IBM Tealeaf
Customer Experience

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1. Overview

IBM Tealeaf Customer Experience solutions give your business the visibility, insight and answers needed to consistently deliver a seamless and rewarding web and mobile experience. IBM Tealeaf uniquely captures all data behind each interaction to enable you to uncover potential negative trends and discover the sources of struggles.

To make the most of the e-commerce channel, it's essential that your business has on-demand visibility into problems that customers experience with websites and mobile apps. It's not enough to simply quantify high drop-offs in the form submission or shopping cart checkout. With capabilities for qualitative analysis, you can rapidly pinpoint the "why" behind customer problems before serious damage is done to revenue and customer satisfaction.

IBM Tealeaf Customer Experience introduced to the IBM suite of Tealeaf customer experience management solutions. As a multi-tenant SaaS solution, IBM Tealeaf CX lets you avoid the higher capital costs of an on-premises implementation while leveraging a next generation IBM Tealeaf user interface and features.

2. The value of customer experience management

Putting the customer at the core of the business is the central rule of value marketing. Marketing is about producing products and services which are ingrained in the customer's needs, rather than the needs of the company to sell its products.

To be 'in tune' with a customer's needs, rather than second guessing, a company must ensure that the opinion of the customer is fundamental to the company approach, and that the customer is considered and discussed at a boardroom level and not just by the customer-facing staff and departments; a move toward customer centricity. This practice is known as customer experience management.

Customers take a good website or mobile app for granted, but e-commerce teams know how much effort and attention to detail are required to deliver a site that meets rising shopper expectations for a consistent and relevant experience.

With a high workload and a breakneck development pace, e-commerce teams are hard pressed to identify, prioritize and fix problems as they emerge.

As a result, problems can go undetected or unaddressed for weeks on end, even as the

company leaks revenue and prompts customers to visit a competing site. Recognizing the risk that website problems pose to overall business performance, leading companies proactively optimize the online customer experience with **IBM Tealeaf CX solutions.**

IBM Tealeaf CX captures each customer interaction with your website – what customers are doing and seeing on each page, across an entire visitor session. Customer interaction data is indexed and processed to deliver breakthrough insights into your customers' online experience.

3. Real-time data capture

Using IBM's UI Capture Software Development Kit (SDK), you can extend the solution for enhanced capture and replay of interactions within Rich Internet Applications (RIAs) and mobile devices (iOS and Android). It also provides the ability to capture client-side error messages and end-to-end response time as experienced by the end user.

The UI Capture SDK also provides high-fidelity replay of user interactions and gives you enhanced reporting capabilities to review the client-side performance by render times, broken images, JavaScript alerts and more.

4. Real-time event engine

The event engine analyzes captured data in real time against user-defined rules to provide insight into customer struggles, business process, customer gestures, application errors and performance problems.

IBM Tealeaf CX delivers advanced pattern recognition of both business and technical events.

Examples of Business Events Include:
Business practice: "Every step in a corporate method, or a customer finishing or not finishing a multi-step business process."

Customer struggle: A customer going through the checkout process multiple times, repeatedly trying to complete the billing information page, or going to help multiple times.

Product, feature and service tracking: "A product, service or feature selected by a client."

Examples of Technical Events Include:
Application error: "An error exception message (e.g., Java exception) or global error page."

Application response: "Pages taking longer than 10 seconds to load."

5. Key features in IBM Tealeaf CX

5.1. Event Manager

Event Manager is a user-friendly tool in which you can manage all Tealeaf events. Events are used for segmentation analysis by specific behavior and to monitor the health of your site.

By monitoring the different KPIs and measurements, you can identify issues that prevent customers from completing their transactions and achieving their intended goals
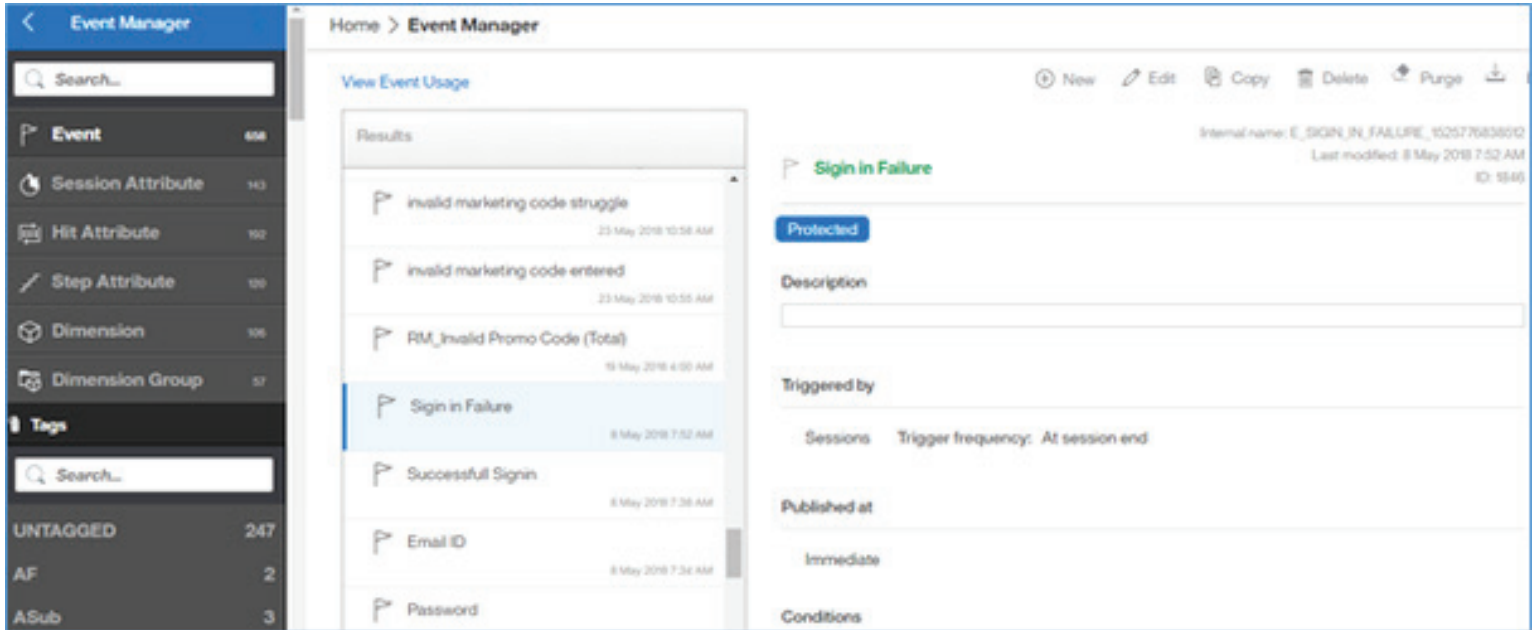

5.2. Report Builder

With custom widgets to monitor report data, you can stay on top of trends, struggles and negative customer experiences. IBM Tealeaf CX provides the ability for you to drill into report data to quantify characteristics of specific sessions like.

- **How many customers have abandoned in each hour?**

- **Where is the highest abandonment rate?**

- **What is the quantifiable business impact?**

5.3. Workspace

Workspaces provide a convenient place to organize all relevant reports that track the KPIs

most important to the business. Workspace can be customized to the needs of individual users.
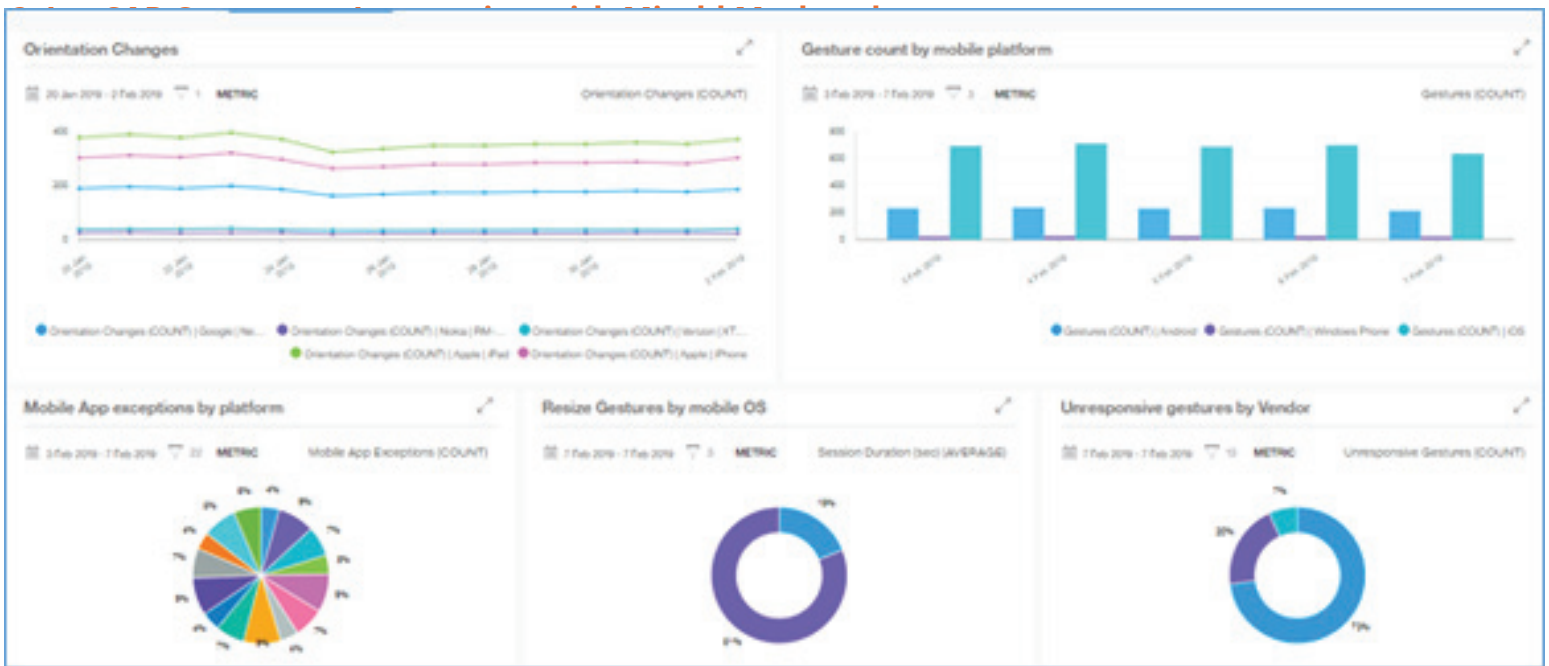
5.4. Session List

Session List offers a high-level view of a segment of sessions when drilling down from Workspace. The viewable columns can be customized so that the relevant session information can be reviewed at a glance. Users can sort on any column, as well as export the Session List into a number of common file formats. Also, you can drill down into a single session to analyze details of a customer interaction.
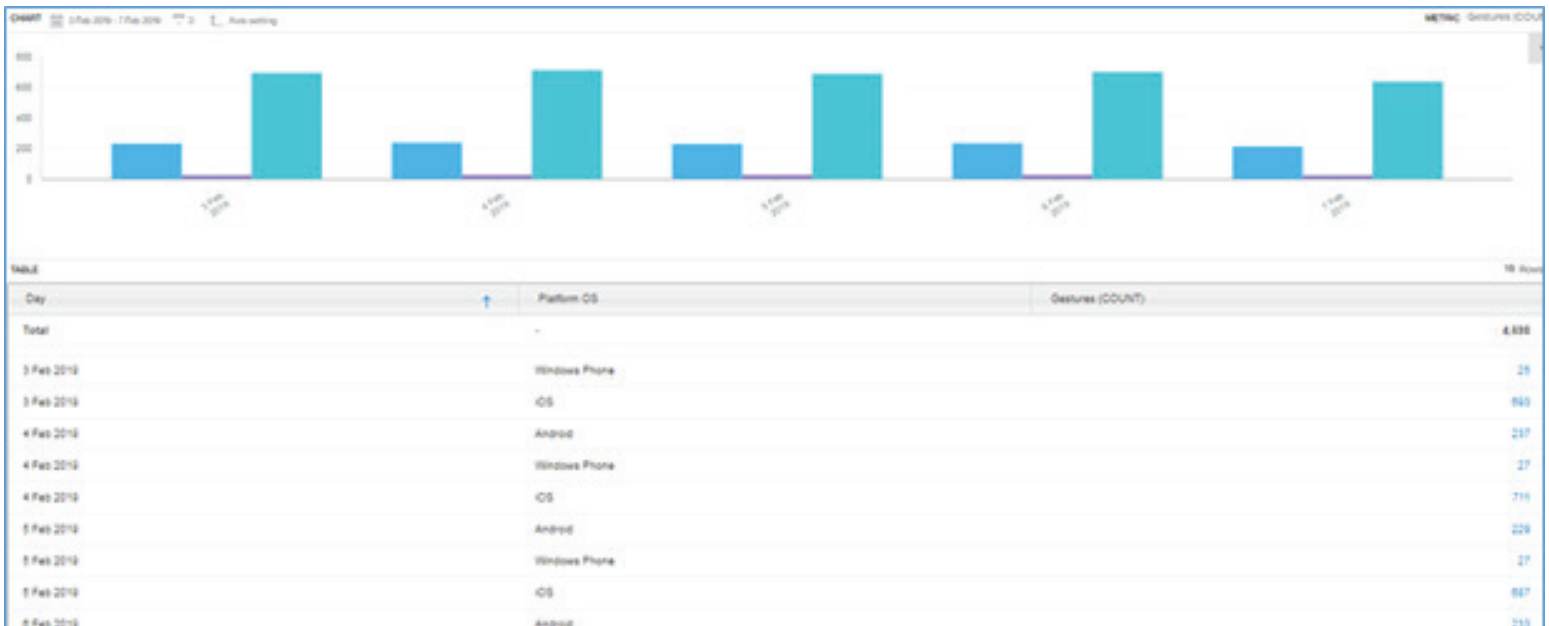
5.5. Session Search

Session Search is a powerful capability that allows you to find a collection of sessions or a session. Users have the ability to search by events, event values, dimension values, date/time, session ID, IP address, URL/screen view name, session attributes (any), applications profiles, and also by non-active or active sessions. Session Search improves accessibility to information and enables you to pinpoint issues faster.
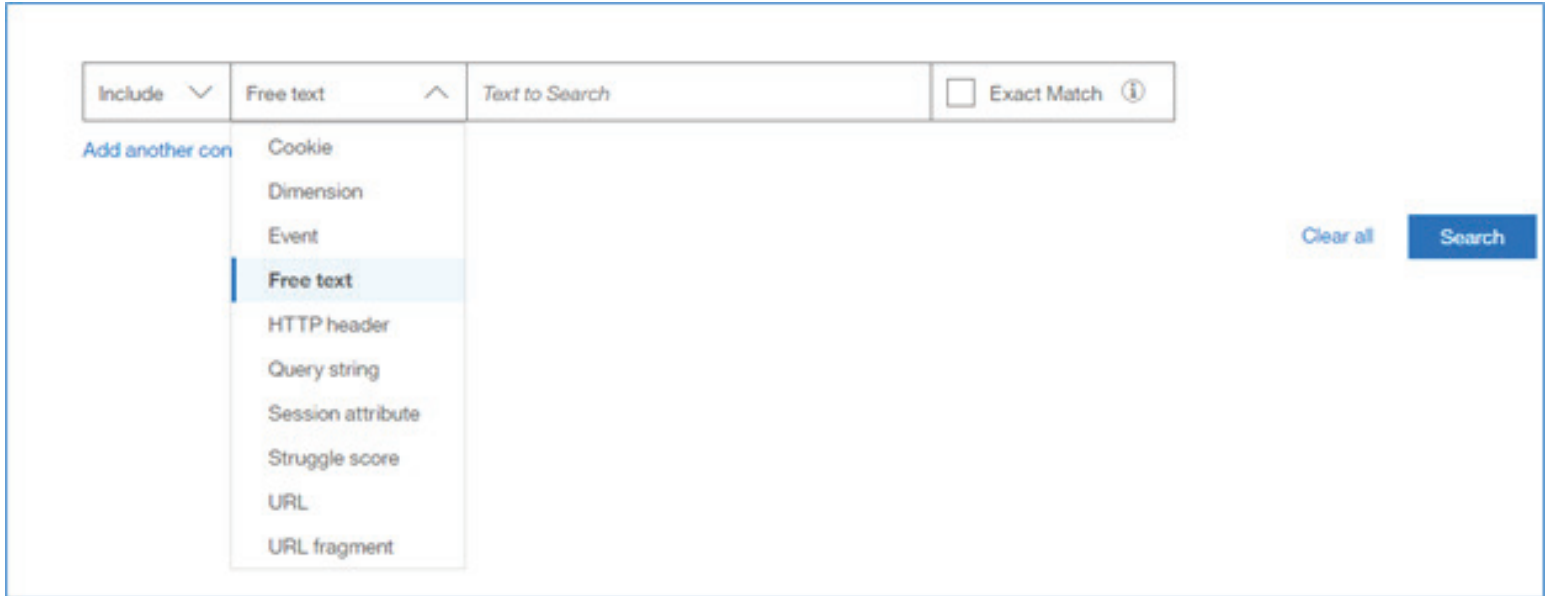
5.6. Session Replay

IBM Tealeaf CX provides session replay in a standard browser that shows a page-by-page replay of customer interactions on your site. Visual replay allows you to see each action (e.g., link selections), interaction (e.g., form field inputs) and customer experience obstacle (e.g., error messages) so you can quickly reproduce and resolve site issues. IBM Tealeaf CX supports the capture and replay of websites with RIA technologies such as AJAX to accurately understand customer intent and behavior.
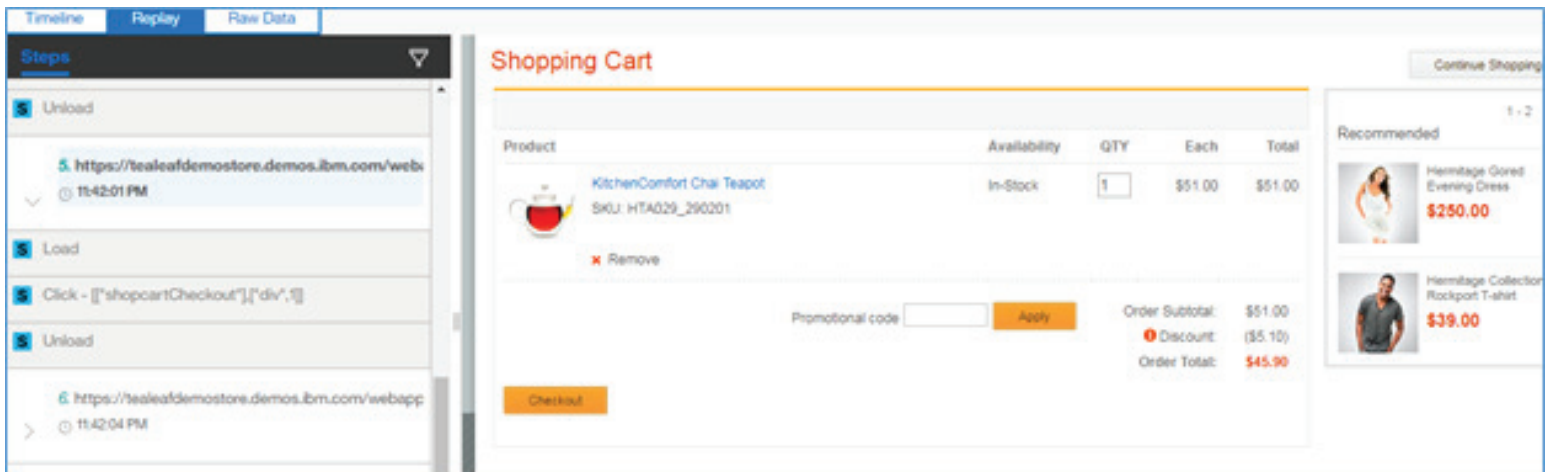
6. Case Study

About the Client
The client is one of the leading operators of exceptional & unique experiences that bring delight, enrich lives & 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 & 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 & 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 behavior, Royal Cyber implemented IBM CXA solution. IBM CXA solution captures & 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 behavior on website & mobile traffic. **This solution helped the client to:**
• Have a custom dashboard reporting for Business, IT & 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 & to resolve customer experience flaws on the site.

• Identify customers who were struggling to re-target 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:

• On boarding the IBM CXA solution on two of their web applications.

• Create, configure & customize events & dimensions to identify issues and struggles.

• Create Reports, Dashboards & Score Cards to provide critical analysis & 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.

7. Implementation Timeline

Usually will take 2-4 weeks for integrating SAP Commerce Platform. It depends and varies on the requirements and customization complexity involved.

Royal Cyber | Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace.

Today we stand tall as a One Stop Shop for all your IT needs.