



Advantages

- Facilitate quick, effective resolution of customer disputes through documentation of online transactions and interactions
 - Provide comprehensive, long-term records for ongoing audits and analysis of online security violations or potential fraud
 - Extend records and compliance management to online applications by establishing a context-inclusive document-of-record for online transactions and interactions
 - Help meet regulatory requirements with transaction reporting and archiving of information involved in online securities transactions
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IBM Tealeaf cxVerify

Comprehensive record of customer interactions for dispute resolution, fraud investigation and compliance

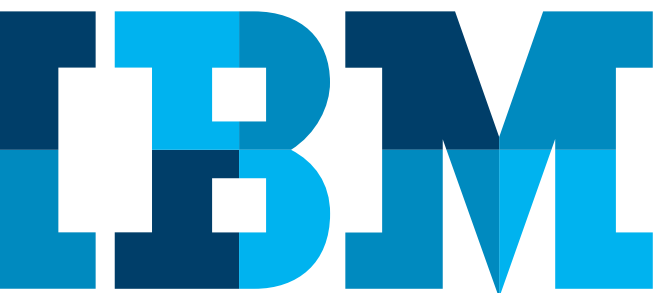
Record-keeping is an essential part of any business. Brokerages record telephone transactions. Merchants save records of in-store purchases. Brick and mortar businesses keep countless stacks of records about their customers. Online businesses, too, need reliable records of customer interactions for dispute resolution, fraud investigations, and audit and compliance purposes.

Consider the following scenarios: your customer claims he was not informed that the purchase price was dependent on a special promotion. Or, a customer denies having agreed to terms and conditions for an online trade to avoid taking a loss. If corporate or government auditors demanded a comprehensive accounting of online customer interactions, could you provide one?

IBM® Tealeaf® cxVerify solves this problem by preserving a comprehensive and permanent record of customer online interactions and transactions with your website. It offers a flexible way to retrieve and replay customer sessions—exactly what customers viewed in their web browsers and the specific actions they took on each page—even if they took place months or years ago. With this essential documentation, your company can effectively resolve customer disputes, efficiently conduct fraud investigations, and streamline audit and compliance efforts.

How it works

Tealeaf cxVerify gives you full control over your online customer interaction record-keeping process. For example, you can archive only the sessions in which a purchase, trade or quote was made by exporting the sessions into a document management system.



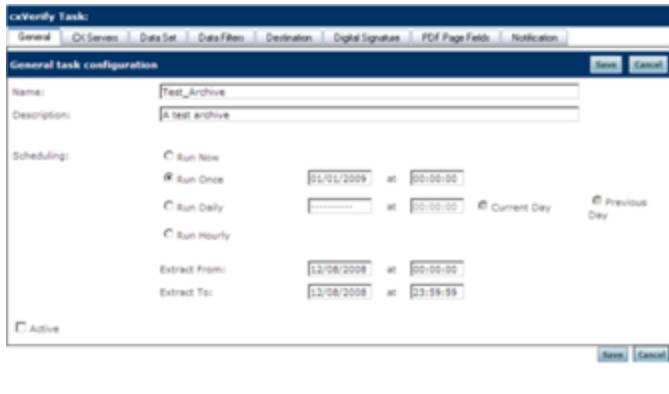


Figure 1: Tealeaf cxVerify allows you to take a defined group of customer sessions—for example, customers that completed a stock trade—and export these sessions into a document management system.

Feature highlights

- Smooth integration with IBM® Tealeaf® cxReveal so customer service agents have the ability to handle customer disputes over a longer time horizon.
- Smooth integration with document management systems, via a standards-based archive format, for long-term business and compliance purposes.

Archiving within a document management system

Tealeaf cxVerify includes a Windows-based utility that extracts selected sessions from the IBM® Tealeaf® CX datastore. The browser-level session replay, along with critical metadata including the customer ID, date and time, and specific events related to that session, are then written to a tamperproof PDF file, which can be digitally signed for non-repudiation. PDF files are then archived within your document management system in order to preserve your retention and access-control policies. Once a customer record is pulled for discovery and review, a user simply clicks a link within the PDF to launch the embedded session for replay of the full customer experience.

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 website, Tealeaf CX delivers unprecedented visibility into online customer experience.

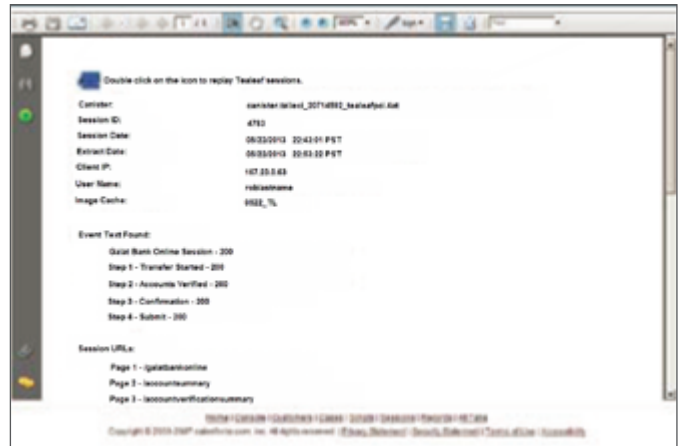


Figure 2: When required, simply search your records management system and pull up specific PDF files to review. Open the PDF to access the embedded Tealeaf session for replay.

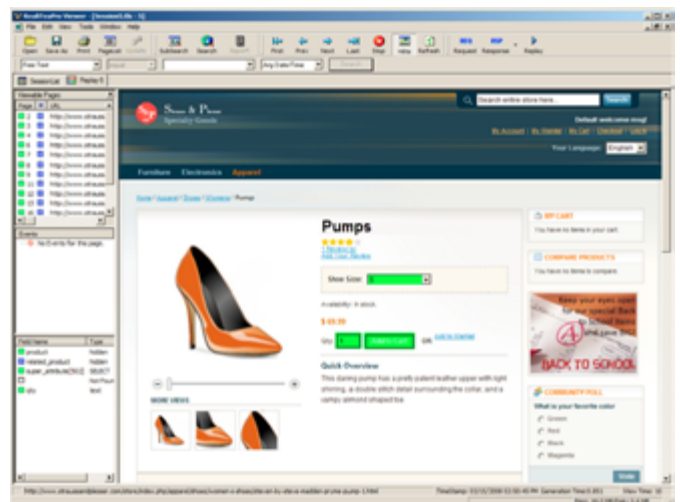


Figure 3: Tealeaf's session replay allows you to review exactly what the customer saw and did in their browser during this specific site visit—a “digital receipt” of the interaction.

About IBM ExperienceOne

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

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