions that had interactions with Tags / all engaged Sessions = Task Success Score

Task Success Score	Completions ÷ Starts × 100
Start	When a user performs the first step of a defined task.
Completion	When a user reaches the last step in the same session (regardless if the middle actions are done or not).

Abandoned	User starts but does not complete the Task.
Average time to complete	The **average time to complete** is calculated only for completed Tasks and represents how long it typically takes users to finish from start to end.
Biggest drop-off	Most common part of the Task after which users stopped moving to the next step.

In order to calculate these metrics, every Task has a unique Task session ID. Task session starts when the first action is triggered and ends either when the task is completed or after 30 minutes of inactivity when the session expires.

Middle actions are optional, if a user skips them but still completes the Task, it's still counted as a successful completion.

Best Practices for defining good Tasks

- Choose a clear **start point of the Task**, such as when a modal or key element **loads** that suggest the Task is started, rather than when a user loads Home page or the page where user goes to do multiple things.
- If multiple elements can start the same task (e.g., several buttons open the same modal), use the most common element that indicates start event, like loading a modal.
    - Identify the **most common starting point** with **Tags.** If you have several elements that can start the same Task (for example, three different buttons across your system that all open the same *Create Lead* modal), currently it is not possible to have multiple starts of the Task. However, you can you **tag each of those starting elements separately using Tags** In your **Tags page**, you'll be able to see which element users interact with the most.
- Define **completion** by a true success indicator, for example, a **success message load** or **confirmation screen**, not just clicking "Save."

Troubleshooting low completion rates:

- If a Task has many starts but **zero completions**, check the **final action,** it might be something like a *cancel button* or an event that doesn't represent successful completion.
- When converting a **Guide to a Task**, ensure that the start and end action really reflect start and end of the Task.
- If there's a big drop between the first and second step, the **start trigger may be too broad** (e.g., loading the homepage). Narrow it down to the first action that clearly indicates the user is beginning the task.

Good to know

- Tags remain available for tracking single elements, but they no longer influence Task Success Scores. They are shown under a dedicated section in the Task Success view.
- Data refreshes hourly, so your analytics stay up-to-date.
- Tasks vs Tags: Use Tasks to measure process completion. Use Tags to track specific feature interactions.
- If you remove an application URL, Tasks or Tags linked to it will stop being tracked but still appear in the

Task Success overview until you delete them.