IBM Tealeaf cxReveal

Empowering your call center to optimize omni-channel experiences

Advantages

- Reduce operation costs in the call center

- Improve call center priorities by reducing call handle times

- Reduce unnecessary escalations to Tier II and Tier III support by increasing first call resolution rates

- Maximize sales opportunity by up sell and cross sell effectiveness, as well as order recoveries

- Improve customer and CSR satisfaction and retention by offering more informed customer service

Customer expectations on customer service are higher than ever as customers can interact with a business in multiple touchpoints. Whether your customers research a service offering, purchase a product, or conduct self-service, they rely on your digital channels to conduct business. Whenever customers have more complex requests or transactions, they contact the call center and expect immediate answers. Contact centers play a central part, more than ever, by offering optimal customer experience. Customer service representatives (CSRs) are at the front of the business responding to customer requests from multiple online channels. More integral to your overall business, visibility into the online channels becomes more essential to your success.

IBM® Tealeaf® cxReveal is built to power the next-generation contact center. With the visual context Tealeaf cxReveal provides into both live and historical online activity, contact centers have the ability to quickly understand the actions a customer took before they call in and avoid additional questions that negatively impact customers' satisfaction. Call center agents are equipped to proactively and efficiently respond to customer needs as first call resolution rates are increased and costly escalations are reduced. Customer frustration and abandonment rates are reduced as CSRs can identify customers' issues efficiently and reduce call handle time. With Tealeaf cxReveal, contact centers can optimize the overall ebusiness by providing customer feedback and site improvements to broader teams, such as IT, eBusiness and Marketing, to help prevent online issues that could lead to costly calls into the contact center. Call center agents can maximize sales revenue by understanding customers' past and current intents, and provide personal support.

Forrester Consulting finds that by deploying IBM Tealeaf cxReveal, companies have an average 407% return on investment (ROI) and a payback period of less than 4 months, realized primarily from:

- A 30 second decrease in average call handle times
- A 50% decrease in web-related calls that escalate to higher-level support teams
- An increase in revenue resulting from additional completed orders

How it works

Tealeaf cxReveal leverages the core functionality of the IBM®Tealeaf® CX platform—session replay and search—and packages it into a simple user interface for efficient use by CSRs, sales associates and even marketing personnel. Using one-click retrieval, users have quick access to both live and historical customer sessions from existing customer realtionship management (CRM) solutions.

Feature highlights

- **Shadow browse live customer sessions** or quickly search and replay historical customer sessions.
- **Session History Summary Reports** provide a summary view of historical activities of customers.
- **Session Quick Views** provide key information about a chosen customer's session without having to replay the entire session.
- **Annotations** allow service representatives to categorize a customer's session (e.g., "user confusion") for future reporting and analysis.
- **Activity Dashboards and Reporting** provide management with insight into CSR usage and training needs.
- **Simplified deployment** to on-site and distributed employees through universal, web-based access.

Visual replay

Tealeaf cxReveal's replay functionality offers a page-by-page, browser-level recording of the customer's online experience. Replay allows you to see actions (e.g., link selections), interactions (e.g., form field inputs) and customer experience obstacles (e.g., site error messages) so representatives can quickly respond to customer needs without asking numerous questions about their session.

Review the customer's session history

Figure 1: Tealeaf cxReveal integrates with virtually any CRM system, support portal or agent desktop application. Therefore, when a customer calls in, the case automatically includes the ability to quickly review the customer's session history and replay current or previous site visits.

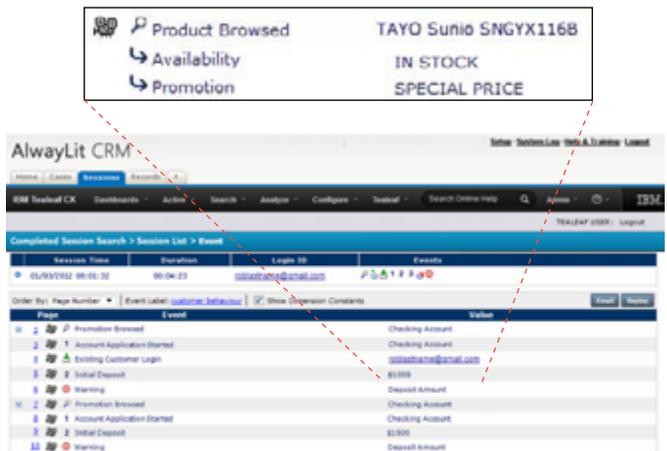Quickly view details of the products
the customerhas browsed

Figure 2: Pre-configured report templates provide the CSRs with a 'quick glance' at the customer's session history. For example, the CSR can quickly see which products the customer has browsed or what site capabilities the customer has used during past interactions.

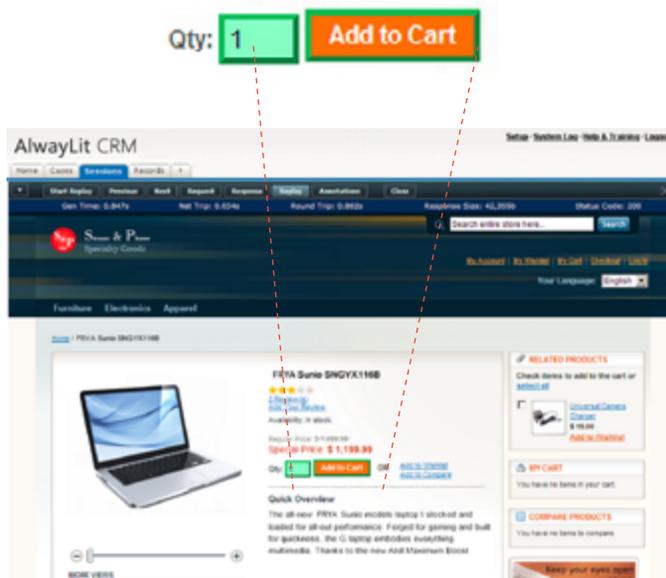See exactly what your user entered on each page

Figure 3: Session Quick View provides a summary of key events that the customer experienced without having to replay the whole session. 'Jump to' functionality allows the user to go straight to the relevant page in the replay to see exactly what happened.

Customized search integrated with CRM solutions

Oftentimes, CSRs have multiple solutions and dashboards to keep track of incoming calls and customer data, and searching through siloed dashboards can reduce agent productivity, increase frustration and impact customer experience. Tealeaf cxReveal provides customizable search options that can be directly integrated into an existing call center solution (e.g., Siebel, Salesforce.com, Genesys, Kana, Remedy, or custom web-based CRM interfaces). With an integrated dashboard, call center agents can easily retrieve live and historical customer sessions with one click.

Powered by Tealeaf CX

Tealeaf CX is an industry-leading comprehensive datastore of online customer information and the engine behind IBM Tealeaf products. By uniquely capturing and managing visitor interactions on your mobile and desktop website, Tealeaf CX delivers unprecedented visibility into online customer experience.

About IBM ExperienceOne

IBM ExperienceOne helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM ExperienceOne provides a set of integrated customer engagement solutions that empower marketing, merchandising, commerce and customer service teams to identify the customers and moments that matter most, and to rapidly apply those insights to develop and deliver personally rewarding brand experiences.

IBM ExperienceOne ignites innovation by leveraging patterns of success from more than 8,000 client engagements, original industry research, and products consistently recognized as industry leaders in major analyst reports.

IBM ExperienceOne solutions are delivered in cloud, on premises, and in hybrid options.

For more information

To learn more about IBM ExperienceOne, please contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/experienceone.