



Highlights

- Identifying and alleviating points of customer struggle
 - Optimize landing pages with insight gained from replaying actual user sessions
 - Understand how different customer segments react to content placement and site design
 - Ensure intuitive site navigation so visitors can easily complete tasks and find what they are looking for
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IBM Tealeaf cxOverstat

*Visualize your customer's digital experience
for valuable insight*

Today's websites are dynamic and ever changing. Helping ensure each customer has a positive experience without any usability obstacles requires a highly visual analytics solution. Organizations need a solution that delivers viable insights for site improvements that can remove sources of struggle and increase conversion rates.

Many studies underscore the importance of good design on both transactional and non-transactional websites. For example, 85 percent of visitors abandon a new site because of poor design, and 62 percent of web shoppers give up looking for an item presumably because they have difficulty locating it. Almost 9 out of 10 respondents experience problems when making a transaction online. Of those who experience problems, 42 percent defect to a rival site or abandon the process altogether¹.

IBM® Tealeaf® cxOverstat is a scalable enterprise solution designed to support massive, high-volume sites. Tealeaf cxOverstat is integrated with leading IBM Tealeaf customer experience management (CEM) solutions to help companies identify sources of struggle, correlate with Voice of the Customer feedback, and track performance indicators of customer experience management.





Figure 1: Tealeaf cxOverstat offers the ability to understand user behavior.

Tealeaf cxOverstat offers users the ability to see differences in behavior for different segments of website visitors. Segmentation analysis allows you to define segments based on a user's experience and compare Tealeaf cxOverstat reports over that customer segment to understand user behavior.

Goal-based segmentation enables reporting based on factors occurring after the initial event. For example, link analytics can show the top five links that were clicked or hovered over by customers who completed a purchase.

Gain insight into customer behavior by exploring usability reports. Understand why one segment of customers behaves differently by comparing the behaviors of individual customers in different segments.

Tealeaf cxOverstat allows you to see usability analytics for dynamic sites that use JavaScript and AJAX to provide views of pages that change depending on variables like user actions, time, or device type and OS version. You can also replay the actual user session.



Figure 2: Dynamic page support and browser-based replay.

Improve campaign performance, content placement, and page flows

Tealeaf cxOverstat is available as on-premise software and is integrated with IBM Tealeaf CX, an industry-leading CEM solution. Tealeaf cxOverstat can be used not only by online business analysts, but by a broader audience including marketing and usability designers. Analytical overlays help contextualize usability data for users - allowing them to rapidly obtain valuable insight. This insight can be used to optimize the placement of page content and ensure that important information and messages are seen by customers.

Tealeaf cxOverstat not only provides crucial usability analytics, but also allows companies to access these analytics while replaying a session in high fidelity for an individual, a subset, or all users.

Furthermore, support for JavaScript and AJAX enables users to optimize a process, a page, or a view with a focus on the site's visual design, content, and layout. Optimizing a site for target user groups is made easier due to segmentation capabilities that provide multiple filters to perform dimensional analysis.

To see how Tealeaf cxOverstat's usability analytics can improve campaign performance, content placement, and help optimize your site's page flows, ask to see a demonstration today.



Figure 3: Use the Click Heat Maps function to discover where your visitors click a page including forms, links, images, and text. Use this insight to optimize the placement of content-enhancing your visitor's experience and allowing them to quickly complete their task.

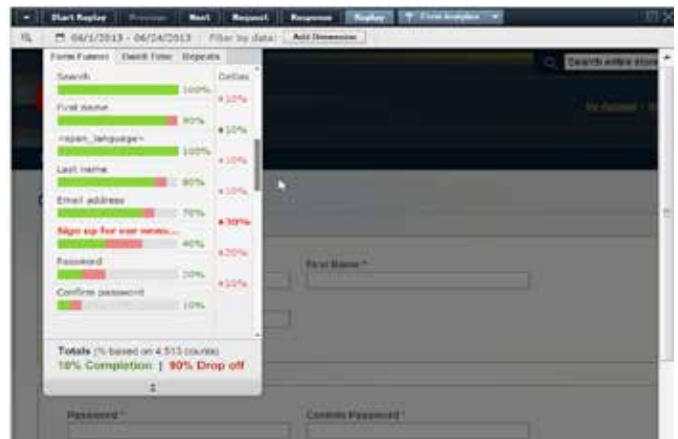


Figure 5: Form Field Analytics helps users to understand where each customer is dropping, dwelling, or repeating steps in order to optimize forms and increase conversion rates. In addition, users can evaluate and compare how long each field takes to complete and which fields are completed most often.



Figure 4: Use Link Analytics to improve conversion and engagement by identifying links that are clicked on or hovered over most often. Click and hover metrics help users to analyze and understand how relative link placement can affect online goals.



Figure 6: Use the Attention Maps function to learn where your users are spending most of their time on a given page—not just how far they scrolled. Help optimize engagement by changing the placement of desired content.

Support for mobile-web applications

Add the Heatmap, Link Analytics, Form Analytics, and Attention Map analytics functions to gain a better understanding of visitors who interact with your mobile applications. Both Tealeaf cxOverstat and IBM Tealeaf CX Mobile are required.

About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, efficient, timely, and measurable business outcomes.

Delivered on premises or in the Cloud, the IBM EMM Suite of software solutions gives marketers the tools and insight they need to create individual customer value at every touch. The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

Designed to address the specific needs of particular marketing and merchandising users, the IBM EMM Suite is comprised of five individual solutions. Digital Marketing Optimization enables digital marketers to orchestrate relevant digital interactions to attract and retain new visitors and grow revenue throughout the customer's lifecycle. With Customer Experience Optimization eCommerce professionals can turn visitors into repeat customers and loyal advocates by improving the digital experience of every customer. With Cross-Channel Marketing Optimization customer relationship marketers can engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer's lifecycle. Price, Promotion and Product Mix Optimization allows merchandisers and sales planners to make price, promotion and product mix decisions that maximize profit and inventory utilization. And with Marketing Performance Optimization, marketing leaders, planners and decision-makers can model and assess mix, and manage marketing operations to maximize ROI.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results

IBM's time-tested and comprehensive offerings are giving companies such as Dannon, E*TRADE, ING, Orvis, PETCO, Telefonica | Vivo, United Airlines and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today—a more consistent and relevant experience across all channels. For more information please go to ibm.com/software/products/us/en/cx-overstat/.



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Produced in the United States of America
August 2013

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1 Study findings are based on 4 studies and information was gathered from online sources as follows: 1) cPulse, Zona Research, and Gartner Group info: "Why Usability Matters" From Slide share, July 20, 2012. Refer to: www.slideshare.net/dsbw2012/unit09webtesting, July 20, 2012 and 2) Harris Interactive, "Tealeaf Announces New Mobile Transaction Research", conducted by Harris Interactive. Shows Low Consumer Tolerance for Issues, Significant Business Impact" 2011.



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