

Empowering Customer Behavior Analysis for True Web Site Optimization

Tealeaf cxResults™ revolutionizes the way we capture and store customer experience information. Our new approach empowers you with visibility into the complete customer lifecycle on your web site—information that is essential to conducting customer behavior analysis. With cxResults, you will be able to better understand customer interactions, discover ongoing behavior patterns, and ask and answer more sophisticated questions about your web site experience and its ultimate impact on your business.

The sophisticated analysis capabilities of cxResults enable you to investigate customer behavior and understand why a given user did or did not complete a process successfully on your site. Armed with this information, you will be empowered to answer the *why* questions you have about the web site:

- > **Why do more customers abandon the credit card application on the second step rather than the first step?**
- > **Why are customers searching for products multiple times and still not adding items to the shopping cart?**
- > **How many times will a customer ask for a password reminder before they give up and never come back?**

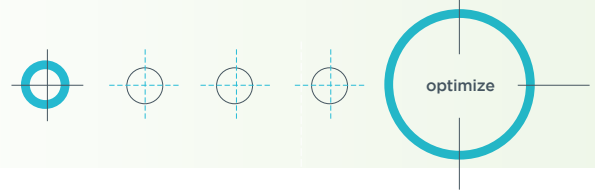
cxResults is a key component of our Customer Behavior Analysis Suite. When used in concert with cxImpact, which provides the visual evidence necessary to understand the full context of behavior, and cxView, which allows you to stay informed of your most critical customer experience metrics, you are armed with the information necessary to make informed decisions about your web site optimization efforts.

HOW IT WORKS

Tealeaf cxResults takes the power of cxImpact to the next level by providing insight into the complete visitor lifecycle on your web site. Beyond session replay and search, cxResults incorporates automated visitor- and behavioral-based search and investigation capabilities making customer behavior analysis far more efficient and effective.

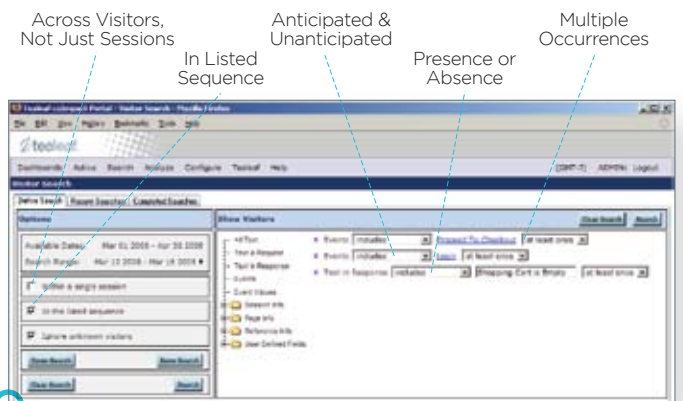
FEATURE HIGHLIGHTS

- > **New visitor data model supports detailed analysis** across a customer's multiple site visits enabling a complete view of their online experience.
- > **Behavioral-based searching uncovers segments of visitors** based on patterns of behavior such as a sequence of events or the number of occurrences.
- > **Powerful behavioral-based searches, coupled with free text searches,** allow you to uncover anticipated and unanticipated behavior.
- > **Segment analysis tools provide customized reporting of visitor segments** to uncover trends and anomalies and understand business impact.

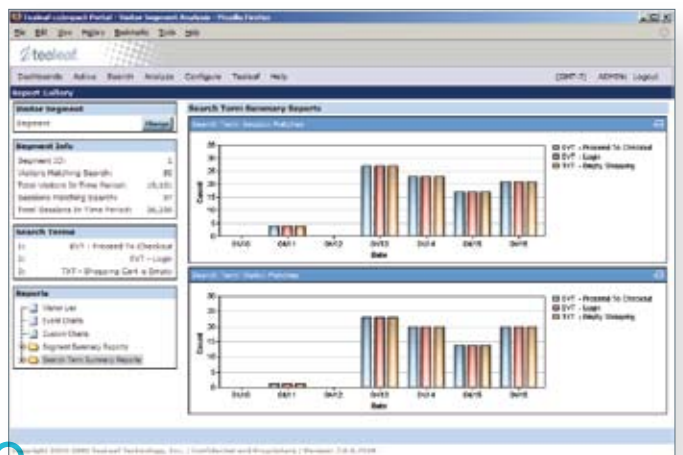


KEY BENEFITS

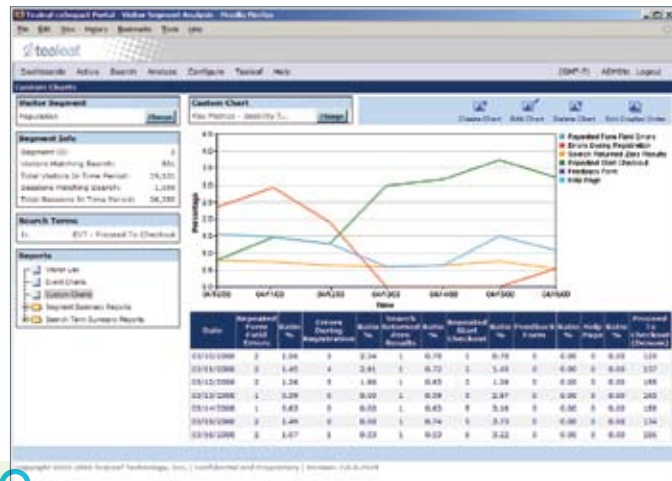
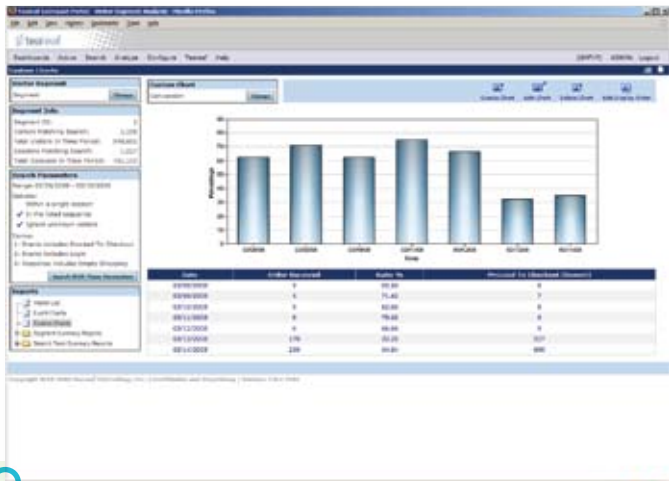
- > **Gain more accurate insight into customer success rates and KPIs based on usability and customer behavior**
- > **Ask and answer more sophisticated questions about your web site experience and the business impact of any given site issue.**
- > **Improve the usability of your web site by discovering ongoing behavior patterns that demonstrate a poor customer experience.**



>> The sophisticated search engine in cxResults allows you to conduct visitor-based, behavioral searches (sequence of steps, number of occurrences, etc.), as well as free text searches so you can ask and answer more sophisticated questions about your web site experience and its ultimate impact on your business.



>> cxResults search results generate visitor segments that can then be analyzed with pre-built reports. The Search Term Report communicates when a customer experience issue first occurred and provides information on its magnitude—how many customers have been affected.



>> Custom reports can be built off of Tealeaf events. For example, this custom report shows the conversion rate for this segment of visitors which can be used to understand the business impact of an issue.

>> This cxResults custom report is comparing the impact of usability KPIs like “repeated form field errors” on customer success rates.

Visitor Search, Segmentation and Reporting

The visitor data model of cxResults enables search, segmentation and reporting based on either session data or by visitor data. With visitor-based analysis, success rate reports provide greater insight into the business impact of an issue by showing if the online customer ever returned to complete their transaction over a specified time horizon/sales cycle.

Behavioral Search, Segmentation and Reporting

The superior search tools in cxResults allow you to easily create customer segments based on behavior:

- > **Segment by sequence of events:** show all visitors who saw the error message, “We’re sorry” but still purchased something later in the same visit or in a follow-on visit.
- > **Segment by the absence of events:** show all visitors who searched for something but who never added an item to their shopping cart.
- > **Segment by the number of occurrences:** show all visitors who tried to register three or more times but still were never able to sign into the site.

Ad-hoc Search, Segmentation and Reporting

By integrating Tealeaf’s unique, free-text search capabilities (e.g., search for all visitors who saw the message “Insufficient Funds”) with behavioral search, customer segments can now be created based on ad-hoc or unanticipated events such as an unexpected error message shown after the customer registered.

Automated Segment Analysis

Customer segments can be analyzed leveraging pre-built or custom reports based on events and search terms to uncover trends and anomalies in customer behavior or to understand the business impact of an issue. For example, in order to analyze a segment of customers who experienced a given issue, you could run a report on the issue error term to determine when the problem first started or, you could run a report on conversion rates to determine if this issue had impact on the business.

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.