

Leading Bank:



One of the world's foremost providers of financial services

The Bank relies on Tealeaf to help ensure its commercial banking customers have a flawless user experience and get the same high touch customer service online, as they are accustomed to offline.

One of the chief tenets of the Bank is to build deep relationships with customers while successfully supporting all of their needs. This is why so many commercial banking customers, choose to depend on the Bank's award-winning portal as their mission-critical banking resource.

By providing single-sign-on to a personalized set of more than 50 wholesale banking services—spanning treasury, brokerage and commercial paper—the portal creates a single destination for customers to have an electronic relationship with the Bank. Now, commercial banking customers are empowered with a 24x7x365 mechanism to conduct critical, time-sensitive and high-value business transactions in a self-service fashion.

CHALLENGES

The portal is a core component of the Bank's wholesale banking strategy. Customer adoption and satisfaction is paramount. Any inability on the part of commercial customers to access online business services or successfully complete critical banking processes, like time-sensitive wire transfers, would not only complicate business operations for customers, but would exact a significant business impact to the Bank.

And, although the Bank already had an arsenal of tools to help them manage the portal, they were missing a solution that would allow them to better manage their high-value, online customer relationships. The Bank required a solution that would allow them to see exactly how the site worked for real customers—a solution that would enable the Bank to proactively resolve site obstacles and continually deliver the best possible experience.

CUSTOMER PROFILE



The Bank is a diversified financial services firm providing banking, insurance, investments, mortgage and consumer finance through thousands of stores, the Internet and other distribution channels across North America and internationally.

RETURN ON INVESTMENT

- > Tealeaf helps the Bank reduce the time spent identifying and resolving online customer experience flaws by 75%.
- > With Tealeaf, the Bank ensures customers receive the same high touch service online as they do offline.
- > Tealeaf allows the Bank to boost adoption and improve the success rate of online services via a more reliable web application.
- > Tealeaf gives the Bank an accurate record of all online interactions to aid dispute and fraud investigations.

A NEW APPROACH

To solve the problem, the Bank turned to Tealeaf's online Customer Experience Management (CEM) solution. With Tealeaf's replay ability (a page-by-page, browser-level recording of the actual customer experience), as well as its sophisticated customer behavior analysis functionality, the Bank has been able to discover and resolve numerous customer experience flaws on the site—before these flaws could adversely impact a large number of commercial customers.

But Tealeaf's robust solution affords even greater benefits to the Bank. Because Tealeaf itself is so easy to use, the Bank has rolled out access to more than 50 users—from customer service and production support teams, to product management and fraud teams. In fact, Tealeaf, and the capabilities that it provides, has become a corporate standard for the delivery of all online products and services at the Bank.



Tealeaf allows us to say to our online customers, 'yes, I can see your problem,' which gives us a tremendous amount of credibility as a business.

Senior Vice President | The Bank

WIN 1—PROACTIVE APPROACH TO CUSTOMER SATISFACTION INCREASES THE BANK'S CREDIBILITY

Problem

Access to paperless statements had become an expected and convenient online service for commercial customers. But during a particular time period, some customers began reporting that their online statement was not legible and they were calling to request a paper statement instead.

Solution

The Bank's production support team immediately began to investigate the problem with Tealeaf. Because Tealeaf captures all customer visits to the portal, the Bank was able to quickly search for the customers who reported the problem and replay those specific visits. With this visibility, the Bank discovered a data feed glitch which caused one particular statement type to render incorrectly in the browser. The Bank was then able to quantify the magnitude of the problem by searching Tealeaf and generating a list of all the customers who were affected by this particular statement delivery issue—whether they called in to report the problem or not.

Benefit

Tealeaf allowed the Bank to quickly fix the data glitch and solve the statement rendering issue. In fact, on average, Tealeaf has helped the Bank reduce their mean time to resolution by 75%. But, more importantly, Tealeaf helped the Bank reverse a bad customer experience for the hundreds of affected commercial customers.

As a high touch relationship business, it was imperative that the Bank be able to notify affected customers and assure them that the Bank was aware of the issue and working quickly to address it. Tealeaf was the only system that had accurately captured and identified the affected customers, and only Tealeaf could help the Bank take a proactive approach to ensuring customer satisfaction.

WIN 2—ACTIONABLE ONLINE CUSTOMER BEHAVIOR INFORMATION IMPROVES BUSINESS DECISIONS

Problem

The Bank's product managers regularly rollout new online services and functionality to the portal. However, without the ability to watch and monitor how real customers are using and adopting these new

features, it's virtually impossible for the product managers to evaluate whether they are making the best possible decisions for the business or not.

Solution

Tealeaf gives the Bank's product managers the visual evidence necessary to investigate customer behavior and understand customer success rates. For example, when the Bank rolled out a new line of Health Savings Accounts, they used Tealeaf to monitor and compare the enrollment rates of the different accounts. And, although the metrics were critical to alerting product managers to the accounts that needed attention, it was the ability to drill-down and replay actual customer visits that enabled the product managers to validate the metrics and make more informed decisions about which products to tweak and which products to drop.

Benefit

For so long, the Bank's product managers were forced to manage the site by relying solely on reports filled with quantitative data points alone. With Tealeaf, these business stakeholders are now armed with actionable, qualitative customer behavior information which allows them to gain more accurate insight into customer success rates. Today, Tealeaf is used regularly by the Bank's product managers and executives to explore opportunities for improvement and innovation and build better online solutions for their commercial customers.

ABOUT TEALEAF TECHNOLOGY

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. Tealeaf's CEM solutions include both a customer behavior analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.