

Shape customer experience with digital behavior analytics

Call to action →



22%

As digital channels become increasingly important, organizations face the challenge of staying ahead of the curve. This is especially important when **22% of customers feel that their utility company does not care about them.**¹

Only **11%** of utilities modify their communication according to real-time interactions with customers³

Only **13%** of utilities know a customer's preferred method of communication and act accordingly⁴

Only **18%** of utilities deliver personalized inbound customer-initiated experiences²



Guide your organization through its digital journey with a solution that can help you:

Increase visibility into the customer journey

Analyze what customers viewed in their web and mobile channels and the specific actions they took on each page in near real time.



Detect customer struggle

Understand why customers succeed or fail with struggle pattern identification and resolve problems with near real-time events and alerts.

Optimize usability

See how customers interacted on each page through usability analytics, using heat maps, attention maps, link analytics, comparison analytics, form analytics and accessibility analytics.



Resolve issues quicker

Quantify the revenue impact of each struggle to support data-driven decisioning on where to prioritize resources first.

See how your organization can benefit by implementing customer behavior analysis solutions:

Enhanced user experience and better conversions, by tailoring both your online and offline channels to suit customer needs

+ 3.6%
Online conversion rates⁵

+ 2.5%
Mobile conversion rates⁶



Improved customer service in multichannel environments, by gathering insights from call centers and online user sessions

\$1.3m
Time saved in reproduction of issues⁷

\$353,000
Development prioritization cost savings⁸



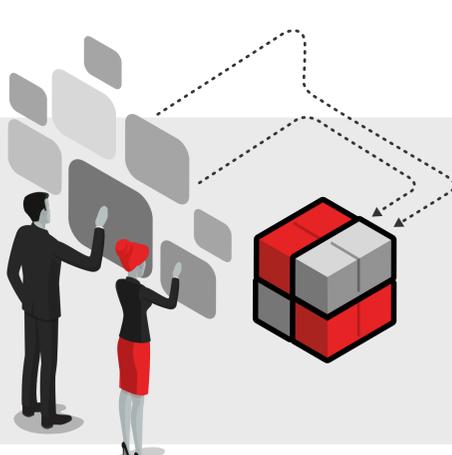
Seamless client experience, by integrating business applications, such as web analytics, voice of customer solutions and business intelligence.

\$13.3m
Incremental revenue from increased retention rates⁹

+196%
Increase in return on investment¹⁰



Become better for your clients by empowering teams with multichannel cognitive enhancements.



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Sources:

¹ Salesforce 2016 Industry Research: Utilities; connected Utilities Report

^{2,3,4} Marketing practices that impact performance. 2018 benchmarking study by IBV Benchmarking

^{5,6,7,8,9,10} The Total Economic Impact of IBM Customer Behavior Analytics Solutions, November 2016.