

## Reducing Escalations and Call Handle Time

In business today, customer relationships are multi-channel. Whether it's to research a service offering, purchase a product, or conduct self-service, more and more of your customers rely on your web site to get business done. As your site becomes more integral to your overall business, visibility into the online channel becomes more essential to your success.

Tealeaf's cxReveal™ was built to power the next generation contact center. With the visual evidence cxReveal provides into both live and historical online activity, customer service organizations have the ability to quickly understand the experience of online customers. Armed with this information, customer service teams are fully equipped to respond effectively to customer needs. At a basic level, this means first call resolution rates are increased and costly escalations are reduced. Also, the average call handle time is reduced as CSRs are able to identify a customer's issue faster. For advanced organizations, cxReveal provides a common language, and natural feedback loop, between groups who have traditionally operated separately. Now, the e-business team, call center, sales and marketing teams can successfully work together to improve customer acquisition, increase up-sell and cross-sell effectiveness, power order recovery efforts and, as a result, improve customer satisfaction and retention. This type of regular feedback and site optimization prevents the issues that lead to costly calls into the contact center in the first place.

### HOW IT WORKS

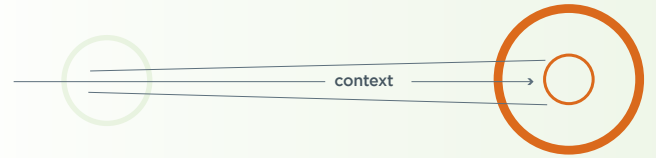
cxReveal leverages the core functionality of the Tealeaf CX platform—session replay and search—and packages it into a simple user interface for efficient use by customer service representatives (CSRs), sales associates, and even marketing personnel. Using one-click retrieval, users have instant access to both live and historical customer sessions from any existing CRM solution.

### FEATURE HIGHLIGHTS

- > **Shadow browse live customer sessions** or quickly search and replay any historical customer session.
- > **Session History Summary Reports** provide a summary view of historical activities of any given customer.
- > **Session Quick Views** provide key information about a chosen customer's session without having to replay the entire session.
- > **Annotations** allow service representatives to categorize a customer's session (e.g., "user confusion") for future reporting and analysis.
- > **Activity Dashboards and Reporting** provide management with insight into CSR usage and training needs.
- > **Simplified deployment** to on-site and distributed employees through universal, web-based access.

### Visual Replay

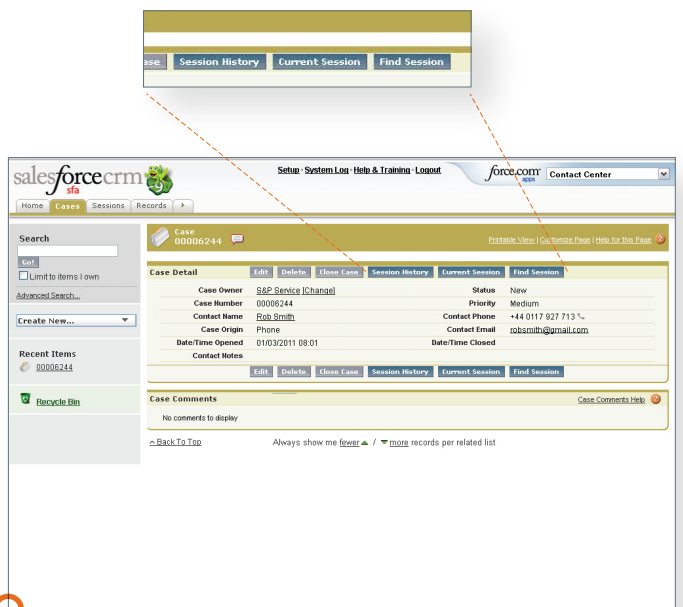
cxReveal's replay functionality offers a page-by-page, browser-level recording of the customer's online experience. Replay allows you to see all actions (e.g., link selections), all interactions (e.g., form field inputs), and any customer experience obstacles (e.g., site error messages) so representatives can quickly respond to customer needs without asking numerous questions about their session.



### KEY BENEFITS

- > **Reduce average call handle times.**
- > **Increase first call resolution rates and eliminate unnecessary escalations to Tier II or Tier III resources.**
- > **Expand up-sell and cross-sell effectiveness, as well as order recoveries.**
- > **Improve customer satisfaction and retention by offering more informed customer service.**

>> Review the customer's session history.



>> cxReveal integrates with any CRM system, support portal or agent desktop application. Therefore, when a customer calls in, the case automatically includes the ability to quickly review the customer's session history and replay current or previous site visits.



>> Quickly view details of the products the customer has browsed.

- Product Browsed Sony VAIO VGNTXN27N/B
- Availability IN STOCK
- Promotion SPECIAL PRICE

Page	Event	Value
2	Product Browsed	Sony VAIO VGNTXN27N/B
3	Product Added to Cart	Sony VAIO VGNTXN27N/B
4	Checkout Started	
5	Checkout Failed	Product is not available
5	Product Browsed	Sony VAIO VGNTXN27N/B
6	Availability	IN STOCK
6	Promotion	SPECIAL PRICE
7	Checkout Started	
8	Checkout Failed	Product is not available

>> Pre-configured report templates provide the Customer Service Representative (CSR) with a 'quick glance' at the customer's session history. For example, the CSR can quickly see which products the customer has browsed or what site capabilities the customer has used during past interactions.

>> See exactly what your user entered on each page.

Qty:

>> Quickview provides a summary of key events that the customer experienced without having to replay the whole session. 'Jump to' functionality allows the user to go straight to the relevant page in the replay to see exactly what happened.

### Customized Search Integrated with CRM Consoles

cxReveal provides customizable search options that can be directly integrated into an existing CRM console (e.g., Siebel, Salesforce.com, Kana, Remedy, or custom web-based CRM interface). For example, from a customer record in the CRM interface, the customer service representative can retrieve all web site sessions generated by that specific customer with one click.

### 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 mobile and desktop web site, Tealeaf CX delivers unprecedented visibility into online customer experience.

### About Tealeaf

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 e-business, mobile 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.