

Seamless Integration with Business Applications for Comprehensive Analysis

Tealeaf's cxConnect™ product line provides seamless integrations with other business applications including business intelligence, web analytics, voice of customer and multivariate testing tools. As the only solution capable of capturing all the data about online customers, Tealeaf's rich customer experience dataset is critical to successful cross-channel analysis and web site optimization.

PRODUCT FAMILY

The cxConnect family includes four distinct products: cxConnect for Web Analytics, cxConnect for Voice of Customer, cxConnect for Multivariate Testing and cxConnect for Data Analysis.

Tealeaf cxConnect for Web Analytics

Tealeaf cxConnect for Web Analytics allows you to seamlessly integrate Tealeaf's rich customer experience dataset with any web analytics application to help uncover trends or anomalies such as a difference in conversion rates between two time periods or customer segments.

When integrated with Tealeaf, web analysts will be able to see the actual customers behind these trends in order to investigate why each individual customer is either succeeding or failing online. Answer questions like:

> Why have conversion rates dropped on the order confirmation page?

HOW IT WORKS

From your web analytics product you will define a segment based on any measure, for example, customers abandoning your purchase process. A web analytics report which identifies the visits in this defined segment can then be delivered to your Tealeaf CX server. cxConnect for Web Analytics will then automatically import this report and create a corresponding Tealeaf session segment report. From the Tealeaf session segment you will then be able to visually replay and analyze the full customer experience for every customer in this segment.



>> Pivot directly from a funnel report to the corresponding Tealeaf segment so you see the actual customers behind a trend and investigate why customers are behaving the way they are.



KEY BENEFITS

- > Gain a deep, unprecedented understanding of your online customers to enable cross-channel business decisions.
- > See the actual customers behind trends, surveys, and test results in order to investigate why each individual customer is either succeeding or failing online.
- > Spend less time massaging data and more time gaining insight into online customer behavior.
- > Make more informed decisions about your ongoing web site optimization efforts.

Tealeaf cxConnect for Voice of Customer

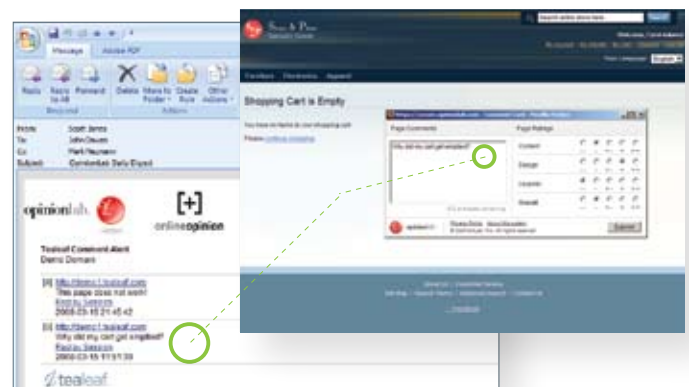
Tealeaf cxConnect for Voice of Customer (VOC) allows you to seamlessly integrate Tealeaf's rich customer experience dataset with any VOC application.

Businesses use VOC technologies to understand the perspectives of and gather feedback from their online customers. When trying to uncover why customers are providing specific feedback, companies are able to utilize the integration with Tealeaf to review the actual experience of the individual users who provided feedback. This visibility provides full context around the user's experience and their feedback to ensure that businesses can effectively refine efforts. Answer questions like:

> Why are so many customers complaining about our registration process?

HOW IT WORKS

When customers initiate direct feedback from your site, information uniquely identifying each customer is sent to your VOC provider. As the customers continue their feedback processes in your VOC provider's environment, their information is sent back to your web infrastructure, via cxConnect, where it is automatically captured in Tealeaf CX. During VOC feedback analysis, you can then gain full customer experience context through a replay link integrated directly into your feedback summary reports. Additionally, once captured in Tealeaf CX, VOC information can be leveraged by other Tealeaf solutions for further customer experience analysis.



>> Pivot directly from customer feedback summary reports to corresponding Tealeaf sessions so you can understand the full context around a user's feedback and make site enhancement decisions accordingly.



Tealeaf cxConnect for Multivariate Testing

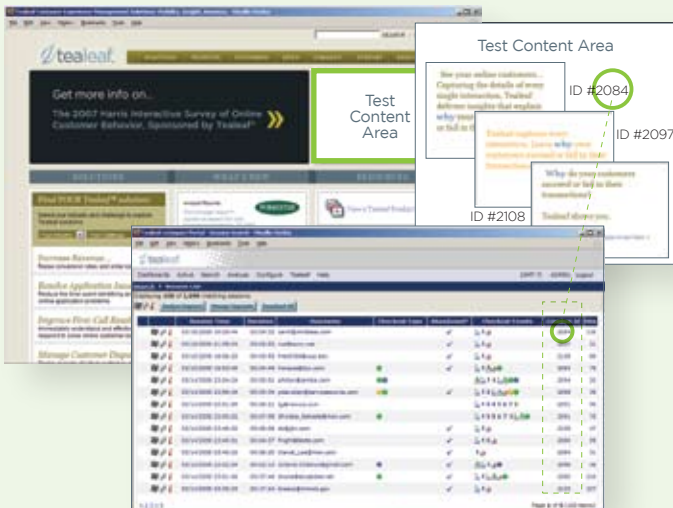
Tealeaf cxConnect for Multivariate Testing (MVT) allows you to seamlessly integrate Tealeaf's rich customer experience dataset with any multivariate testing application.

MVT tools enable an online business to determine the most compelling combination of content and presentation. When trying to understand why certain combinations performed extremely well or poorly, companies are able to utilize the integration with Tealeaf to see the actual online customer experience that was delivered to each customer in a test. This visibility can provide insight into online experiences that were not anticipated which can then be used to refine future tests. Answer questions like:

- > Why did this version of the test perform so poorly?

HOW IT WORKS

When tests are run, information uniquely identifying each customer is sent to your MVT provider. As your MVT provider then delivers test content to each customer, test information describing the specific content delivered is sent back to your web infrastructure, via cxConnect, where it is automatically captured in Tealeaf CX. cxConnect for Multivariate Testing then ensures authentic visual replay by using the associated test information to retrieve the specific test content that your customer was delivered. Additionally, once captured in Tealeaf CX, MVT information can be leveraged by other Tealeaf solutions for further customer experience analysis.



- >> See how site visitors experienced test variables for greater understanding of why variables perform well or poorly, and for further refinement of future tests.

Tealeaf cxConnect for Data Analysis

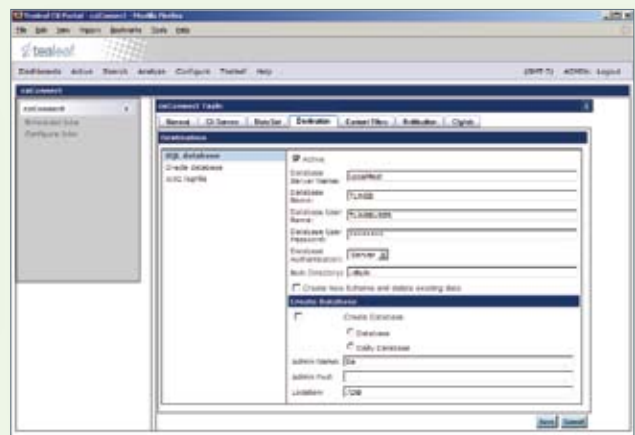
Tealeaf cxConnect for Data Analysis allows you to seamlessly integrate Tealeaf's rich customer experience dataset with any business intelligence application to create a multi-channel view of the customer for ongoing analysis.

By bringing information regarding your online customers into your enterprise business intelligence environment, business analysts are empowered to conduct a wide range of data analysis, from cross channel effectiveness to fraud detection. Answer questions like:

- > Are customers who are abandoning the web site contacting customer service?

HOW IT WORKS

Tealeaf cxConnect for Data Analysis is an application that enables the transfer of data from your Tealeaf CX datastore to external reporting environments. cxConnect for Data Analysis can deliver data in real-time to external systems such as event processing systems or enable that data to be retrieved in a batch mode. Tealeaf supports extraction of customer interaction data into log files, SAS, Microsoft SQL Server or Oracle database. Data extraction jobs can be run on a scheduled or ad-hoc basis. Flexible filters and controls can be used to include or exclude any sessions or parts of sessions, according to your business reporting needs.



- >> cxConnect for Data Analysis provides flexible data export to other business applications for multi-channel customer analysis.

Powered by Tealeaf CX

Tealeaf CX is the industry's most comprehensive datastore of online customer information and the engine behind all Tealeaf products. By uniquely capturing and managing all visitor interactions on your web site, Tealeaf CX delivers unprecedented visibility into online customer experience.