



Highlights

- Proactively monitor known site issues in real-time .
 - Setup events, alerts, scorecards, and dashboards to track common errors and issues.
 - Establish activity baselines and investigate trend anomalies.
 - Determine key performance indicators and measure the health of your site.
 - Identify which obstacles have the greatest impact on customer success.
 - Prioritize and resolve site errors before they impact more customers and degrade your business.
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Best Practices in monitoring known issues

best practices services

Our best practices offerings have been designed to help your organization optimize your existing IBM Tealeaf product 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 reduces your learning curve and gets you to value as quickly as possible.

Now that you have implemented IBM Tealeaf solutions, how do you gain rapid ROI? The Monitoring Known Issues offering is designed to help you take the shortest route to value by showing you how to use Tealeaf to track and tackle the issues occurring on your Web site – from known error messages and bad status codes to slow page performance. Common issues occur on even the best Web sites, and taking a proactive approach to finding and quickly resolving these pesky site experience problems improves customer success rates and, ultimately, your online business.

This offering can be customized to fit the unique needs of your organization and site configuration. We will work with your team to:

- **Gather requirements.** We will facilitate discussion across stakeholders from IT, support, development and e-business to identify and document your site's known issues and common errors.
- **Create Events and Reports.** Your best practices consultant will teach you how to build the necessary events to capture and alert you of known site issues and errors. You will then be able to create reports, scorecards and dashboards that can help you proactively monitor trends and anomalies.





Figure 1: Our best practices offerings and recommended maturity model

- **Set up ongoing processes.** We will work with you to establish a process for the continuous monitoring and maintenance of events and reports over time. Further, we will help you set up a distribution network of critical reports, as well as a feedback loop for key stakeholders. As needed, your best practices consultant will help you become more familiar with certain functionalities of IBM® Tealeaf® cxImpact (search, replay and reporting basics) and, if applicable, IBM® Tealeaf® cxView. You will also learn how to leverage application log errors, and search for relevant sessions within your IBM Tealeaf software. *Please note, if additional days are needed for refresher product training, they will be incremental to the current number of engagement days.*

The Monitoring Known Issues offering is designed to teach you to leverage IBM Tealeaf solutions on an ongoing basis to stay ahead of known obstacles that are impacting customer success on your Web site. Take the guess work out of your site optimization efforts by learning how to use IBM Tealeaf solutions proactively.

Objectives

- Set up events, alerts, scorecards, and dashboards to track common errors and issues.
- Determine the technical KPIs that help measure the health of your web site.

Anticipated benefits

- Proactively monitor known site issues in real-time.
- Identify the obstacles having the greatest impact on customer success.
- Prioritize and rapidly resolve site errors before they impact more customers and degrade your business.

Required IBM Tealeaf products	Tealeaf cxImpact Tealeaf cxView (recommended but not required)
Customer participants	Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users Site Optimization Analyst
Duration	2 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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