



Highlights

- Optimize the full potential of your IBM Tealeaf solution by adopting best practices to reduce your learning curve and get to value as quickly as possible.
 - Benchmark your current IBM Tealeaf solution and usage model.
 - Identify future use case goals and rollout plans.
 - Develop a roadmap for increasing usage, value and achieve rapid ROI from your IBM Tealeaf solution.
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IBM Tealeaf Assessment

best practices services

Our new best practices offerings have been designed to help your organization optimize the full potential of your IBM® Tealeaf® solution investment. With hundreds of successful implementations under our belt, we have amassed an arsenal of best practices. And our industry-leading best practices team has created a maturity model to help impart this know-how in a manageable way – one that helps you to reduce your learning curve and get you to value as quickly as possible.

Not just for new customers, the IBM Tealeaf Assessment can be utilized at any time to benchmark your current IBM Tealeaf solution and usage model. During this multi-day, on-site engagement, your best practices consultant will evaluate your business goals and customer experience management opportunities; conduct a thorough analysis of your IBM Tealeaf system; and work jointly with your team to customize a roadmap that aligns our best practices offerings specifically to the unique needs of your organization.

During the IBM Tealeaf Assessment our consultants will work with you to:

- **Conduct an in-depth technical health check** to verify that your IBM Tealeaf system is working correctly—accurately capturing and replaying sessions—without performance shortcomings.
- **Validate how various departments have been using our solutions** and identify future use case goals and rollout plans.
- **Confirm your organization’s customer experience management goals and opportunities.**
- **Assess product knowledge** across your IBM Tealeaf user community.
- **Create a detailed roadmap** that leverages IBM Tealeaf’s best practices offerings and other techniques to address your goals and get you to business value as quickly as possible.





Figure 1: Our best practices offerings and recommended maturity model

Once the roadmap has been developed, our consultants will work with you to roll it out step by step. Whether through customized engagements with members of our Professional Services team, or with one of our standard best practices offerings, each step will deliver on agreed upon success criteria and help you progress along the IBM Tealeaf maturity lifecycle.

A personalized approach to helping you optimize results from your customer experience management investment, the IBM Tealeaf Assessment is designed to help drive adoption and success of IBM Tealeaf solutions throughout your organization.

Objectives

- Identify knowledge gaps, technical issues and opportunities for the ongoing use of IBM Tealeaf solutions.

Anticipated benefits

- Achieve rapid ROI from your IBM Tealeaf solution investment.
- Develop a roadmap for increasing the usage and value of IBM Tealeaf solutions.
- Continue to engage stakeholders throughout the organization.

Required IBM Tealeaf products	Any
Customer participants	Executive Sponsor of Tealeaf Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users Site Optimization Analyst
Duration	5 days
Recommended timing	1 to 3 months following your initial implementation. Ongoing, as required.

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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Software Group
Route 100
Somers, NY 10589

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