

Enabling More Informed and Effective Customer Service

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 the 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 future success.

Tealeaf's cxReveal™ was built to power the next generation contact center and ensure your future success. With the visual evidence cxReveal provides into both live and historical online activity, customer service organizations have the ability to better 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. But for advanced organizations, cxReveal provides a common language, and natural feedback loop, between groups who have traditionally operated separately. Now, the ebusiness team, call center, sales and marketing teams can successfully work together to improve customer acquisition, increase up-sell or cross-sell effectiveness, power order recovery efforts and, as a result, improve customer satisfaction and retention.

HOW IT WORKS

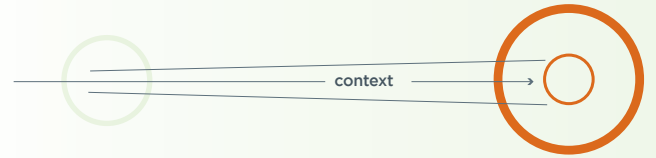
cxReveal takes the core functionality of cxImpact—session replay and search—and packages it into a simple user interface for efficient use by customer service representatives (CSRs), sales associates, even marketing personnel. Using one-click retrieval, users have instant access to both live and historical 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 'quick-glance' view into the site activities of any given customer.
- > **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.

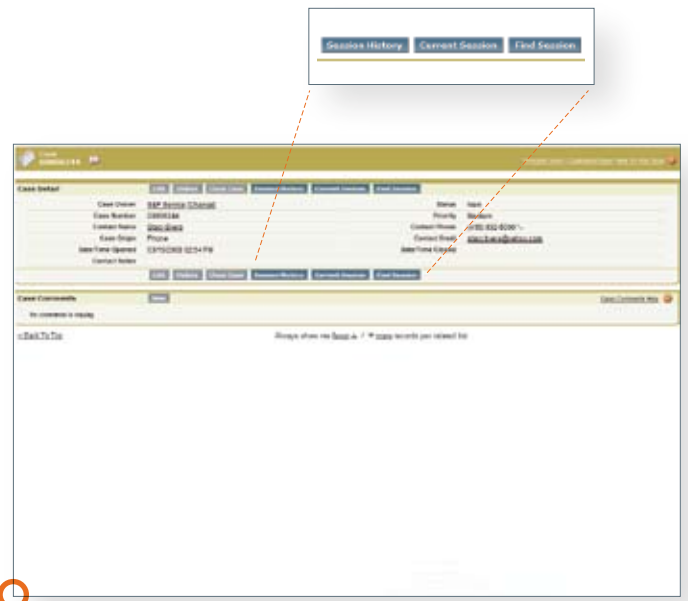
Visual Replay

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 the customer's needs.

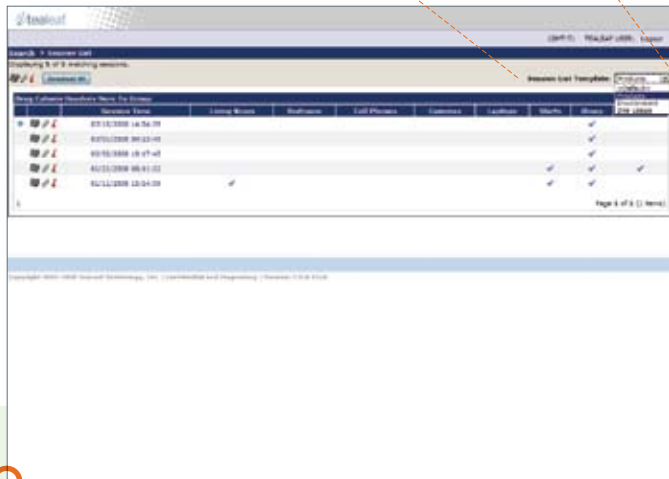


KEY BENEFITS

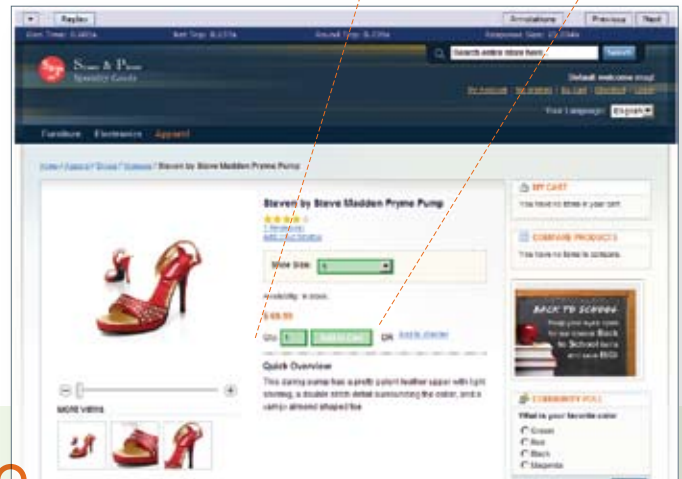
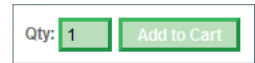
- > **Improve customer satisfaction and retention by offering more informed customer service.**
- > **Increase first call resolution rates and eliminate unnecessary escalations to Tier II or Tier III resources.**
- > **Increase up-sell or cross-sell effectiveness, as well as order recoveries.**
- > **Improve operational efficiencies and cross-organizational communications through enhanced workflow and automated escalation.**



- >> 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 review the customer's session history and replay current or previous site visits.



>> 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 what product categories the customer typically visits or what site capabilities the customer has used during past interactions.



>> The CSR can then drill into any given session, including the live session (shadow browsing), to see what the customer saw and what actions she took on the site. The CSR can annotate any given session from pre-configured categories (e.g., "site error" or "user confusion") and send an automated email if a session needs to be escalated for technical review.

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 click on a link and retrieve all web site sessions generated by that specific customer.

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.