

IBM Tealeaf solutions

*Empowering e-business with pioneering
Customer Experience Management solutions*



IBM Tealeaf solutions are designed to help companies with mission critical websites to:

- **Increase revenue:** remove site experience obstacles to improve conversion rates and transaction sizes.
 - **Reduce customer churn:** quickly see and understand customer issues for faster, more effective resolution.
 - **Decrease production support costs:** dramatically reduce the time spent identifying and resolving website errors.
 - **Significantly reduce customer dispute investigations:** retrieve archived records of actual customer experiences to swiftly resolve customer concerns.
 - **Build enterprise-wide customer experience competency:** create a common language and feedback loop across e-business stakeholders.
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Whether direct to consumer or B2B, it is no secret the online channel is a critical component of business today. Yet websites continue to fail users who regularly struggle to complete transactions and processes online or receive effective customer service in support of their online activities. By capturing the qualitative details of each interaction, IBM Tealeaf solutions provide the visibility, insight and answers organizations require to confirm websites are consistently delivering a positive, successful experience for their customers.

The problem: lack of visibility

The online world creates an interesting conundrum for businesses. On the one hand, companies are continually enhancing and maturing their sites – taking advantage of the latest technologies – to offer their users the best customer experience possible. On the other hand, the online world provides no means to see customers and understand whether or not these advances are actually helping or hindering their success.

Unlike offline business counterparts, the e-business team is handicapped by a lack of visibility into their customers' actual experiences. Given this visibility gap, when an individual user fails to transact on the site, it is nearly impossible to determine why the failure happened. E-business teams can only hypothesize: Was it customer error? Was the customer confused by our navigation? Were they concerned about providing personal information? Did the site have a technology failure? Without visibility into the actual customer experience, how can the e-business team determine how many other customers failed in the same manner and, more importantly, how can they keep future customers from failing too?

How many hidden, intermittent problems are prowling on your site frustrating customers, contributing to lost revenue, and draining IT and customer service resources, as they try to uncover and resolve them in a vacuum? How many inquiries into your contact center could be avoided or handled more effectively with visibility into the online experience of your customers?

The solution: Customer Experience Management

IBM Tealeaf solutions provide unprecedented visibility into the online customer experience. With these solutions, you can see the way your website works through the eyes of each, individual customer. This insight is a strategic enterprise asset, one that affords a proactive approach to dramatically enhancing the online channel. Our solutions are designed to help e-business teams quickly resolve problems that are eroding customer satisfaction and online revenue. Additionally, IBM Tealeaf solutions provide IT, customer service and even legal and compliance organizations with a “360-degree view” of the online customer.

Leverage past customer experiences to improve web presence

Using groundbreaking, patented technology, IBM Tealeaf solutions are designed to capture each customer interaction on your site – right down to the page-by-page, browser-level experience. This rich customer experience dataset is then leveraged across our suite of products, equipping key online stakeholders, such as e-business, IT and customer service, with the information they need to analyze, investigate and respond to issues preventing customer success on the web.

Our solutions are passively deployed in virtually any web-based application environment, with low risk or impact to applications or infrastructure, and has been proven on some of the web’s largest and most sophisticated sites including 44 of the top 100 online retailers (including 7 of the top 10)¹, 8 of the top 10 bank holding companies², 9 of the 12 largest property and casualty insurance companies in North America³, 10 of 12 of the most booked travel portals⁴, 50 percent of the top US airline carriers¹, and all major North American wireless providers.⁵

Potential benefits

IBM Tealeaf solutions are designed to help organizations:

- **Optimize the value** of each customer visit and confirm that more transactions are completed successfully.
- **Gain rapid visibility** into issues affecting online experiences and quantify their business impact.
- **Increase customer service effectiveness** by providing agents with fast access to online customer sessions.
- **Rapidly identify and resolve** hidden or hard-to-find application problems.
- **Preserve records** of online customer interactions to quickly and more accurately resolve customer disputes.

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Figure 2: Example of an error message a user received by the website.

Figure 1: Example of a customer session being replayed that shows what a customer entered on a certain page.

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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Produced in the United States of America
April 2013

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1 Internet Retailer Top 100: <http://www.internetretailer.com/top500/list/>

2 Banks: The Financial Services Fact Book 2012, 80 percent of Top Ten Bank Holding Companies in Total Insurance Premiums

3 P&C Insurance <http://meuserlaw.blogspot.com/2011/04/top-25-propertycasualty-insurance.html>

4 Travel Portal: <http://www.yourbest100.com/web/top-100-travel-sites/#booking-drop>

5 Airlines: <http://www.businessinsider.com/the-10-best-airlines-in-the-us-2012-10>



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