

IBM Tealeaf cxConnect for Voice of Customer and OpinionLab



A powerful combination that unites customer voice with customer experience

Advantages

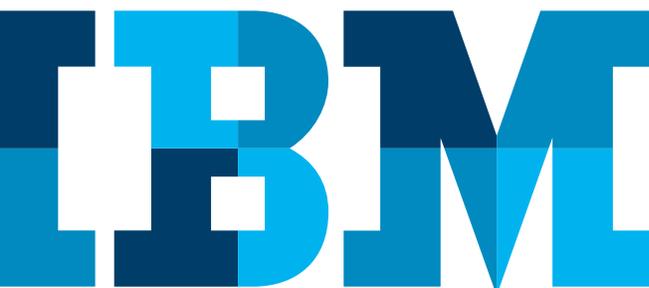
- Effectively unite customer voice and customer experience in order to make more informed website optimization decisions
 - Understand the full context of customer experiences that garnered specific feedback, leading to improved conversions, revenue and performance
 - Gain confidence in your optimization decisions and priorities by validating customer comments and concerns
 - Turn reactive information into proactive opportunities by quickly analyzing customer behavior
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Leading companies that require a strong digital presence are learning to effectively unite complementary solutions in order to make more informed website optimization decisions. Voice of Customer (VOC) solutions are useful for providing awareness—awareness to site trends, customer satisfaction and the effectiveness of certain aspects of the site. Customer Experience Management (CEM) solutions are useful for providing insight—insight into the full context of given customer’s experience on your website. Imagine the power of a combined solution where you can quickly analyze behavior, validate comments and swiftly take action to optimize the online experience for your customers.

Using IBM® Tealeaf® cxConnect for Voice of Customer in conjunction with OpinionLab allows you to smoothly integrate the rich customer experience dataset of IBM Tealeaf solutions with OpinionLab’s OnlineOpinion feedback solution. This integrated approach provides you with the ability to leverage continuous dialog with your site visitors, and the key issues they identify, as indicators for customer experience review and improvement. The powerful combination enables:

- Identification of previously unknown issues
- Better understanding of customer requirements and challenges
- Improved user experiences and online communication
- Brand equity, goodwill and stronger connections with both customers and stakeholders

With Tealeaf cxConnect for Voice of Customer and OpinionLab you gain greater focus and clearer insight, ultimately driving change and improving your business.



How it works

OpinionLab's opt-in methodology enables any site visitor to provide valuable business insight, in their own words, at any time and from any point on your site. Visitors simply click the patented [+] data collection icon that appears in the bottom right hand corner on every page of a site.

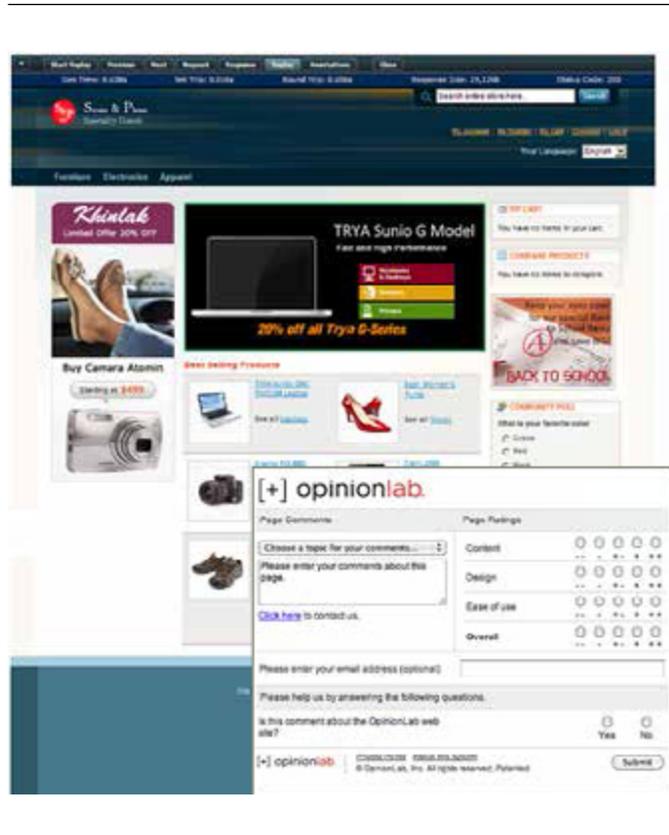


Figure 1: Clicking OpinionLab's patented [+] feedback icon invokes a customizable Dynamic Comment Card, giving visitors the ability to provide open ended feedback, rate the page and/or site on a variety of standard measures and answer survey questions.

Clicking the feedback icon invokes a customizable Dynamic Comment Card that provides visitors the ability to provide open ended feedback, rate the page/site on a variety of standard measures and answer page specific survey questions.

Through a series of customized alerts and monitors, actual visitor comments are e-mailed to key stakeholders within the organization. Directly below each comment is a link to launch the unique user session in IBM Tealeaf CEM solutions, which can provide previously unattainable insight into customer experiences and behavior.

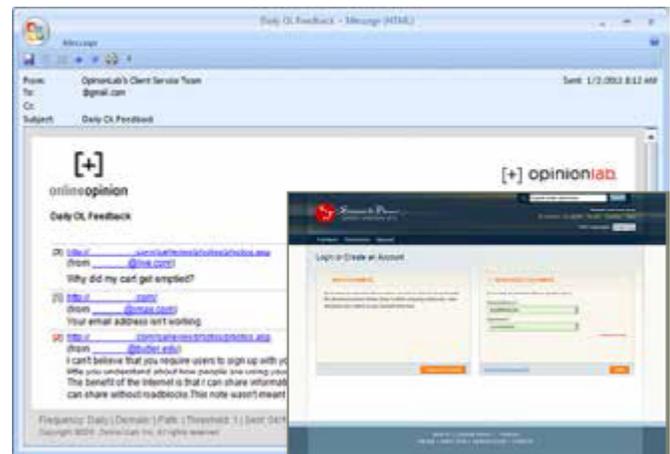


Figure 2: Visitor comments, e-mailed to key stakeholders within an organization, include direct links to their corresponding online experiences in IBM Tealeaf CEM solutions, providing previously unattainable context and behavioral insight.

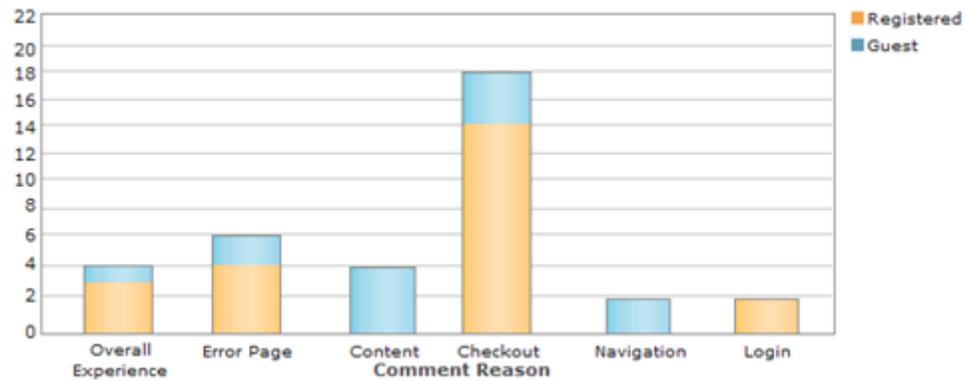


Figure 3: Tealeaf users can create dashboards, alerts and reports to quickly monitor trends in feedback and directly view all sessions for a particular type of feedback or segment of users.

cxConnect for VOC also works within the Tealeaf environment by allowing the business analyst to read customer feedback within a session list. The feedback provides context and helps determine which sessions require deeper analysis. This can often shorten the time required to identify and solve problems that customers encounter.

About IBM ExperienceOne

IBM ExperienceOne helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM ExperienceOne provides a set of integrated customer engagement solutions that empower marketing, merchandising, commerce and customer service teams to identify the customers and moments that matter most, and to rapidly apply those insights to develop and deliver personally rewarding brand experiences.

IBM ExperienceOne ignites innovation by leveraging patterns of success from more than 8,000 client engagements, original industry research, and products consistently recognized as industry leaders in major analyst reports.

IBM ExperienceOne solutions are delivered in cloud, on premises, and in hybrid options.

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