

IBM Tealeaf cxLifecycle customer analytics solution



Highlights

- Understand and improve the customer experience by combining the best insights from qualitative and quantitative interaction data
 - Get a complete view of the customer's progression across multiple sessions and devices
 - Quickly generate actionable data to drive web and mobile site optimization and take quick corrective action of uncovered issues
 - Shorten sales cycles, increase conversion and better retain customers through an improved customer experience
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IBM® cxLifecycle, a new IBM Tealeaf solution, transforms the way customer experience information is captured, stored and analyzed. The solution was designed to help businesses understand and improve their customer experience by combining the best insights from qualitative and quantitative interaction data.

Quantitative web analytics provides limited information about the customer's journey across single and multiple buying cycles. Your organization can leverage cxLifecycle to get a complete view of the customer's progression across multiple sessions and the different devices they may use to connect with your brand and offerings. cxLifecycle is a closed-loop marketing and customer analytics solution to understand your customer's behavior and intent.

This new approach empowers IBM Tealeaf users with visibility and insight into the complete customer lifecycle, going beyond session analysis to understand behavior, at the visitor level, over multiple interactions and buying cycles. Further, with ad-hoc reporting and simplified tag management in cxLifecycle, users can more quickly generate actionable data to drive web and mobile site optimization and take quick corrective action of uncovered issues.

With IBM Tealeaf cxLifecycle, businesses are better able to understand why visitors struggle within a multi-session customer journey. Such analysis provides answers to sophisticated questions about the digital experience and its impact. Armed with this knowledge, intelligent action can be taken to shorten sales cycles, increase conversion and better retain customers through an improved customer experience. In fact, businesses can run remarketing campaigns using IBM LIVEmail or IBM AdTarget to recover lost revenue from unsuccessful conversions.



Features

- Shorten your sales cycle using lifecycle analysis
- Build visitor level ad-hoc reports and metrics
- Quantify the business impact of successful and unsuccessful conversion events
- Quickly gain insight using cloud-based reporting
- Understand the impact of your marketing campaigns on buying cycles
- Influence each visitor's journey by analyzing campaigns, channels, touchpoints and customer characteristics
- Drill down to uncover insightful recency/frequency reports and meaningful metrics
- Transfer user sessions between Tealeaf and cxLifecycle

How it works

cxLifecycle puts the Tealeaf user in the center of their customer analytics by offering three types of advanced analytical capabilities.

Customer lifecycle analytics

A typical web analytics solution will offer a basic recency/frequency report to understand the customer's journey. These reports provide only limited insight on the customer's interaction with marketing activities, content and devices at each stage of the buying cycle. Moreover, these reports do not offer insight into the key metrics at each stage. Lifecycle analytics connect the dots between the conversion events, marketing campaigns, devices, products and sales with recency and frequency of visits in one report. Lifecycle reports also offer insights on the number of sessions and days it takes to reach a user-defined event or milestone. Users can identify what motivates or impedes customers as they move from milestone-to-milestone toward purchase or abandonment.

Customer lifecycle reporting gives you the ability to:

- Understand and continuously evaluate the entire customer conversion lifecycle beyond single-session metrics
- Analyze follow-on visit and purchase behavior of a visitor segment experiencing struggle
- Pinpoint key interactions and events that prompt customer progression through lifecycle milestones and create marketing programs to shorten the sales cycle
- Analyze marketing effectiveness and site optimization strategies for granular customer segments at various stages of the conversion lifecycle
- Use advanced segmentation to target specific audiences and website behaviors
- Identify areas of opportunity to run A/B and multivariate tests with pinpoint precision across all devices

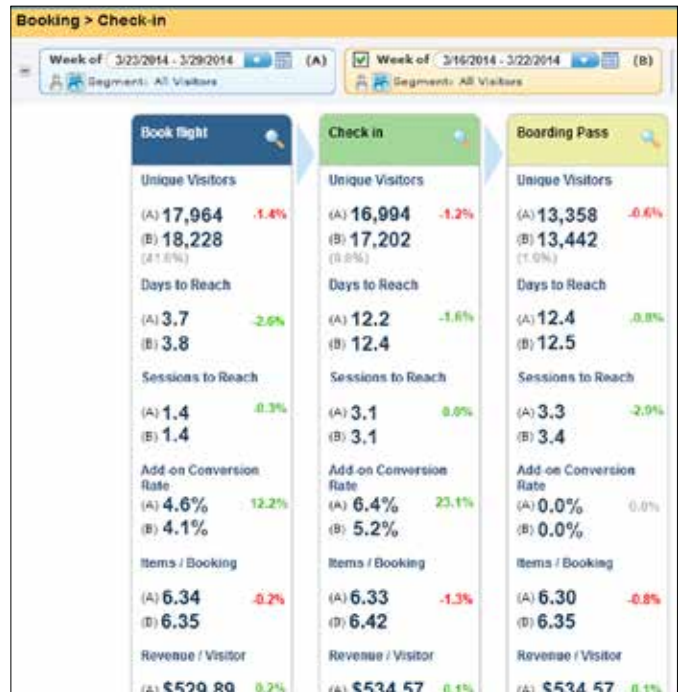


Figure 1: Lifecycle Analytics report

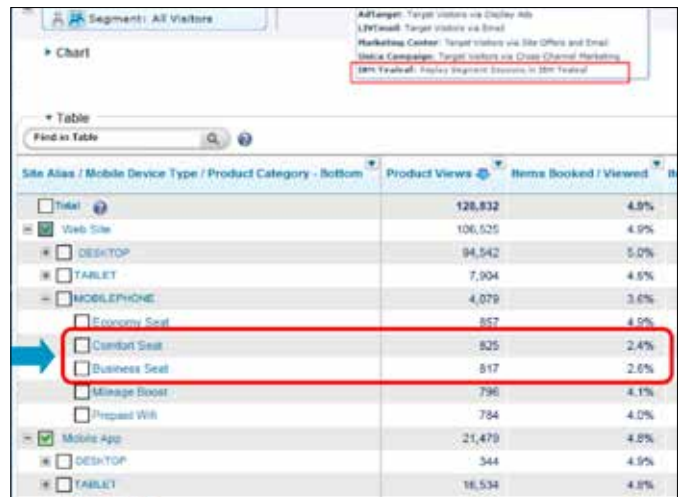


Figure 2: Lifecycle Analytics report

Ad-hoc segmentation and reporting

IBM Tealeaf is an advanced tool to run customer experience analysis on individual customer sessions. With cxLifecycle, Tealeaf users can now perform ad hoc analysis on the successful and unsuccessful sessions captured by Tealeaf. With one click, all the session data can be moved to the ad-hoc reporting tool where the data can be further segmented by marketing channels, top pages, geography, devices, events, registration IDs and many other attributes. This type of advanced segmentation allows business users to take control and dissect the qualitative data and derive business insights.

Customized segments can be built based on unanticipated events or unique behaviors in order to gain near real-time awareness of business trends and site issues. This analysis pushes far beyond typical metrics, such as number of visitors, abandonment and conversion rates, to provide the deep insights needed to optimize website and mobile return on investment.

Ad-hoc segmentation gives you the ability to:

- Create flexible report types and produce the right data views for your business
- Use flexible segmentation and filtering capabilities to report only on the data elements deemed important
- Visualize data in different ways and instantly toggle between graphs to surface undiscovered data relationships
- Personalize your report layout by setting the date range and recurrence and by selecting your data fields and metrics

Conversion analytics

IBM Tealeaf provides intelligence on successful and unsuccessful conversions in great detail, including replay of each session. Tealeaf users can now leverage cxLifecycle to quantify the business impact of these conversion events by combining the customer sessions into one unique customer experience. Stitching multiple sessions together provides context to the conversion journey and puts the visitor at the center of the action.

Conversion analytics gives you the ability to:

- Connect the entire purchase cycle, across devices and marketing channels, to a single customer and truly understand their decision-making process
- Accurately represent the buying process as a multi-step conversion instead of a series of one-off, abandoned sessions followed by a purchase
- Uncover advanced customer insights to accelerate the digital sales cycle

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