

Discover what's working, what isn't, and why

With the rapid adoption of mobile devices such as smart phones and tablets, consumers now have the ability to conduct transactions anywhere, anytime. For e-business, this creates a valuable avenue for customer self-service and promising new revenue opportunities. However, this channel brings new risks as well. A recent study by Harris Interactive indicates that four out of five online adults who have conducted a mobile transaction in the last year have experienced a problem.¹

To succeed in this burgeoning new business channel, you must deliver mobile services and features that your customers will adopt and use productively. Yet most e-businesses today lack even basic visibility into their mobile users and how those users interact with the channel. Given the magnitude of mobile variables—including various devices, browsers and platforms—the risk of customers encountering obstacles is inherently greater. Some of these issues are technical but many of the things that cause customers to struggle are related to business process and usability, making them harder to detect, diagnose and resolve effectively.

Tealeaf® CX Mobile™ enables you to apply the full power of Tealeaf's industry-leading customer experience management solutions to your mobile channel. It gives you visibility where you don't have it today, helping you deliver winning mobile services.

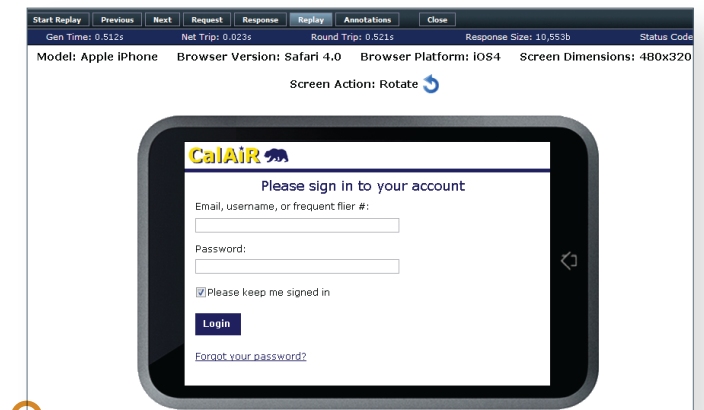
FEATURE HIGHLIGHTS

- Complete mobile visibility** by capturing user information across mobile websites, including both server- and client-side > interactions.
- Early warning system** to detect mobile user struggle and provide proactive awareness into mobile application failures, usability > issues or other obstacles that lead to failed transactions, abandonment, and negative feedback.
- Enhanced mobile web session replay** to understand 'why' by viewing what customers saw on their mobile devices and the > specific actions they took—including device rotation, scroll, swipe and other touch-screen actions.
- Real-time drag-and-drop analysis** to quantify revenue impact and segmentation by specific mobile user behaviors or device > attributes.
- Powerful ad-hoc discovery and segmentation** to quickly find and isolate problems across mobile customer sessions—for both > individual customers and aggregates—without pre-defining tags or beacons.

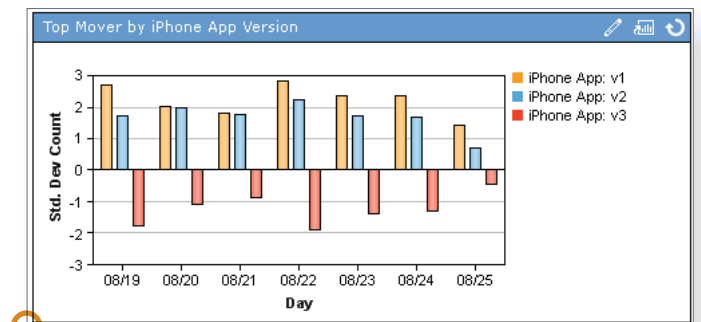


KEY BENEFITS

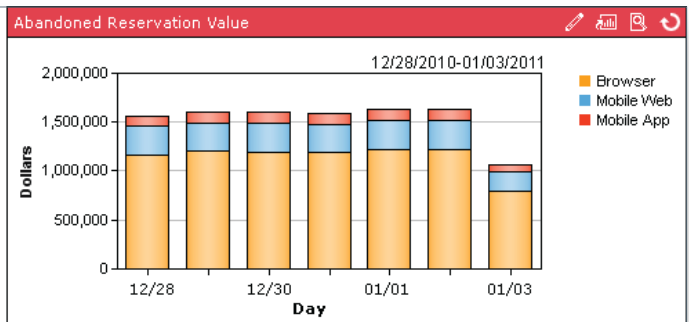
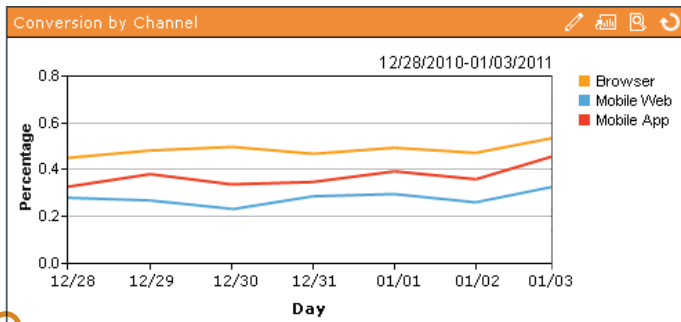
- > **Make the right mobile investment decisions—fix, invest or remove.** Quantify the business impact of issues to prioritize mobile investment decisions. See how customers are actually using your mobile services, in both expected and unintended ways.
- > **Accelerate time-to-market for winning mobile services.** Rapidly iterate and evaluate new mobile features that become successful or should be removed. Gain end-to-end insights across users, sites and back-end behaviors.
- > **Raise conversion rates and revenues for your mobile channel** by detecting obstacles and issues that cause users to struggle.



>> Enhanced mobile web session replay let's you see orientation-specific actions like device rotation (i.e., portrait or landscape).



>> The Top Movers & Drivers dashboard provides an early warning system into mobile issues.



>> Tealeaf CX Mobile enables a powerful cross-channel view of your business.

HOW IT WORKS

An add-on to Tealeaf CX, Tealeaf CX Mobile provides extensive coverage across mobile websites. It delivers unprecedented levels of visibility by combining CX passive network capture with an intelligent application logging framework. This combination enables you to better understand your mobile users through insight into critical server-side and client-side activity. Tealeaf CX Mobile also provides extended visibility for smart phones and tablets by capturing device-level and in-screen behaviors, such as scroll, swipe and other in-screen actions. With this unmatched visibility, Tealeaf CX Mobile helps you discover how users interact with your mobile features so you can make more informed mobile investment decisions.

Multi-Channel Visibility

The companies that are most effective at satisfying and retaining customers are those that consistently optimize the experience across all online channels—desktop web, mobile, social media, and contact center—and enable customers to reliably transact business via their channel of choice. The visibility and insight provided by Tealeaf CX Mobile help you optimize not only your fastest growing channel, but can also highlight the differences between your various online channels. Using Tealeaf CX Mobile in conjunction with Tealeaf cxReveal enables you to share these insights with your call center agents, who can then better serve customers crossing from one channel to the next.

Real-time Analysis and Alerts

By using Tealeaf CX Mobile with Tealeaf CX, you can analyze data from mobile customer sessions in real-time against a set of user-defined rules, or “events,” to gain immediate awareness and insight into the issues that cause your customers to struggle—such as repeating a process multiple times without completion. Tealeaf triggers alerts when thresholds or ratios of events are exceeded. From these alerts, you can quickly drill-down to the exact mobile users affected and replay their sessions for actionable insights.

Early Warning of Mobile Customer Struggles

Tealeaf leverages algorithmic discovery within Tealeaf cxView to automatically surface the highest-impact customer-facing issues and display them in a real-time Top Movers & Drivers dashboard. The addition of Tealeaf CX Mobile directs your attention to exactly where mobile users are struggling the most at any given moment, enabling you to respond to the issues your customers are encountering as they occur, rather than relying on after-the-fact analysis.

Ad-hoc Mobile Segmentation

As a complement to session replay, Tealeaf CX Mobile offers powerful mobile visitor and device data. Reports are available on usage statistics and patterns, and include the ability to create ad-hoc customer segments based on mobile attributes, such as device manufacturer, operating system, browser type, screen resolution and more.

Dimensional Report Builder

With the dimensional report builder capabilities of Tealeaf cxImpact, Tealeaf CX Mobile delivers flexible, real-time analysis for e-business and IT users. The intuitive drag-and-drop interface empowers users to quickly quantify lost revenue due to specific sources of customer struggle (e.g., a checkout page issue) or other site issues, and perform segmentation analysis. You can then share and distribute reports to management and other key stakeholders.

Universal Search

Used with the search capabilities of Tealeaf cxImpact, Tealeaf CX Mobile enables you to quickly find and retrieve specific mobile customer sessions by searching on mobile-specific attributes (phone model, screen size, browser version), HTTP parameters, free-text strings, or events observed by Tealeaf CX (e.g., bill pay abandonment).

Note: CX Mobile is an add-on to Tealeaf CX and is sold separately.