

Unparalleled Insight for Efficient Problem Identification and Resolution

Ensuring that visitors on your web site can successfully complete their business is more challenging and more important than ever. Your customers expect their transactions to go as smoothly and reliably online as they do in-person. The combination of a growing multitude of users, highly personalized and dynamic content, and increasingly complex new web technology results in a nearly infinite number of usage scenarios.

Consider that a single unknown problem can affect hundreds or thousands of users and these problems can persist on a site for months. A single problem can cost an ebusiness five percent of revenues—the equivalent of having the site down for one full day a month. Over time, multiple problems impact more and more users and the effects compound: higher customer acquisition costs, reduced life-time customer value, and weakened brand reputation.

Tealeaf cxImpact™ gives you the tools to proactively manage your ebusiness and ensure the highest-quality customer experience. With immediate visibility into your online customers and the hidden problems impacting your business, you can detect, quantify, and quickly resolve issues and sources of customer struggle.

HOW IT WORKS

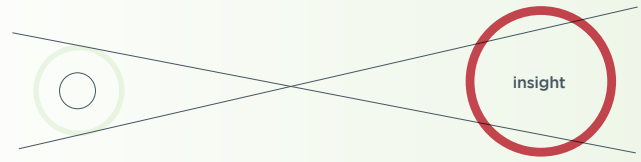
cxImpact transforms the rich customer experience dataset captured by Tealeaf CX into visually replayable and completely searchable customer sessions. cxImpact not only captures the page-by-page, browser level recording of each customer session, but also offers one-click access to all the supporting HTML request and response information for further technical analysis.

FEATURE HIGHLIGHTS

- > **The ability to visually replay** exactly what customers viewed in their web browsers and the specific actions they took on each page, including form interactions in the order completed by the customer.
- > **Powerful search capabilities** to quickly find and isolate problems across all customer sessions.
- > **Real-time events and alerts** to provide immediate awareness and insight into customer struggle, business process health, customer activity, application and page errors, and response time problems.
- > **Intuitive, drag-and-drop dimensional report builder** for real-time revenue impact analysis and segmentation analysis by specific behaviors.
- > **Packaged reports** providing a holistic view into the health and performance of your web site.
- > **A centralized workspace** to support business-critical web applications.

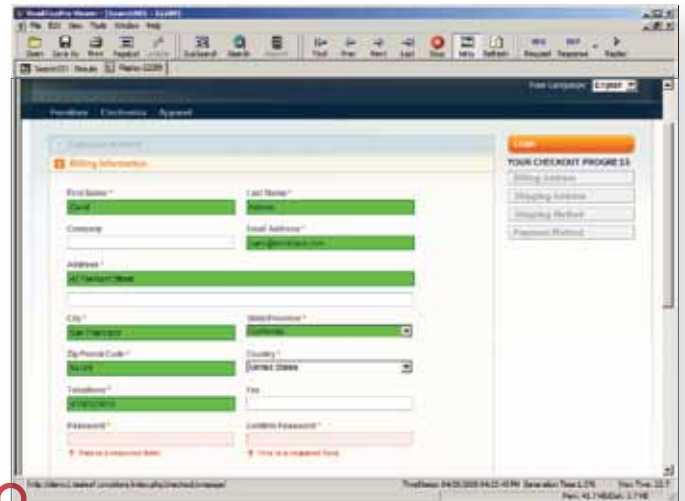
Visual Replay

cxImpact features a patented viewer, either a desktop application or universal browser, that replays—a page-by-page, browser-level recording—all customer sessions on your site. cxImpact allows you to see all actions (e.g., link selections), all interactions (e.g., form field inputs) and all customer experience obstacles (e.g., error messages) so you can quickly reproduce and resolve any site issue. cxImpact now supports the capture and replay of Web 2.0 technologies.



KEY BENEFITS

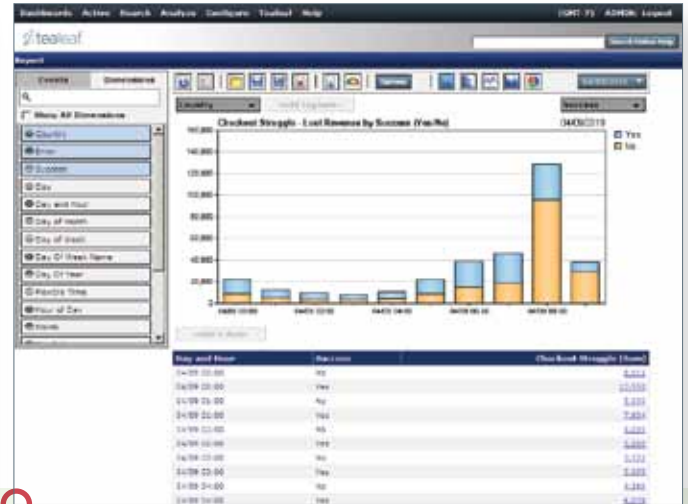
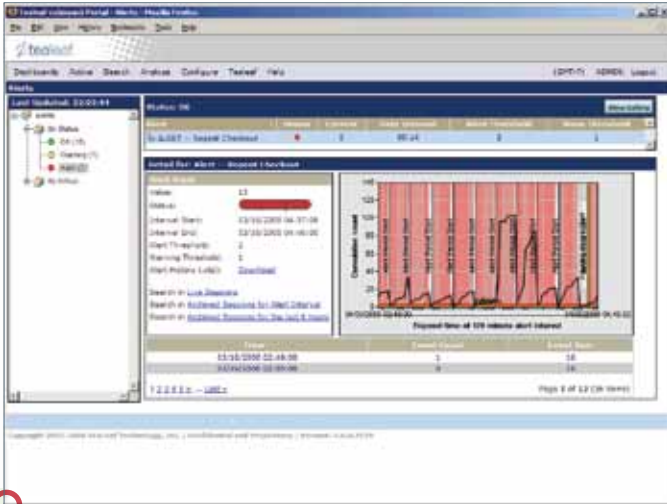
- > **Discover previously unknown site experience problems** so you can improve success rates and increase online revenue.
- > **Quantify the magnitude of any given site issue**—both the number of affected customers and revenue impact—in order to properly prioritize corrective actions.
- > **Rapidly understand and diagnose site problems** by visually analyzing customer and site behavior.
- > **Dramatically reduce the time required to reproduce and resolve site issues.**



- >> The session replay capability of cxImpact (a page-by-page, browser-level recording of a user's visit to your site) is critical for effective problem identification and resolution. Replay allows you to see all customer actions and interactions on your site, as well as any site experience problems.



- >> cxImpact's full text search allows you to quickly find common customer sessions and quantify the magnitude of any given issue.



>> cxImpact allows you to set up alerts so you are immediately notified when the frequency of a given issue occurs more than your pre-defined, acceptable threshold.

>> cxImpact's dimensional report builder makes it easy to conduct lost revenue analysis by struggle sources like checkout problems.

Universal Search

cxImpact's search capability lets you quickly find and retrieve specific customer sessions by searching on HTTP parameters (e.g., URL form field values) or free-text strings (e.g., "database connection lost" messages appearing in the HTTPS response), or events observed by Tealeaf CX (e.g., bill pay abandonment). For live or archived sessions, you can construct simple or multi-parameter queries, search against captured sessions, use search operators and Booleans, or search using wild cards.

Real-time Events and Alerts

Captured data is analyzed in real-time against a set of user-defined rules—events—to provide immediate awareness and insight into business process health, customer activity, application errors, page errors, and response time problems. Alerts can then be triggered when thresholds or ratios of events are exceeded. These real-time events can be based on the occurrence or absence of a single value, text pattern, page attribute, session attribute, compound conditions appearing in a page, or as a function of multiple conditions in a business process. From alerts, you can quickly drill-down to the exact users affected and replay their sessions if desired. For example, many customers use Tealeaf to monitor high-level business metrics, such as abandonment, to alert analysts to unforeseen technical or business issues.

Dimensional Report Builder

The dimensional report builder enables flexible real-time analysis for ebusiness and IT users. The intuitive drag-and-drop interface empowers users to quickly quantify lost revenue due to specific struggle sources (i.e., checkout problems) or other site issues and perform segmentation analysis by specific behaviors or attributes.

After isolating an issue to a specific segment of customers, users can drill-down from these reports to individual customer sessions and gain insight by replaying their complete experience. Reports can then be published to cxView dashboards for sharing and distribution to management and other key stakeholders.

Reports Gallery

cxImpact includes a robust reports gallery which includes packaged reports such as user activity, event, bot traffic, mobile traffic and performance reports, among others. All Tealeaf reports automatically aggregate data collected across all site visitors in order to provide a holistic view of the experience your web site is presenting customers.

Centralized Workspace

cxImpact provides a real-time, web-based portal that serves as a centralized workspace for web site problem identification and resolution.

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.