

# How can enterprises deliver seamless, auditable **customer journeys** on new web apps?

## ARC

**Airlines Reporting Corporation** settles \$89 billion in ticket transactions for 9,400 travel agencies across the US



Needed to provide auditors a full account of customer interactions with its **new web applications**



Implemented **IBM Tealeaf** Customer Behavior Analytics solutions to gain actionable insights into its next-gen web applications



Delivers a **clear audit trail** to satisfy regulators and helps improve customer experiences

