At a Glance

INDUSTRY
Real Estate

LOCATION
UAE

USE CASE
A UAE-based entertainment provider wanted to see the customer behaviour on their site.

CHALLENGES

The client had a challenge due to decline in online sales and needed customer insight to know the reason.

SOLUTION

Royal Cyber implemented IBM CXA solution and enabled the client to identify customer experience defects.

Empowering Analytics to Drive Customer Satisfaction with IBM CXA

About The Client

The client is one of the leading operators of exceptional and unique experiences that bring delight, enrich lives and surpass customer expectations. The entity is keen in delivering top quality entertainment, led by unmatched industry expertise.

The parent company is involved in mall developments in the major emerging markets, such as the Middle East and North Africa.

Business Challenges

➢ The client wanted to know the reason for the decline in online sales and where exactly the customers were struggling during their purchase along with customer details.

➢ Most importantly they wanted to see the user behavior on the site.

➢ The entertainment group was in the process of redesigning the complete site and wanted to retain some of the good features from the existing design and replace features which are not providing working for the end user.

Our Approach

Taking into consideration the client's challenges and bearing in mind the best tools in the market to provide better insights into the user behaviour, Royal Cyber implemented IBM CXA solution.

IBM CXA solution captures and manages each visitor interactions on websites in cloud & on-premise. As a Customer Experience Analytics solution, it provides extensive visibility into customers' online experiences and insights into customer behaviour on website & mobile traffic.

 This solution helped the client to:

● Have a custom dashboard reporting for Business, IT and Support based on captured data from multiple channels.
● Get a KPI that's driving/helping the business to incorporate in their new design.
● The Entertainment Group to discover issues leading to declining in their online bookings and also to resolve customer experience flaws on the site.

- Identify customers who were struggling to retarget them by providing promotions.
- Reduce the turnaround time in addressing the end user problem.
- Address one of the main struggles with the payment gateway which was taking more time leading to a session timeout. As the business got to see the customer behavior on the available features, this helped to differentiate the features which were not working for its business vs. working which they used in redesigning their website.

- Royal Cyber Consultant performed the following activities
    - Onboarding the IBM CXA solution on two of their web applications.
    - Create, configure and customize events and dimensions to identify issues and struggles.
    - Create Reports, Dashboards & Score Cards to provide critical analysis and insights for every stage of the user behavior along with the purchase lifecycle.
    - Configured Real-time Alerts for all known anomalies based on the threshold value.
    - Set scheduled reports to different business stakeholders.

RESULTS

The client gained the following benefits:

✓ With the help of IBM CXA solution, they reduced the time spent identifying and resolving online customer experience flaws by 30%.

✓ Reduced the Turnaround in addressing the client complaints by 40%

✓ The solution also allowed to boost adoption and improve the success rate of online services via a more reliable web application during redesign phase.

ABOUT US

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Royal Cyber Inc. (HQ: Naperville, IL) is a leading software organization that provides services ranging from application development and deployment to training and consultancy.

Having operations in nine countries and over 1000 domain specialists, Royal Cyber is an award winner under numerous categories for global IT implementations across industry verticals.