

Managing Change

Understanding 'Why'



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Tealeaf captures

Every customer

Every interaction

Every time

Experience Your Customers

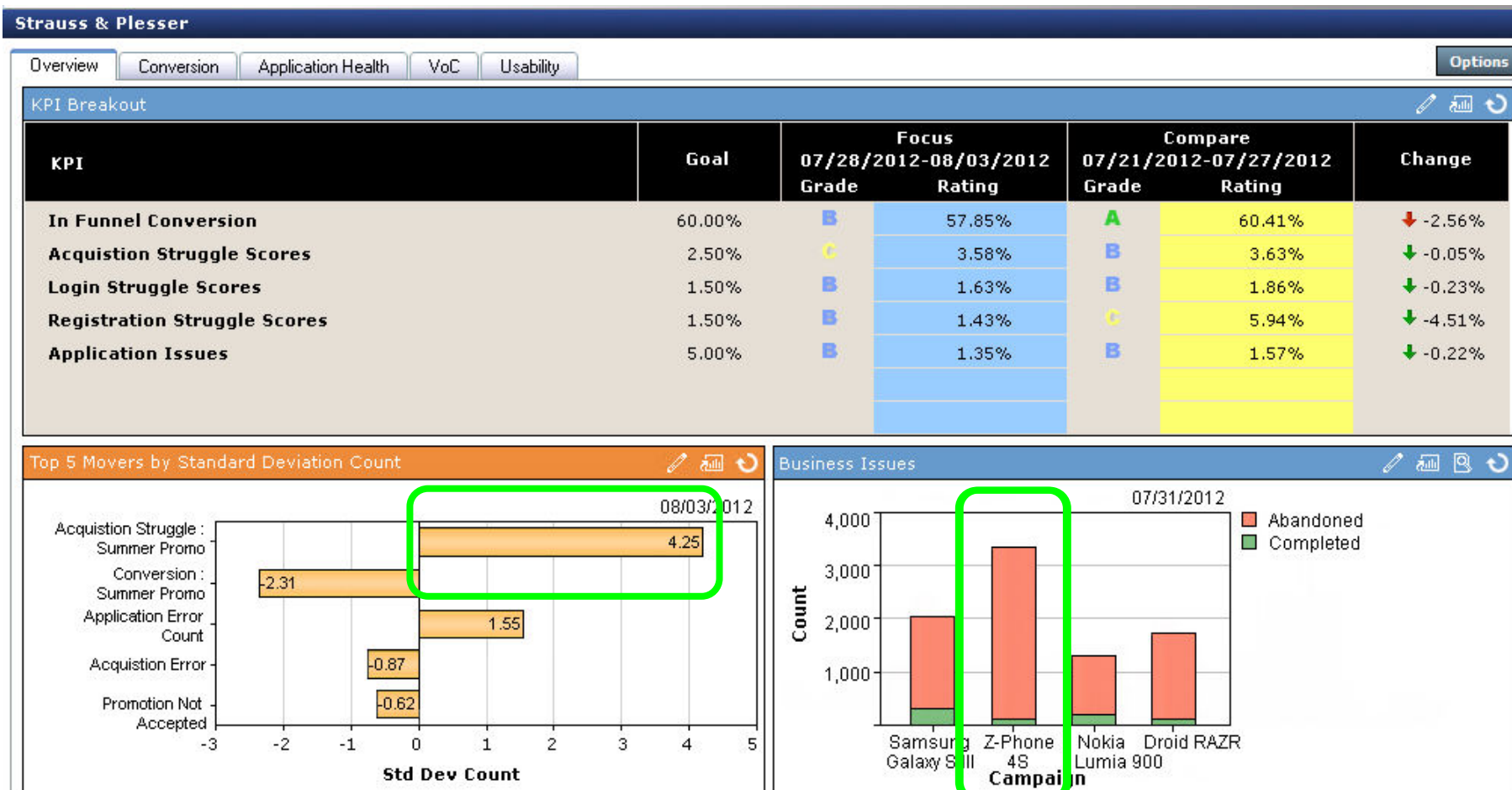
Experience Your Customers

Viewing Your Digital Channels
Through The Eyes Of Your Customers





What if we could tell you which customer sessions (movies) needed to be reviewed?





What if you could see which links and images are profitable (and which are not)?





What if you could see where customers were spending their time?



The screenshot shows a web browser window with the following elements:

- Browser tabs: Start Replay, Previous, Next, Request, Response, Replay, Attention Map
- Page URL: 07/31/2012 - 07/31/2012
- Filter by data: <Add Dimension>
- View Report: DRILL DOWN
- Product Page: Strauss & Plessner, Z-Phone 4S - 16GB, \$199.99
- Attention Map: A heatmap overlay showing high attention (red) on the product image and price, and lower attention (green) on the navigation and related products.



What if you could see what customers were clicking on?



The screenshot shows a web browser window displaying the Strauss & Plessner website. The browser's address bar shows the URL 'http://www.straussandplessner.com'. The page features a dark blue header with the company logo and navigation links. The main content area is for the 'Z-Phone 4S - 16GB'. The product image is surrounded by a heat map overlay, with the highest concentration of clicks (red) on the phone's screen and the 'Buy Now' button. Other heat map areas are visible on the pricing information, the '16GB' size option, and the search bar. The right sidebar contains sections for 'RELATED PRODUCTS', 'MY CART', 'COMPARE PRODUCTS', and a 'COMMUNITY POLL'.

Navigation: Start Replay, Previous, Next, Request, Response, Replay, Heat Map

Filter by data: <Add Dimension>

Drill down selector: [Grid icon] [Refresh icon]

Header: Strauss & Plessner Specialty Goods Since 1873

Default welcome msg! My Account | My Wishlist | My Cart | Checkout | Log In

Your Language: English

Categories: Furniture | Electronics | Apparel

Product Page: Home / Electronics / Cell Phones / Z-Phone 4S

Z-Phone 4S - 16GB

2-year contract: Dive Today **\$159.99**

No Commitment price: \$649.99

2-year contract price: \$199.99

You save: \$450.00

Color: Silver

Size: 16GB (selected) | 32GB | 64GB

QTY: 1

FREE SHIPPING WITH ONLINE PURCHASE

Buy Now for \$149.99

RELATED PRODUCTS: Check items to add to the cart or select all

- Charger \$19.99 Add to Wishlist
- Bluetooth Headset - BlueAnt Q2 \$29.99 Add to Wishlist

MY CART: You have no items in your cart.

COMPARE PRODUCTS: You have no items to compare.

BACK TO SCHOOL: Keep your eyes open for our special Back to School items and save BIG!

COMMUNITY POLL: What is your favorite color?

- Green
- Red
- Black
- Magenta

Vote



What if you could see where abandonment occurred and recover the customer, real-time



The screenshot displays a web analytics interface with several components:

- Navigation:** Start Replay, Previous, Next, Request, Response, Replay, Form Analytics.
- Filtering:** 08/03/2012 - 08/03/2012, Filter by data: <Add Dimension>
- Form Analysis Panel:**
 - Drop Off:** First_Name (0%), Last_Name (15%), Address (45%), City (61%), Zip (62%), Telephone (64%).
 - Dwell Time:** (Empty)
 - Field Completion:** A red box highlights this section, with a hand cursor pointing to it.
 - Summary:** Form Abandonment: 64.29%, Form Completion: 35.71%
- Form Preview:** Shows fields for Address (555 Jackson St, Apt 206), City (MOUNTAIN VIEW), and Telephone (415-445-3423).
- Microsoft Excel:** A data table with columns for Session Time, Login ID, Customer, and Success.

Session Time	Login ID	Customer	Success
8/3/2012 0:01:32	scott@gmail.com	New	No
8/3/2012 0:03:23	ebutcher@hotmail.com	New	No
8/3/2012 0:04:01	rhoey@yahoo.com	New	No
8/3/2012 0:04:32	wfinch@gmail.com	New	No
8/3/2012 0:06:45	cbelz@gmail.com	New	No
8/3/2012 0:07:21	vknot@hotmail.com	New	No
8/3/2012 0:08:05	maurice@gmail.com	New	No
8/3/2012 0:09:11	charwin@aol.com	New	No
8/3/2012 0:09:43	ruby@gmail.com	New	No
8/3/2012 0:10:32	dane@yahoo.com	New	No
8/3/2012 0:10:15	dylim@gmail.com	New	No
8/3/2012 0:11:02	jasonsmith@aol.com	New	No
8/3/2012 00:12:15	eg@hotmail.com	New	No
8/3/2012 0:15:32	timk@yahoo.com	New	No
8/3/2012 0:17:51	wes@gmail.com	New	No
8/3/2012 0:24:32	walter@aol.com	New	No
8/3/2012 0:25:04	ravi@yahoo.com	New	No
8/3/2012 0:29:17	cwan@gmail.com	New	No



What if you could have insight into mobile, tablet and native apps



File Edit View History Bookmarks Tools Help

http://localhost:2088/iRise/reader/render;jsessionid=49F048CA9C9E77C5405068B93CF13727?dummy=0.3053564299593915&windowReference=__window__0&inDocumer

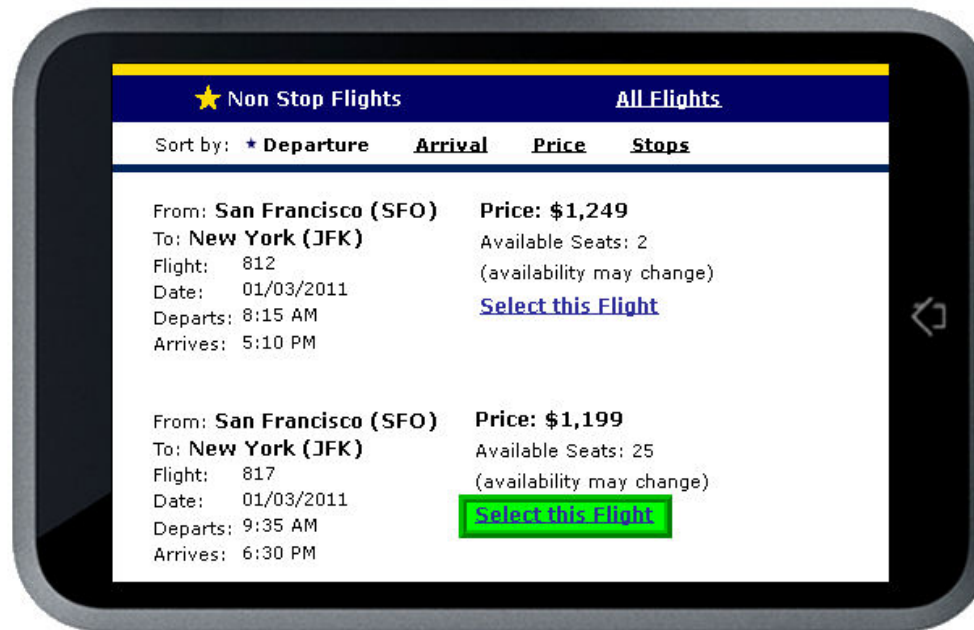
8.0_Mobile Demo_012511

Start Replay Previous Next Request Response Replay Annotations Close

Gen Time: 0.723s Net Trip: 0.025s Round Trip: 0.815s Response Size: 17,133b Status Code: 200

Model: Apple iPhone Browser Version: Safari 4.0 Browser Platform: iOS4 Screen Dimensions: 480x320

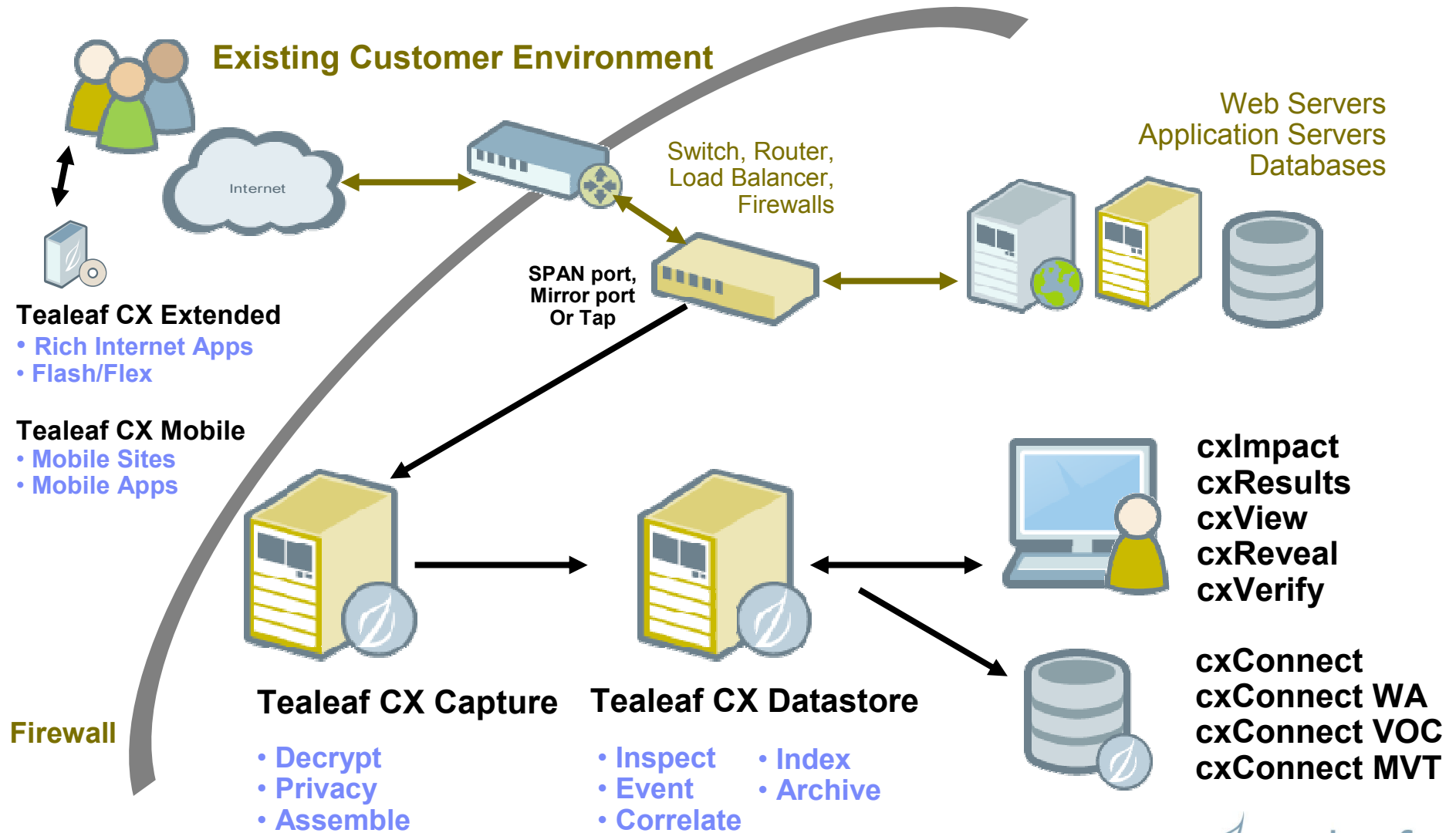
Screen Action: Scroll Down ↓



01/03/2011 03:00	Rsrv Struggle: v4	-1.76	14	-6.67%	-9.87%	-19.17%	17.32	1.89
01/03/2011 04:00	Rsrv Struggle: v1	2.45	75	257.14%	31.92%	48.57%	50.48	10.01



100% Coverage, Scalable, Secure, Extensible

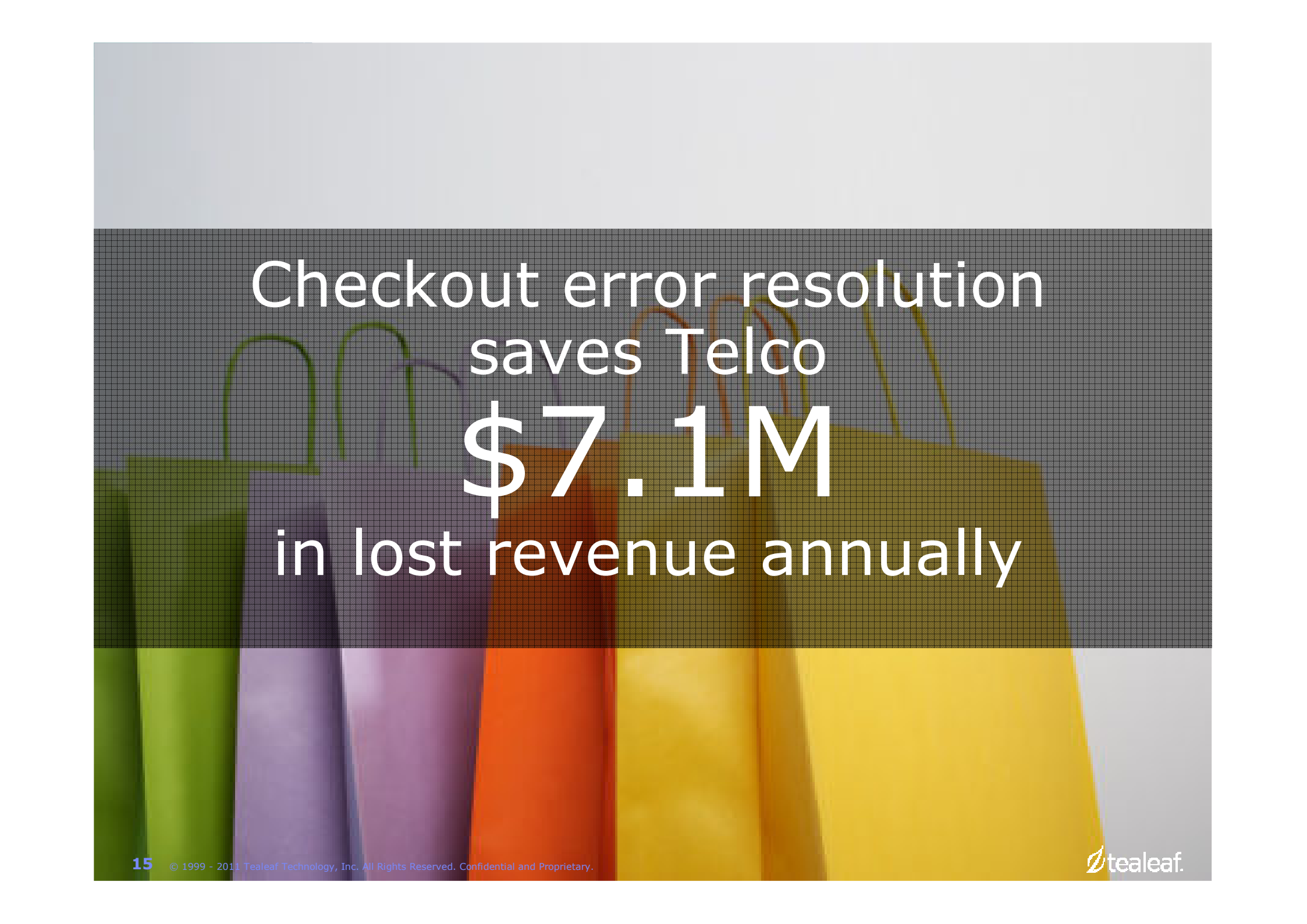


As-it-Happens Awareness To Eliminate Further Struggle And Make More Customers Successful



A man in a dark suit is seen from behind, holding a bright red umbrella. He stands in a field of yellow wildflowers under a blue sky with scattered white clouds. The scene is bright and sunny.

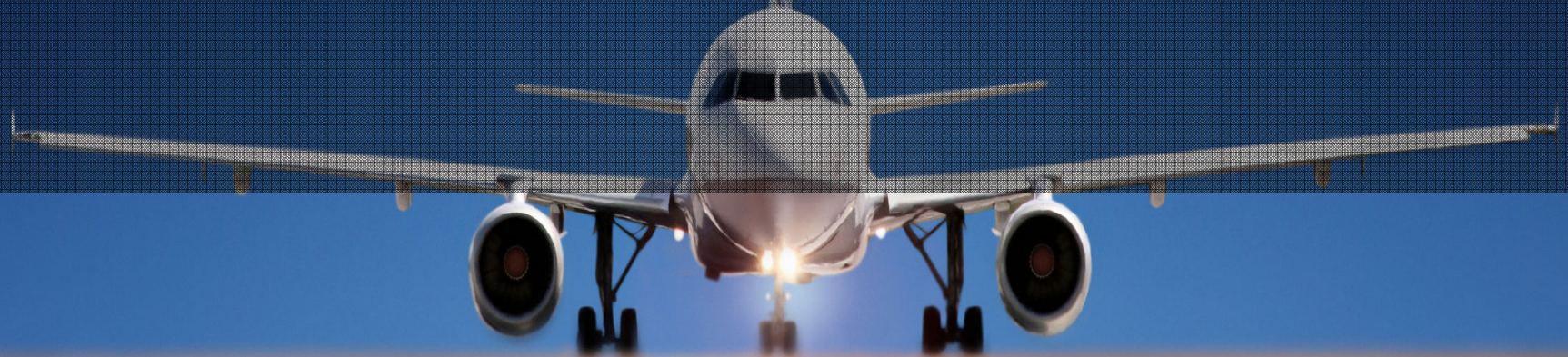
Leading UK Mortgage Lender
reclaims 2-3 mortgages per day
saves \$180M
annually



Checkout error resolution
saves Telco
\$7.1M
in lost revenue annually

Visibility into a coupon error
saves Retailer
more than \$9M
in lost revenue per year

Leading Airline stops loss of
\$300K
in lost revenue per day



Insurer fixes calculator glitch
and retains

\$2M annually
in otherwise lost revenue



Usability Analytics for Mobile Web



Tealeaf cxOverstat usability analytics + CX Mobile for mobile web:

- Heatmap
- Link Analytics
- Form Analytics
- Attention Map

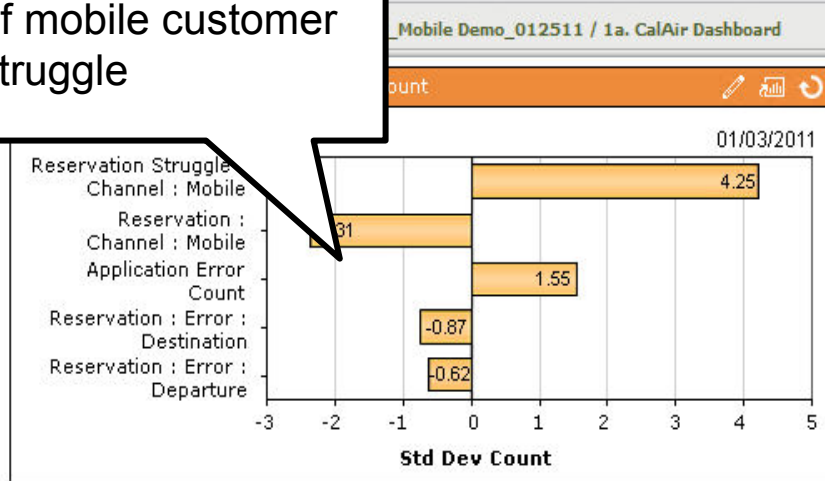




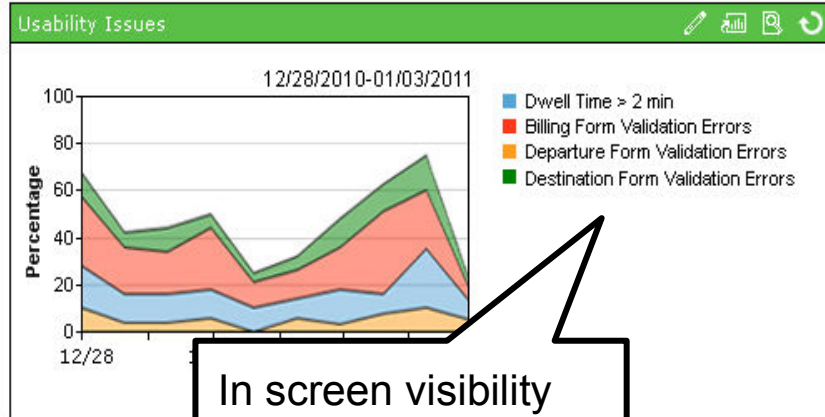
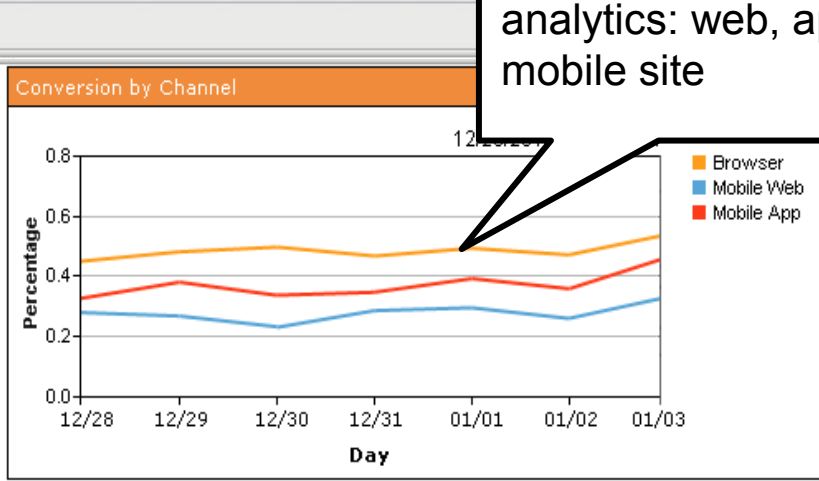
Mobile Dashboard



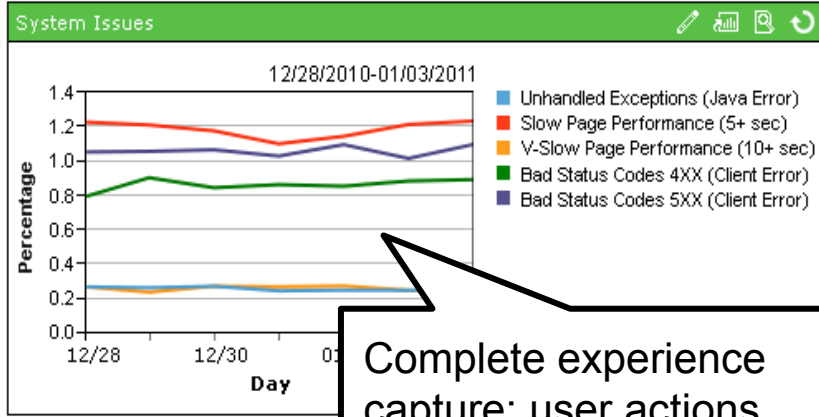
Automatic detection of mobile customer struggle



Cross channel analytics: web, app, mobile site



In screen visibility (orientation, swipe, form entry, clicks) to track usability issues



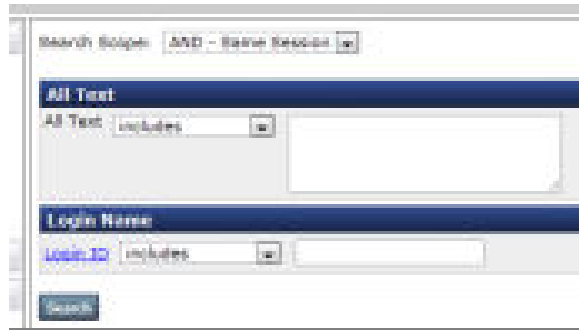
Complete experience capture: user actions, application, environmental and network data



Ad-hoc Search Segments Analytics

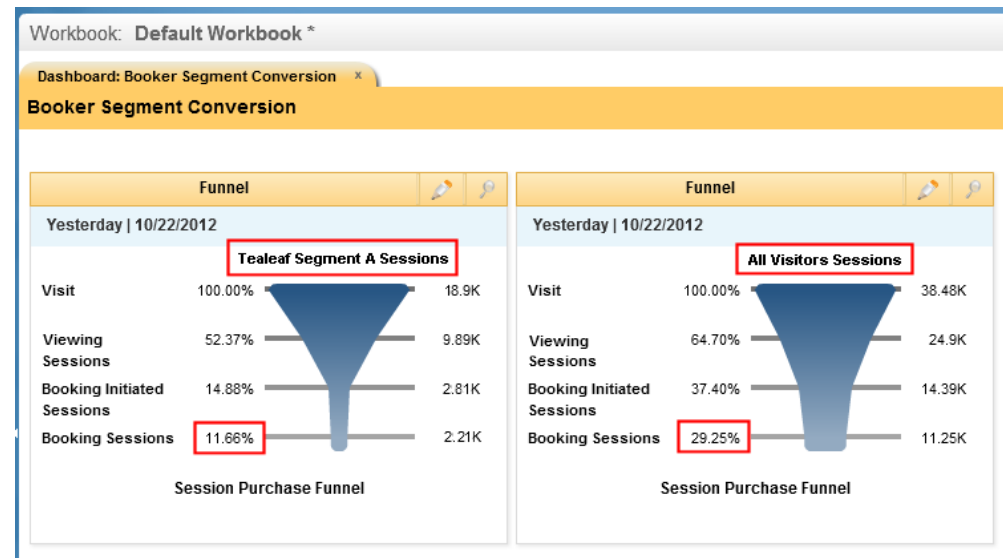


1 IBM Tealeaf



Search for all customers that struggled from the home page

2 IBM Digital Analytics (Coremetrics)



Identify impact on conversion rates or discovery trends & anomalies

Enables rich new ad-hoc analysis: segment by any attribute of the experience without tags



Real-time Experience Targeting



1 IBM Tealeaf



Identify customers that have added an item to their cart, but then removed it before the end of their visit

2 Unica Interact



Take real time action by determining the best personalized message based on cross channel and Tealeaf input



What if?



- What if you could see everything that every web customer does?
- What if you could understand where, and *why* they struggled?
- What if you could determine if others had the same issues?
- What if you could determine the precise cost of the problem?
- What if you could do this in real-time and pass sessions to Unica?
- What if you could integrate this knowledge with Core Metrics?
- **With Tealeaf, IBM's latest acquisition, you can.**



Managing Change while Accelerating Growth

Understanding 'Why' Customers Struggle



Andrew Gough

Regional Manager

IBM CEE

6 June 2013

