



Advantages

- Uncover usability patterns with the ability to drill-down into granular details that cause customer confusion and struggle
 - Understand how different customer segments react to content placement and site design
 - Enhance placement of page content and calls to action for even dynamic, rich Internet applications
 - Identify which links and graphic elements are being clicked on and hovered over to determine their relative importance
 - Meet usability needs for customers with visual impairments with improved accessibility and color contrast web and mobile design
 - Increase cross-team collaboration to improve web and mobile usability, and prioritize usability projects
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IBM Tealeaf cxOverstat

Visualize your customer's digital experience for valuable insight

Today's web and mobile sites are dynamic and ever changing. This complexity can create unknown usability issues that negatively affect how customers perceive and respond to digital content, images and target messages. Organizations need tools that surface actionable insights about digital behavior and intent in order to remove sources of confusion and struggle and improve customer engagement. Consistently delivering a digital experience that meets customer expectations is a big challenge that requires a highly visual usability analytics solution.

Many studies underscore the importance of good design and the usability challenges that businesses face. For example, 85 percent of visitors abandon a new site because of poor design, and 62 percent of web shoppers give up looking for an item when they experience difficulty in locating it. Yet, 58 percent of companies have limited or no understanding of which usability issues affect conversion, and only 26 percent have a well-developed strategy for improving customer experience.¹

IBM® Tealeaf® cxOverstat is a scalable enterprise solution designed to support massive, high-volume sites. It enables companies to capture, segment, and visualize customer behavior across online and mobile sites in order to take intelligent actions that enhance site usability. Tealeaf cxOverstat is integrated with leading IBM Tealeaf customer behavior analytics solutions to help companies identify sources of struggle, correlate with Voice of the Customer feedback, and track performance indicators of customer experience management.



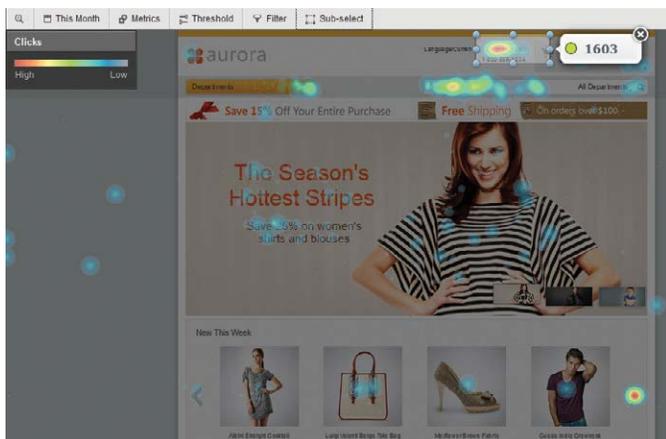


Figure 1: IBM cxOverstat offers the ability to better understand user behavior and intent.

Improve campaign performance, content placement and pageflows

Tealeaf cxOverstat is available as an on-premises or cloud-enabled solution and is integrated with IBM Tealeaf CX, an industry-leading customer behavior analytics solution. It can be used by digital business analysts or by a broader user base, including marketing and usability designers, to help contextualize customer interaction data and turn it into useful strategic information. This insight can then be used to optimize the placement of page content and ensure that target messages are seen and understood by customers. You can also replay the actual user session to visualize your users' behavior and intent. Tealeaf cxOverstat provides crucial usability analytics in the form of graphical overlays that allow you to visually interpret digital behavior in the context of an actual customer session.

Usability analytics include:

- Comparison analytics
- Heatmap analytics
- Link analytics
- Form field analytics
- Attention map analytics
- Accessibility analytics
- Color contrast analytics

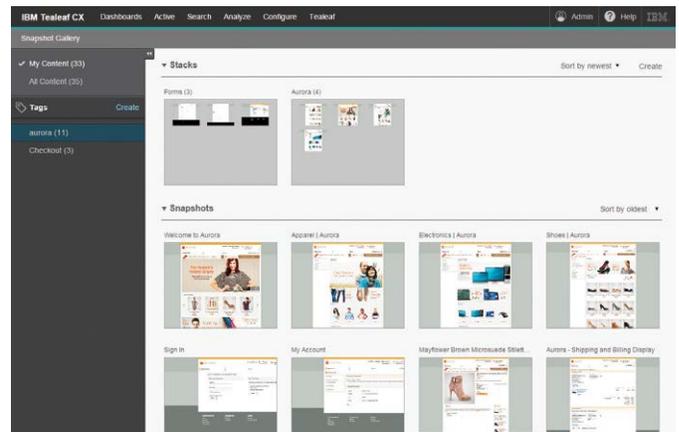


Figure 2: Snapshots Gallery allows teams to stack all their design and usability projects to continuously collaborate on projects for design improvement.

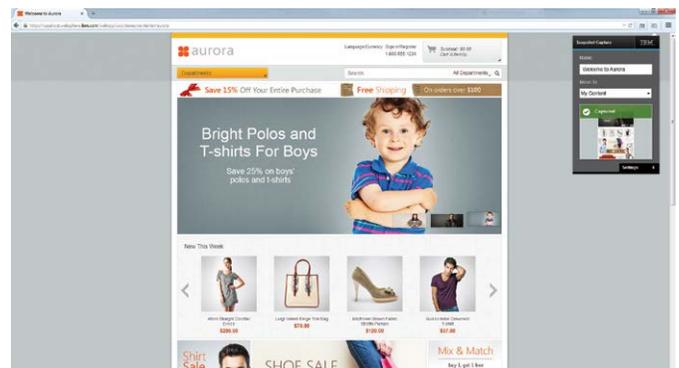


Figure 3: Stakeholders can better manage and analyze the design and usability of their pages by capturing each page from the browser with a simple click and saving it onto the snapshots gallery to share and collaborate with designers, marketers and developers.

Tealeaf cxOverstat allows you to see usability analytics for dynamic sites that use JavaScript and AJAX to provide views of pages that change depending on variables like user actions, time, or device type and OS version. The support for JavaScript and AJAX enables users to optimize a process, a page, or a view with a focus on the site's visual design, content, and layout. Optimizing a site for target user groups is made easier due to segmentation capabilities that provide multiple filters to perform dimensional analysis.

Furthermore, goal-based segmentation enables reporting based on factors occurring after the initial event. For example, link analytics can show the top five links that were clicked on by those customers who later completed a purchase. The user can also gain insight into customer behavior by filtering usability data and focusing the analysis on specific criteria or a set of criteria. This more focused approach can often identify issues that would otherwise remain hidden and makes the analysis more timely and productive.

What's new in Tealeaf cxOverstat

cxOverstat has enhanced its existing capabilities and increased benefits in providing its users the ability to collaborate within the organization to better understand customer behavior through visual context and insight. IBM Tealeaf collaborated with IBM Research to develop unprecedented analytics that amplify the experience of segments of customers that have visual needs. Tealeaf allows organizations to visualize how their customers are interacting on the mobile sites and applications.

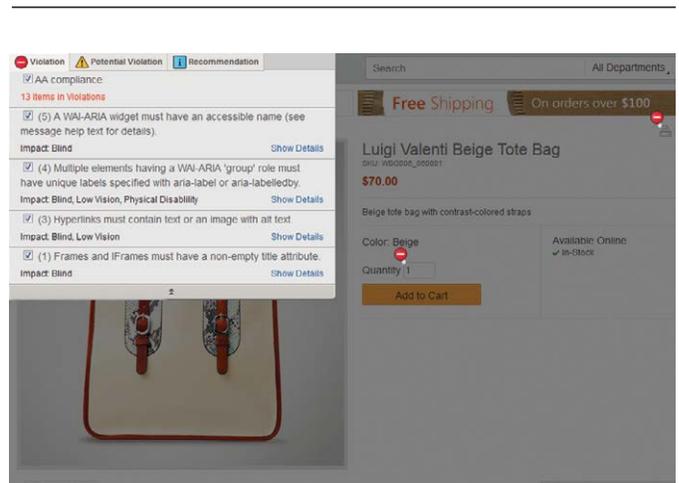


Figure 4: Accessibility analytics allow teams to comply with visual guidelines and meet specifications by showing types of violations and offering recommendations to eliminate those violations that may hinder their customers' experiences.

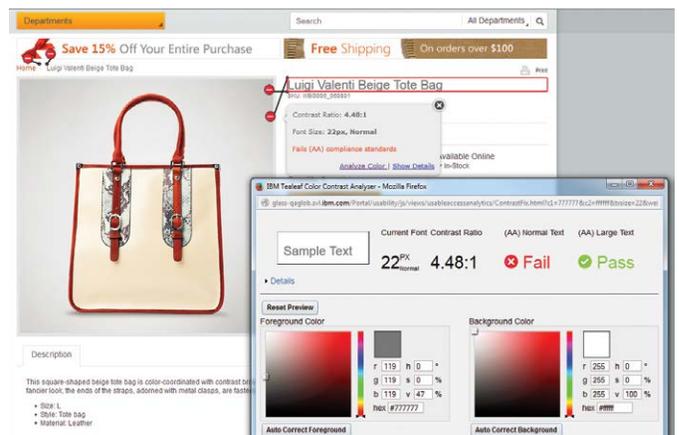


Figure 5: Color contrast overlays offers analysis on the use and distribution of colors on each page so that designers can use color combinations that allow customers with visual disabilities to engage with the site with ease.

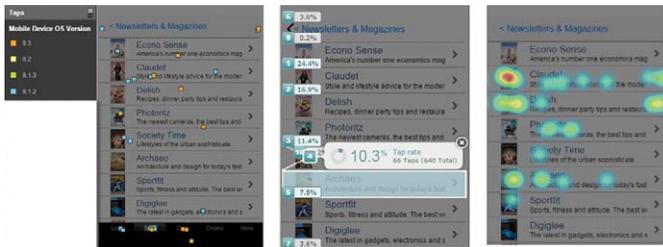


Figure 6: cxOverstat offers the unique capability to understand customer behaviors through usability analytics for mobile web and applications.

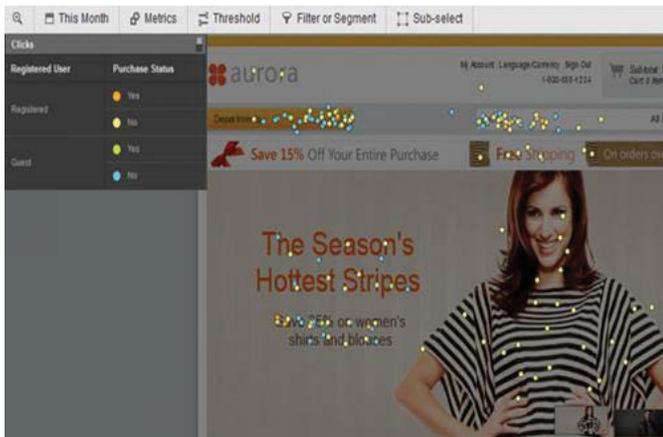


Figure 7: Comparison Analytics provide a side-by-side segmented view of usability metrics to better analyze customer behavior.

Snapshots Gallery

Snapshots Gallery offers the ability for organizations to practice cross-team collaboration to improve web and mobile usability and design. Teams across the organization can prioritize and monitor their projects with ease through cxOverstat's Snapshot Gallery, helping them track their usability projects, and compare and measure new redesigns against previous designs. With a mouse click, users can take snapshots of responsive web and mobile pages with embedded analytics without having to go back and replay every session to understand customer behavior.

By monitoring and comparing specific redesigns, e-commerce leaders and marketers have improved insight in design and ROI uplift.

Color Contrast and Accessibility Analytics

While many navigate through web and mobile sites with ease, users who have visual and physical impairments may experience issues through the visuals that disable them from completing their intended goals. cxOverstat offers analytics that help improve the level of accessibility and improve color contrasts on web and mobile. With cxOverstat, organizations can now bridge the gap and provide products and services to more customers.

Tealeaf cxOverstat collaborated with the IBM Research team to help organizations eliminate design barriers and provide superior web and mobile experiences for each customer.

Usability analytics on native mobile

Tealeaf offers the unique ability for organizations to view and understand their mobile customer behaviors. Add the Heatmap, Link Analytics, Form Analytics, and Attention map analytics functions to gain a better understanding of visitors who interact with your mobile sites and native apps. Both Tealeaf cxOverstat and IBM Tealeaf CX Mobile are required.

By gaining insight into how mobile customers are interacting with an organization's mobile site and applications, teams can make educated decisions to improve mobile usability.

To see how Tealeaf cxOverstat usability analytics can improve campaign performance, content placement, and help optimize your site's pageflows, ask to see a demonstration today.

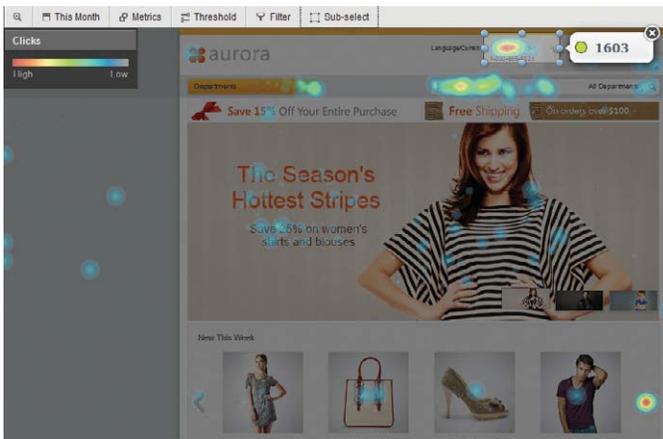


Figure 8: Heat Maps help users discover where visitors click or hover on a page, including forms, links, images, and text. This insight can be used to optimize content placement, allowing visitors to more quickly and easily complete desired actions.

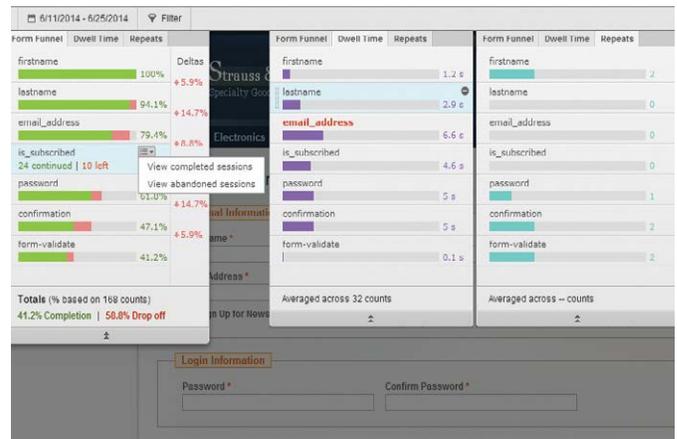


Figure 10: Form Field Analytics help users to understand where each customer is dropping, dwelling, or repeating steps in order to optimize forms and increase conversion rates. In addition, users can evaluate and compare how long each field takes to complete and which fields are completed most often.

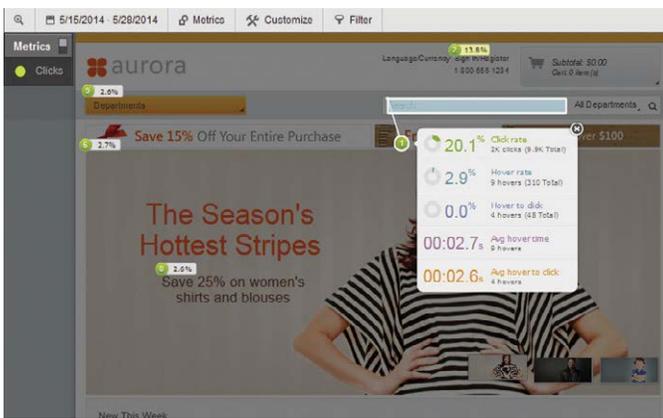


Figure 9: Use Link Analytics to improve conversion and engagement by identifying links that are clicked on or hovered over most often. Click and hover metrics help users to analyze and understand how relative link placement can affect online goals.

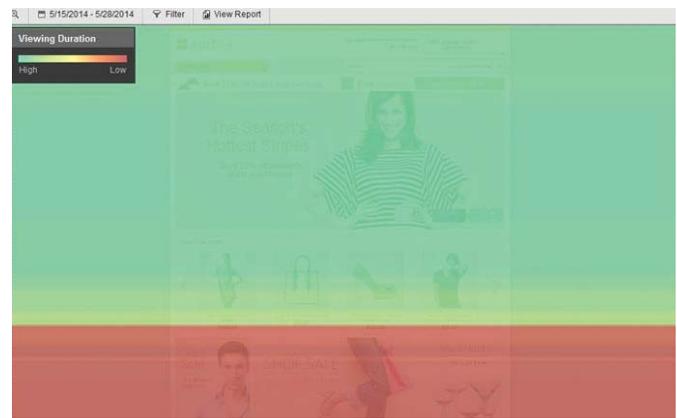


Figure 11: Use the Attention Maps function to learn where your users are spending most of their time on a given page—not just how far they scrolled. Help optimize engagement by changing the placement of desired content.

About IBM Commerce

IBM Commerce enables clients to uncover and realize new, sometimes hidden, growth and efficiency opportunities by infusing intelligence and context into key processes across the commerce cycle. Our market leading products and services help organizations orient their entire business around the customer from procurement to supply management, to marketing, merchandising, e-commerce, payments and customer analytics. Differentiated by deep industry expertise and service capabilities, we help our clients create value as they engage with their customers, partners and suppliers. This is the power of [IBM Commerce](#).

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Software Group
Route 100
Somers, NY 10589

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1 Study findings are based on 4 studies and information was gathered from online sources as follows: 1) cPulse, Zone Research, and Gartner Group info: "Why Usability Matters" From Slide share, July 20, 2012. Refer to: www.slideshare.net/dsbw2012/unit09webtesting. July 20, 2012 and 2) Reducing Customer Struggle, Econsultancy, June, 2013



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