

IBM Tealeaf Customer Experience: Capture Every Customer, Every Interaction, Every Time

Customers today have more choices than ever before and competition is fierce. To set themselves apart from the pack, brands are looking for new ways to provide extraordinary customer experiences. IBM Tealeaf is a unique solution that detects online and mobile customer struggles. More than just a web usability offering, Tealeaf can give you the unique insights needed to create online and mobile experiences your customers will love.

Tealeaf offers:

- Automatic detection of why customers succeed or fail, with struggle pattern identification
- The ability to quantify the revenue impact of a struggle
- A full replay of customers' actual web and mobile behavior
- Web and mobile usability analytics to visualize customer engagement for redesign initiatives

Use analytics to **optimize customer experiences** across web and mobile channels

Capture every customer interaction without impacting site and mobile application performance

Quantify revenue impact and segmentation with real-time, drag-and-drop analysis by specific user behavior or device



IBM Tealeaf delivers:

3.5% increase in conversion rates

Payback in less than 8 months

249% return on investment

The Total Economic Impact of IBM's Tealeaf Customer Behavior Analysis Suite, Forrester Research, November 2013.

Discover unexpected customer experiences and score customer struggle in real time

Quickly find and isolate problems with customer sessions using powerful ad hoc discovery and segmentation

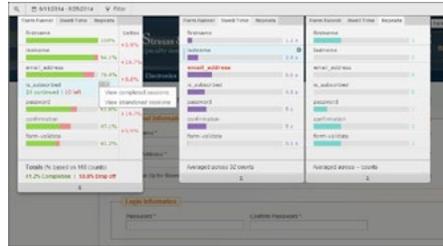
Build and manage an early warning system to detect failures, usability issues or other obstacles

IBM Tealeaf Capabilities



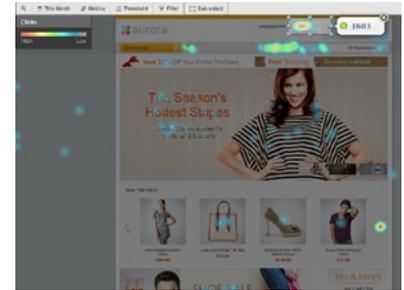
Session Timeline

Quickly identify the root cause of an issue by visualizing a customer's complete experience and monetize the impact of the issue to allocate resources.



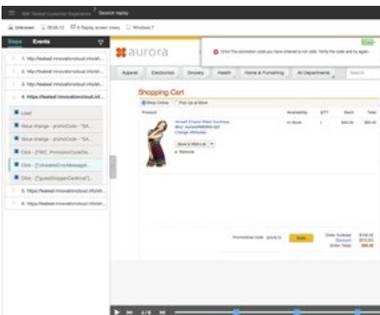
Form Field Analytics

Understand where each customer is dropping, dwelling or repeating steps in order to optimize and increase conversion rates.



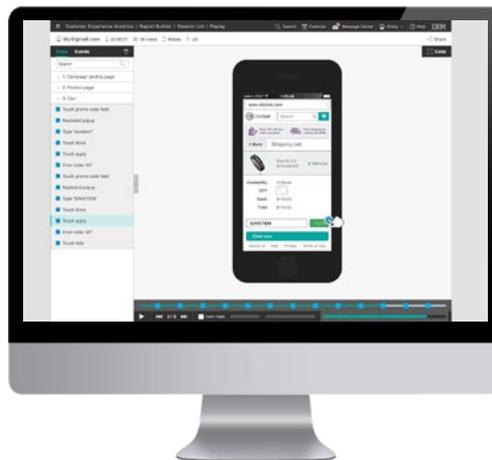
Heat Maps

Provide crucial usability analytics with segmentation that allows visual interpretation of mobile behavior in the context of an actual customer session.



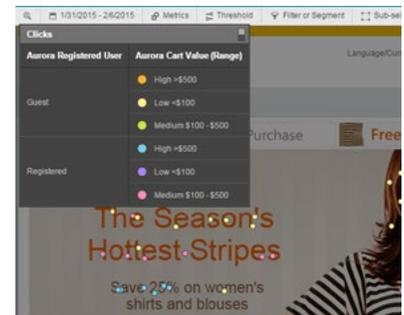
Struggle Detection

Validate trends by pinpointing exactly where each customer is struggling on your site and prioritize resources for issue resolution to recapture lost revenue opportunities.



Session Replay

See exactly what your customers see on their web and mobile devices and each action they took, including click and scroll, device rotation, as well as responsive and unresponsive gestures, such as screen swipe, tap, zoom and other touchscreen gestures.



Comparison Analytics

Provide a side-by-side segmented view of usability metrics to better analyze customer behavior.

Learn more: ibm.com/tealeafoncloud