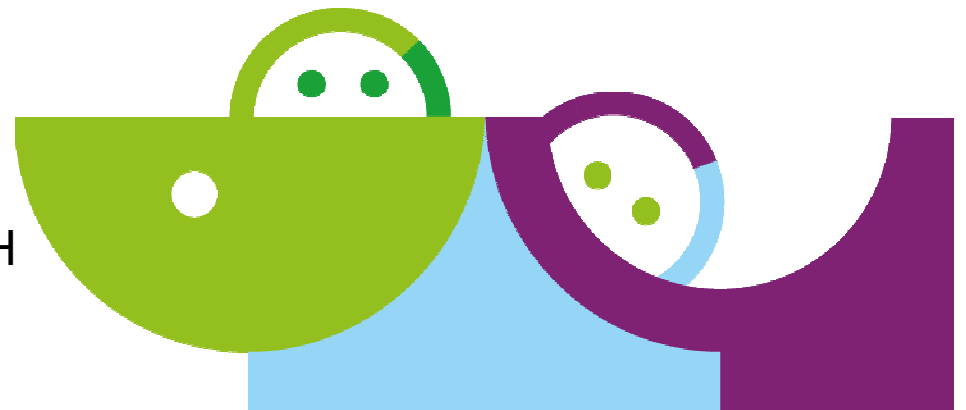


See your digital Channels through your customers eyes

**Reduce cost, improve conversion &
revenue with IBM Tealeaf**

Rüdiger Reh
Farhad Ferdowsian
Senior Solution Architects, Tealeaf D/A/CH
IBM Commerce



IBM WebSphere Portal Meet the Lab 2015: 17. und 18. Juni 2015

- Agenda:
- Why CEM with IBM Tealeaf?
- Demo of Tealeaf functionality
- IBM Tealeaf and IBM WebSphere Portal
- Demo IBM Websphere Portal and IBM Tealeaf Integration
- Summary and Q&A



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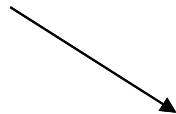
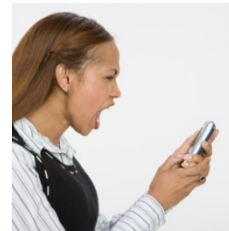


81% of online shops say **“they understand their customers”!**

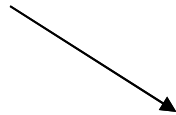
Only 38% of customers agree!

What is the issue?

Site Errors and Usability Issues lead to online struggle



...lead to poor customer experience



...lead to

- loss of transactions
- loss of customer retention
- calls to the contact center
- exposure of reputation



How do you find out about bad customer experiences?





Tealeaf captures

Every customer

Every interaction

Every time

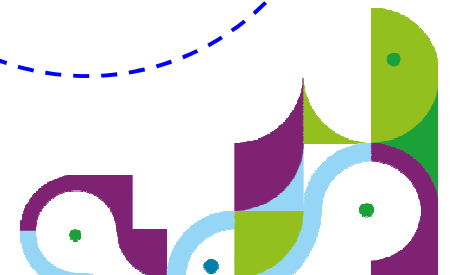
IBM Tealeaf (On Premise & SaaS)

IBM Tealeaf is a robust analytics platform that gives companies insight as to what their customers are actually doing on their websites and mobile applications.

Understand
Experience

Identify Struggle

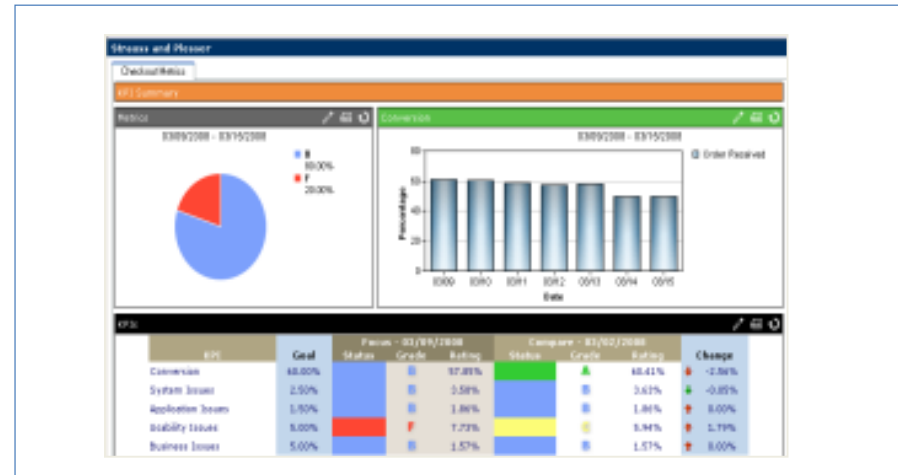
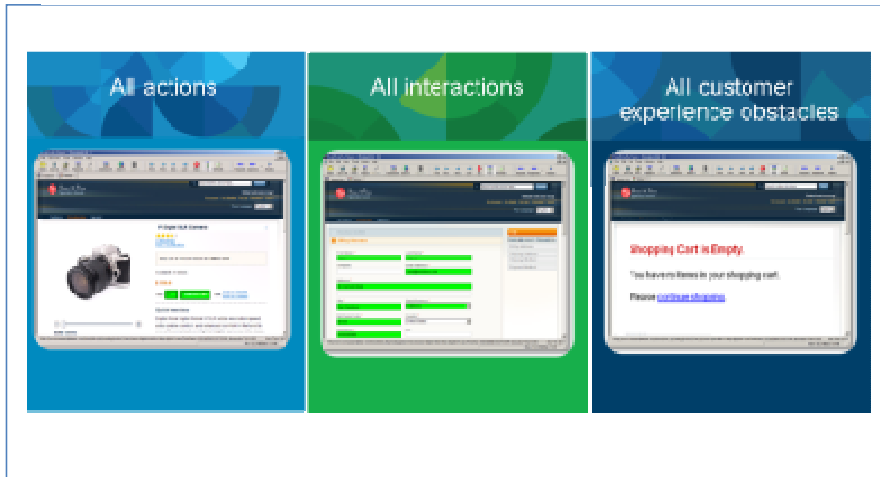
Isolate Problems



How Can IBM Tealeaf help?

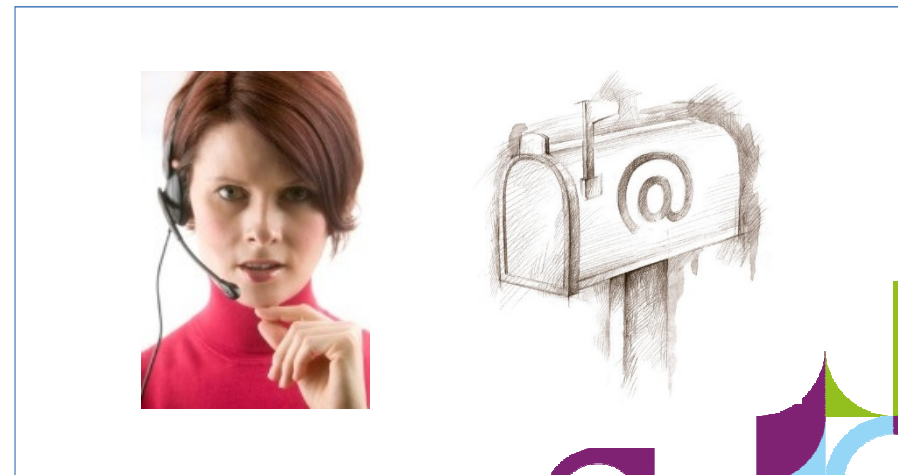
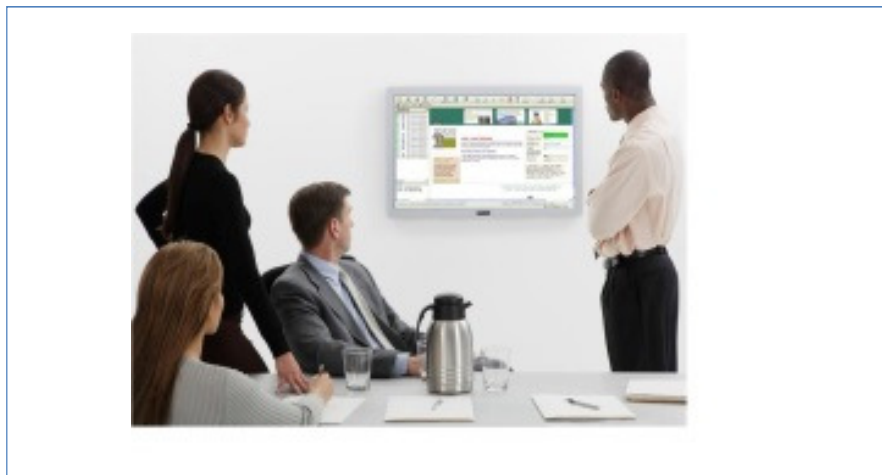
Capture

Analyze



Replay

Initiate Action



Use Cases

Online & Mobile optimisation

Improved...
...conversion rates of sales
...adoption rates of self services
& apps
by insight in all
online struggles



Customer Service

Faster online call resolution
by insight in online journeys by
contact center agents



Online IT Development

Faster online IT issues resolution
by shortening incident
reproduction time



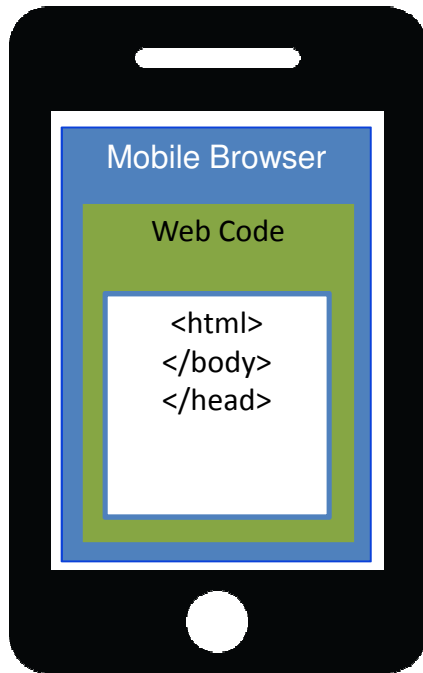
Fraud & Compliance

Compliance for certain
transactions & identification of
potential fraud
by insight and storing key data as
customers has entered



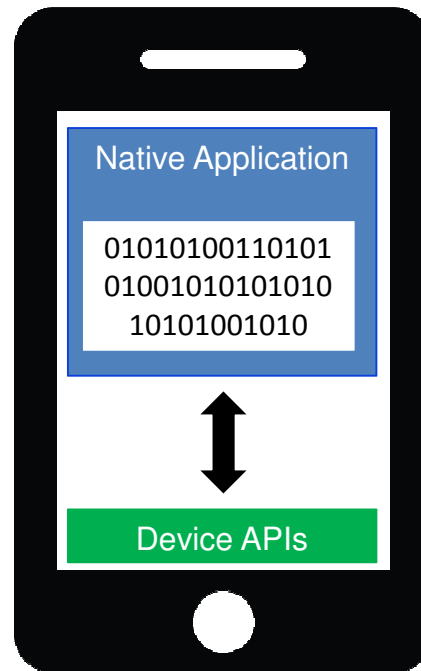
IBM Tealeaf covers all mobile technologies

Mobile Web



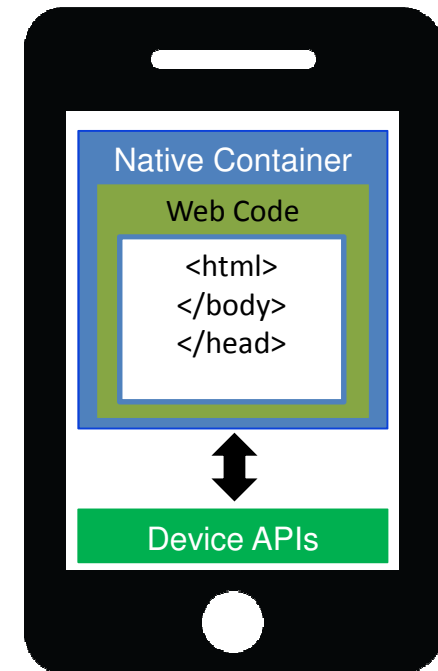
- Responsive Web Design (RWD)
- HTML5

Native App



- iOS
- Android

Hybrid App



- IBM Worklight
- PhoneGap

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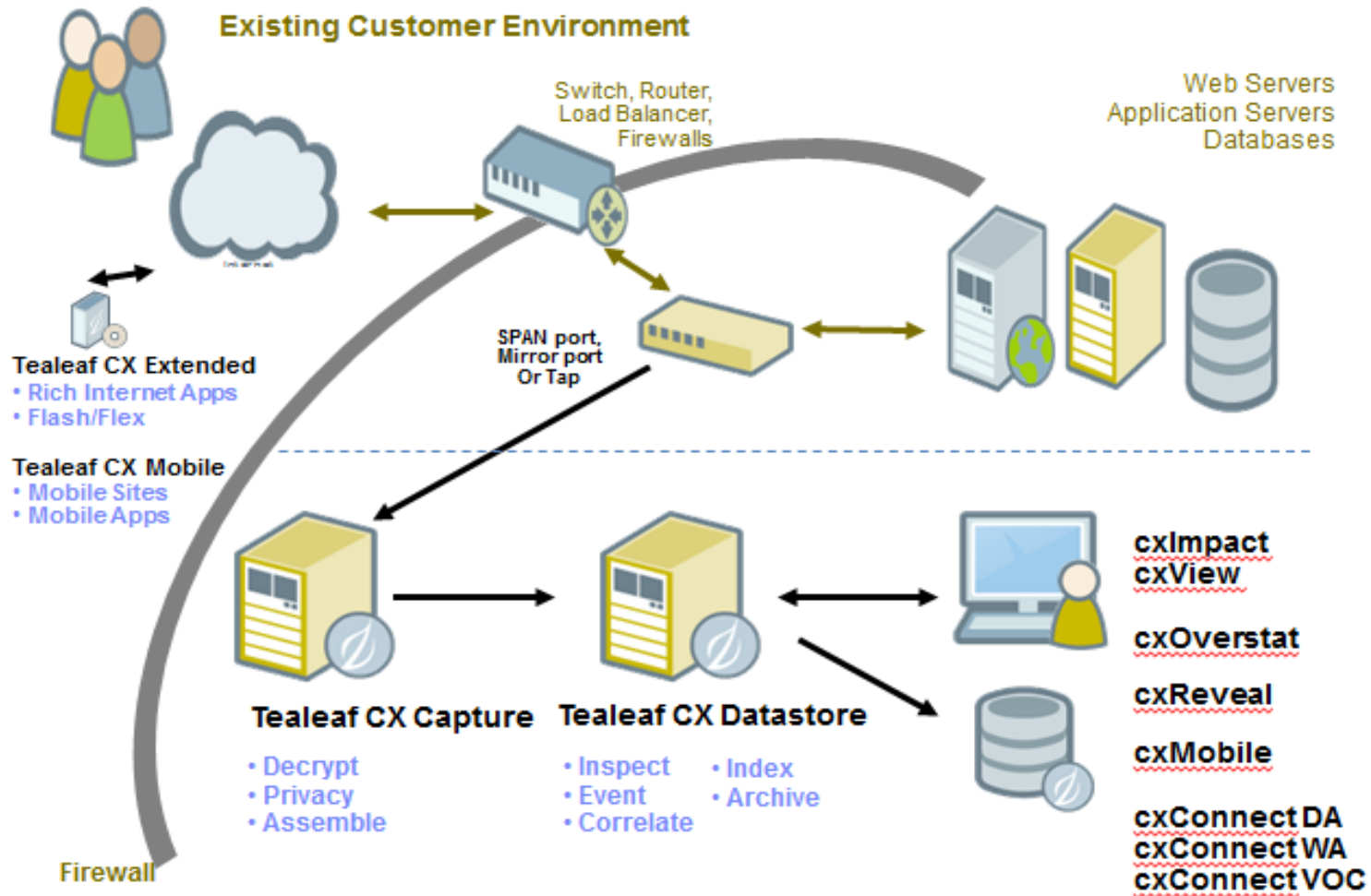


IBM Tealeaf and IBM WebSphere portal integration

- Just like any other web application
 - Network capture
 - 100% Passive
- Whitepaper available
 - Integrating Tealeaf with Exceptional Digital Experience
 - Target audience is WebSphere Portal deployments
 - Detailed step by step guide



IBM Tealeaf Architecture



IBM Tealeaf client-side capture UISDK

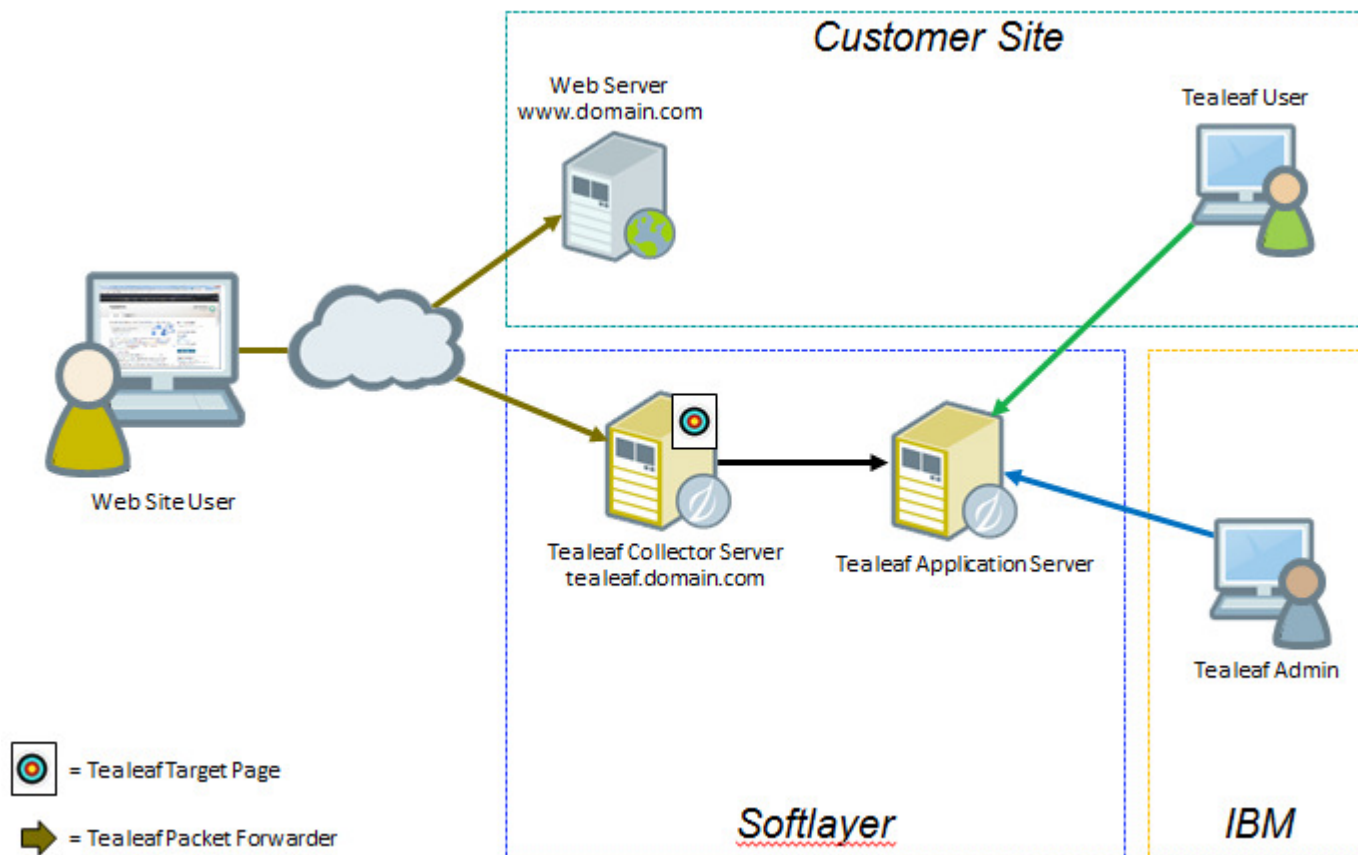
- Javascript library
 - Captures client side interactions not available via network capture
 - Allows for high-fidelity replay of user sessions
 - Works out of the box
 - Generic and easy to configure
 - Event or DOM capture based
 - Data captured via network capture
- Mobile applications
 - Android and IOS SDKs available
 - Deployed within the app.



IBM Tealeaf SaaS

IBM Tealeaf Customer Experience on Cloud

- A new design and rebuild of Tealeaf
- Captures from UI SDK (DOM) and iOS/Android Mobile Frameworks
- Hosted in Softlayer – Scale to any size



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Summary - Benefit of IBM Tealeaf

Online & Mobile optimisation

Improved...
...conversion rates of sales
...adoption rates of self services
& apps
by insight in all
online struggles
= Cost savings/more revenue



Customer Service

Faster online call resolution
by insight in online journeys by
contact center agents

= Cost savings



Online IT Development

Faster online IT issues resolution
by shortening incident
reproduction time

= 60% Cost savings



Fraud & Complaint & Compliance

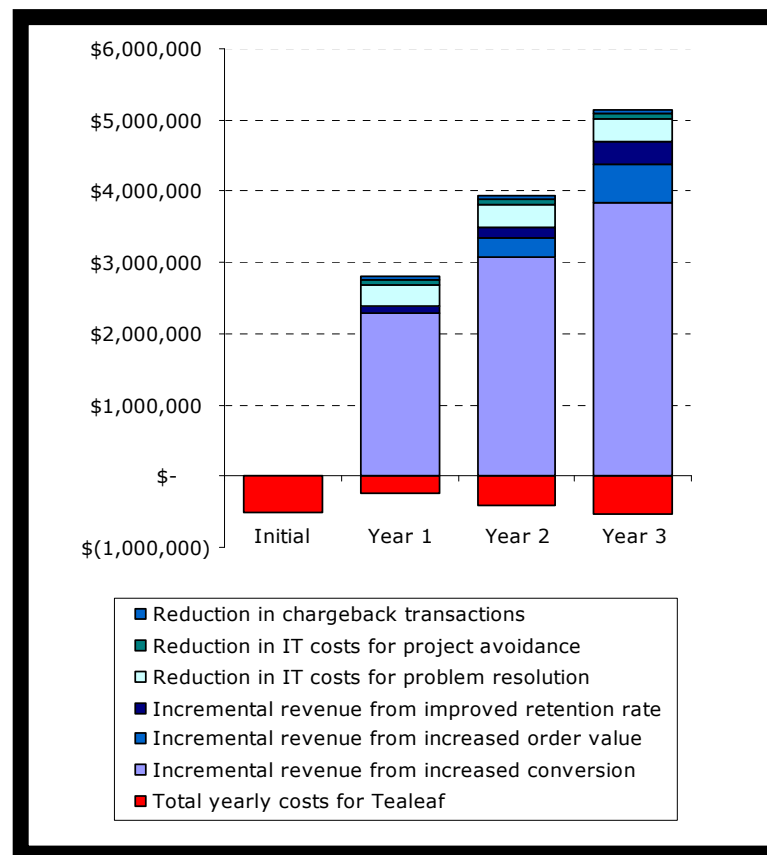
Compliance for certain
transactions & identification of
potential fraud & less credit notes
by insight and storing key data as
customers has entered

= Cost savings



IBM Tealeaf pays for itself in less than 6 months

Summary: 3-Year Risk-Adjusted ROI



Source: A commissioned study by Forrester Consulting, "The Total Economic Impact of Tealeaf's Customer Behavior Analysis Suite." July 2010



Questions?

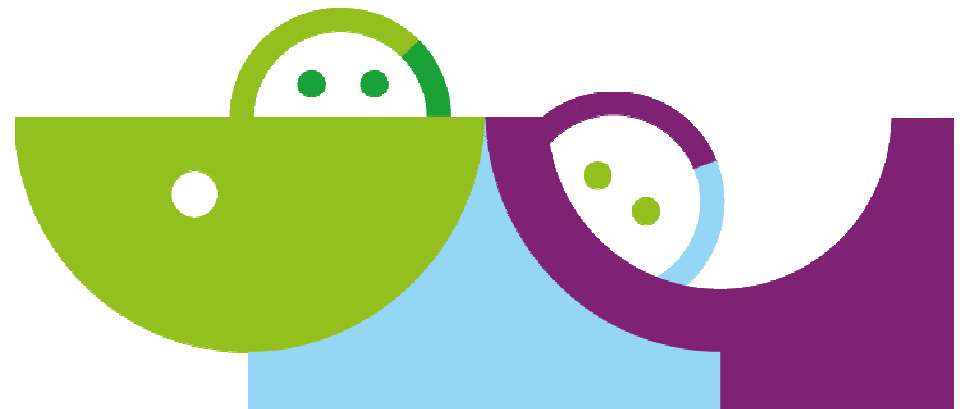




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