



IBM Tealeaf cxImpact

Industry-leading insight for efficient problem identification and resolution

Highlights

- Discover previously unknown site experience problems so you can improve success rates and increase online revenue.
- Quantify the magnitude of site issues – both the number of effected customers and revenue impact – in order to properly prioritize corrective actions.
- Rapidly understand and diagnose site problems by visually analyzing customer and site behavior.
- Dramatically reduce the time required to reproduce and resolve site issues.

Ensuring that visitors on your Web site can successfully complete their business is more challenging and important than ever. Your customers expect their transactions to go as smoothly and reliably online as they do in-person. The combination of a growing multitude of users, highly personalized and dynamic content, and increasingly complex new Web technology has created a nearly infinite number of usage scenarios.

Consider that a single unknown problem can affect hundreds or thousands of users and these problems can persist on a site for months. A single problem can cost an e-business five percent of revenues – the equivalent of having the site down for one full day a month. Over time, multiple problems impact more and more users and the effects compound: higher customer acquisition costs, reduced life-time customer value and weakened brand reputation.

IBM® Tealeaf® cxImpact is designed to help you proactively manage your e-business and provide a high-quality customer experience. With rapid visibility into your online customers and the hidden problems impacting your business, you can detect, quantify and quickly resolve issues and sources of customer struggle.

How it works

Tealeaf cxImpact transforms the rich customer experience dataset captured by IBM® Tealeaf® CX into visually replayable and searchable customer sessions. Tealeaf cxImpact not only captures the page-by-page, browser level recording of each customer session, but also offers one-click access to the supporting HTML request and response information for further technical analysis.



Feature highlights

- **The ability to visually replay** exactly what customers viewed in their Web browsers and the specific actions they took on each page, including form interactions in the order completed by the customer.
- **Powerful search capabilities** to quickly find and isolate problems across customer sessions.
- **Real-time events and alerts** to provide quick awareness and insight into customer struggle, business process health, customer activity, application and page errors, and response time problems.
- **Intuitive, drag-and-drop dimensional report builder** for real-time revenue impact analysis and segmentation analysis by specific behaviors.
- **Packaged reports** providing a holistic view into the health and performance of your Web site.
- **A centralized workspace** to support business-critical Web applications.

Visual replay

Tealeaf cxImpact features a patented viewer, either a desktop application or universal browser, that replays – a page-by-page, browser-level recording – of customer sessions on your site. Tealeaf cxImpact 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. Tealeaf cxImpact now supports the capture and replay of Web 2.0 technologies.

Universal search

Tealeaf cxImpact's search capability lets you quickly find and retrieve specific customer sessions by searching HTTP parameters (e.g., URL form field values) or free-text strings (e.g., “database connection lost” messages appearing in the HTTPS response), or events observed by Tealeaf CX (e.g., bill pay abandonment). For live or archived sessions, you can construct simple or multi-parameter queries, search against captured sessions, use search operators and Booleans, or search using wild cards.

Real-time events and alerts

Captured data is analyzed in real-time against a set of user-defined rules – events – to provide rapid awareness and insight into business process health, customer activity, application errors, page errors and response time problems. Alerts can then be triggered when thresholds or ratios of events are exceeded. These real-time events can be based on the occurrence or absence of a single value, text pattern, page

attribute, session attribute, compound conditions appearing in a page, or as a function of multiple conditions in a business process. From alerts, you can quickly drill-down to the exact users affected and replay their sessions if desired. For example, many customers use IBM Tealeaf solutions to monitor high-level business metrics, such as abandonment, to alert analysts to unforeseen technical or business issues.

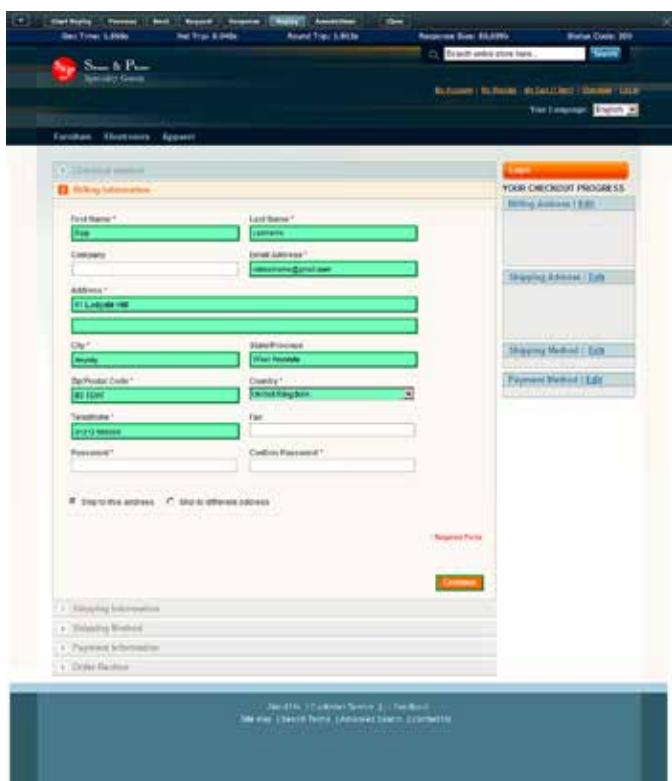


Figure 1: The session replay capability of Tealeaf cxImpact (a page-by-page, browser-level recording of a user's visit to your site) is critical for effective problem identification and resolution. Replay allows you to see customer actions and interactions on your site, as well as site experience problems.



Figure 2: Tealeaf cxImpact's full text search allows you to quickly find common customer sessions and quantify the magnitude of issues.

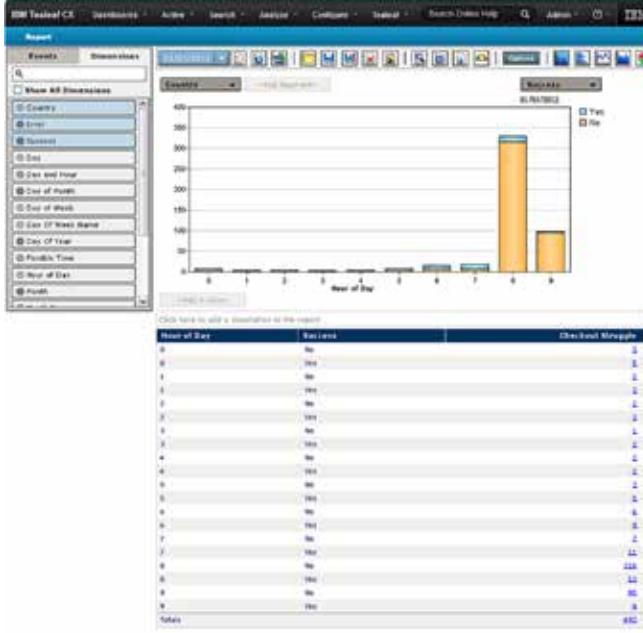


Figure 3: Tealeaf cxImpact allows you to set up alerts to notify you when the frequency of a given issue occurs more than your pre-defined, acceptable threshold.

Dimensional report builder

The dimensional report builder enables flexible real-time analysis for ebusiness and IT users. The intuitive drag-and-drop interface empowers users to quickly quantify lost revenue due to specific struggle sources (i.e., checkout problems) or other site issues and perform segmentation analysis by specific behaviors or attributes.

After isolating an issue to a specific segment of customers, users can drill-down from these reports to individual customer sessions and gain insight by replaying their experience. Reports can then be published to IBM® Tealeaf® cxView dashboards for sharing and distribution to management and other key stakeholders.

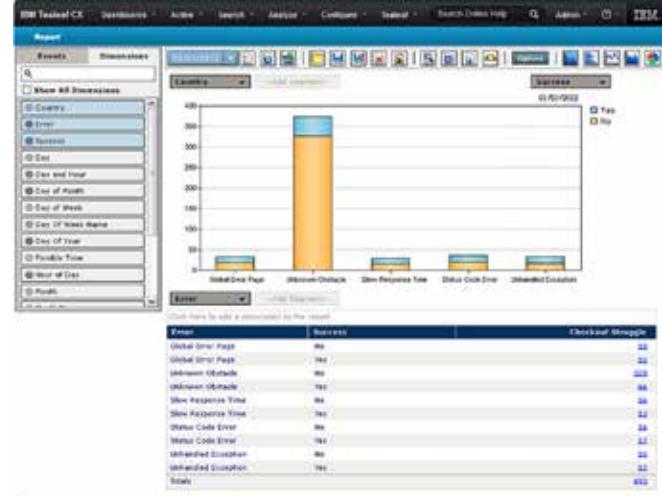


Figure 4: Tealeaf cxImpact's dimensional report builder helps you to conduct lost revenue analysis by struggle sources such as checkout problems.

Reports gallery

Tealeaf cxImpact includes a robust reports gallery which includes packaged reports on user activity, event, bot traffic, mobile traffic and performance reports, among others. Each report automatically aggregates data collected across site visitors in order to provide a holistic view of the experience your Web site is presenting customers.

Centralized workspace

Tealeaf cxImpact provides a real-time, Web-based portal that serves as a centralized workspace for Web site problem identification and resolution.

Powered by Tealeaf CX

Tealeaf CX is one of the industry's most comprehensive datastores of online customer information and the engine behind all IBM Tealeaf solutions. By uniquely capturing and managing visitor interactions on your Web site, Tealeaf CX delivers unprecedented visibility into online customer experience.

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.



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