# IBM Tealeaf cxView

*Industry-leading visibility for proactive
e-business management*

## Advantages

- Proactively manage your online channel using customer experience metrics, struggle scores and KPIs

- Gain real-time awareness into the highest-impact struggle sources on your site

- Preserve and recover revenue by effectively identifying obstacles that affect site success rates

- Align business and IT—by properly prioritizing Web site issues for remediation based on business impact

- Provide simple and viable visibility to executive management and key stakeholders

IBM® Tealeaf® cxView enables you to proactively manage your online channel by providing an early warning system into customer struggle and the ability to understand why customers complete or abandon online processes. By providing real-time awareness into critical customer experience metrics, struggle scores and Key Performance Indicator (KPIs), as well as the ability to drill-down from these metrics to understand the causes of business-process abandonment, Tealeaf cxView gives you actionable dashboards designed to expose the cost of customer struggle to your business. This insight can help you to optimize your site and increase customer success rates.

The visibility Tealeaf cxView affords helps you to answer critical questions such as:

- What are the top five sources of customer struggle on my site?
- How many customers, or how much revenue, has been lost as a result of customer struggle such as checkout problems on the site?
- How are key business processes, usability indicators and application health metrics performing versus stated goals?

Further, by coupling Tealeaf cxView with both IBM Tealeaf cxImpact and IBM Tealeaf cxOverstat you can drill down to investigate customers' actions at an individual or segment level to answers questions like: Why have conversion rates, or other success rates, gone down?
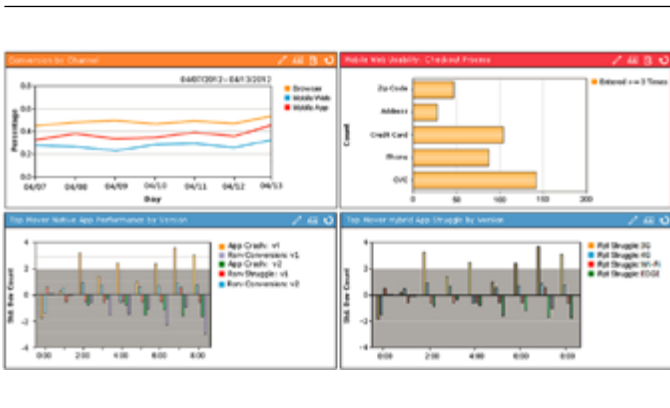
*Figure 1*: Tealeaf cxView dashboards let you proactively track the health of your e-business in real-time.

## How it works

Tealeaf cxView aggregates the rich, customer experience dataset of Tealeaf cxImpact and Tealeaf into executive-level dashboards, scorecards and reports. In addition, Tealeaf cxView includes a powerful early warning system which leverages algorithmic discovery to automatically surface your site's highest-impact struggle sources. By directing attention to the more important issues, you are empowered to take the necessary actions to optimize your Web site, reduce lost revenue and recover customers.

## Feature highlights

- Real-time Top Movers reports track thousands of site and customer behaviors to automatically surface highest-impact struggle sources and other abnormalities.
- Business process and KPI scorecards automatically grade business processes, usability indicators and application health metrics against defined business goals.
- Executive dashboards display reports and scorecards in simple and viable management-level views.
- Packaged community-based templates allow you to accelerate the time-to-value of IBM Tealeaf Customer Experience Management (CEM) best practices for specific verticals.
- Scheduled HTML e-mail reports with daily, weekly, or monthly delivery options.



*Figure 2*: Top Movers reports direct attention to where users are struggling in order to enable swift corrective action.
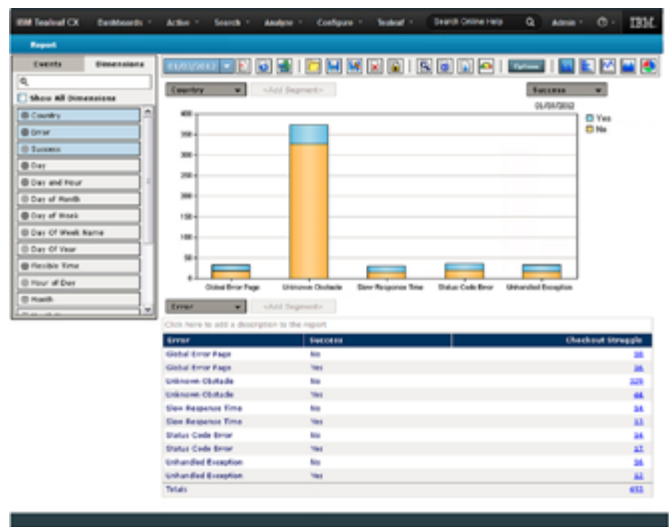


*Figure 3*: Monitor your site's key business processes—track conversion from one step to the next.

## Management dashboards

IBM Tealeaf reports, accessible from Tealeaf cxImpact or Tealeaf as well as the Top Movers reports and scorecards, can be added to a Tealeaf cxView dashboard. Dashboards are customizable and configurable, enabling a personalized reporting framework for IBM Tealeaf data.

- Top Movers reports act as an early warning system, leveraging algorithmic discovery to automatically surface your site's highest-impact sources of struggle so that you can quickly take action.

## Scorecards

Scorecards enable you to track the health of key functional areas of your site. There are two types of scorecards:

- Business Process Scorecards automatically measure and score overall success, abandonment and failure rates across and within each step of a critical online business process against defined goals.
- KPI Scorecards automatically measure and score the health of online business services based on customers' actual experiences.

## Community-based templates

Packaged dashboard, report and event templates, which leverage common visitor experience data, are provided with IBM Tealeaf solutions in order to enable more advanced usage and accelerated time-to-value of CEM best practices. Templates are saved on our community site, viaTealeaf, for customers to access, share and exchange.

Configuration of Tealeaf cxView does not require custom development or custom queries. Configuration steps are administered through an intuitive Web interface.

## Powered by IBM 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 Web site, 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.

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