



IBM Tealeaf CX Mobile

Technical data sheet

Advantages

- Make the right mobile investment decisions—fix, invest or remove features and services
 - Accelerate the time-to-market for delivering winning mobile services
 - Detect obstacles and issues that cause users to struggle raising conversion/acquisition rates and revenues
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An add-on to IBM Tealeaf CX, IBM CX mobile is designed to help you apply the power of industry-leading IBM Tealeaf Customer Experience Management (CEM) solutions to your mobile Web sites, native application and hybrid apps, including support for HTML5 and Responsive Web Design (RWD). It leverages Tealeaf CX's passive network data capture to record the complete interactions of each mobile user without dependence on JavaScript page tagging. In addition, Tealeaf CX Mobile provides extended visibility for smart phones and tablets by capturing device-level and in-screen behaviors, such as swipe, zoom, scroll and other in-screen actions. With this industry-leading visibility, Tealeaf CX Mobile unveils mobile app and Web site obstacles in real-time by enabling you to examine in-screen and overall user behavior to create a superior user experience that is virtually struggle free. Lastly, it shows you why mobile Web site users behave as they do by providing enhanced visual replay, including device orientation, screen size and touch-screen interactions.

Additionally, Tealeaf has added native replay capabilities to native applications for both Android and iOS.





Figure 1: Example of customizable reports for your mobile channel

Feature highlights

- **Comprehensive mobile visibility** by capturing user information across mobile websites, native applications, and hybrid apps, including client-side interactions, including both network and client-side interactions. Obtain a comprehensive view of your online customer when integrated with the desktop Web site.
- **Early warning system** to detect mobile user struggle and provide proactive awareness into mobile application failures, usability issues or other obstacles that lead to failed transactions, abandonment and negative feedback.
- **Enhanced mobile Web session and Native replay** to understand ‘why’ by viewing what customers saw on their mobile devices and the specific actions they took—including device rotation, scroll, swipe and other touch-screen actions.
- **Real-time drag-and-drop analysis** to quantify revenue impact and segmentation by specific mobile user behaviors or device attributes.
- **Powerful ad-hoc discovery and segmentation** to quickly find and isolate problems across mobile customer sessions—for both individual customers and aggregates—without pre-defining tags or beacons.

Available IBM Tealeaf products for Mobile Customer Experience Management (CEM)

- **Tealeaf CX Mobile**—offers CEM for mobile apps, native apps and mobile web
- **Tealeaf CX**—is our core platform
- **IBM® Tealeaf® cxImpact** for replay and search
- **IBM® Tealeaf® cxView** for building and viewing dashboards
- **UI SDK** for high fidelity replay

Suggested production environment

- iOS or Android-based mobile and native apps
- Hybrid apps based on iOS or Android
- Mobile Web sites based on HTML or HTML5

Customer resources required

- Tealeaf Business Owner
- Mobile Application Developer / Architect
- Tealeaf Administrator
- Network Administrator (optional)

Resources available

Developers have a wealth of resources available to set up, configure and launch Tealeaf CX Mobile. In addition, you have access to the IBM Tealeaf support team and your IBM Tealeaf account team.

Installing Tealeaf CX Mobile for Mobile Web

1. Obtain and install license key for Tealeaf CX Mobile
2. Update WURFL file for detecting user agent strings
3. Import mobile dashboards and templates
4. Configure mobile events

Note: Requires Tealeaf CX installation on Windows or Linux

Installing Tealeaf CX Mobile for Native Apps

1. Instrument the Mobile SDK on iOS
 - A. Add Tealeaf iOS logging framework libraries below
 1. Foundation.framework
 2. SystemConfiguration.framework
 3. UIKit.framework
 - B. Point to Tealeaf's subclass UIApplication
 - C. Set up target page on Web server for base logging.
2. Instrument the Mobile SDK on Android
 - A. Add Tealeaf Android logging framework libraries below
 1. UICAndroid.jar
 2. TLFConfigurableItems.properties
 - B. Change JAVA file to start logging user information
 1. UICApplication
 - C. Activity file code changes to configure asynchronous tasks
 1. UICActivity

Note: Please see the detailed SDK Instrumentation document for more information

How it works

To access these resources and more, go to the [Tealeaf Customer Portal > Online Help](#)

Introduction

<https://community.tealeaf.com/display/planning/print+Tealeaf+iOS+Logging+Framework+Quick+Start+Guide+8.7>

Android Best Practices

<https://community.tealeaf.com/display/docs/Tealeaf+Android+Logging+Framework+Best+Practices>

iOS Best Practices

<https://community.tealeaf.com/display/tealeaf87/Tealeaf+iOS+Logging+Framework+Best+Practices>

Reference

<https://community.tealeaf.com/display/tealeaf87/Tealeaf+iOS+Logging+Framework+Reference+Guide>

Server side configuration

<https://community.tealeaf.com/display/tealeaf84/Tealeaf+iOS+Logging+Framework+Deployment>

Additional resources

Visit CX Mobile Site: ibm.com/software/products/us/en/cx-mobile

Visit via Tealeaf community portal at <https://community.tealeaf.com/>

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