

Unprecedented Visibility for Proactive Ebusiness Management

Tealeaf cxView™ enables you to proactively manage your online channel by providing an early warning system into customer struggle and the ability to understand why customers complete or abandon online processes. By providing real-time awareness into critical customer experience metrics, struggle scores, and KPIs, as well as the ability to drill-down from these metrics to understand the causes of business-process abandonment, cxView gives you actionable dashboards to expose the cost of customer struggle to your business. With this insight, you can optimize your site and increase customer success rates.

The visibility cxView affords enables you to answer critical questions such as:

- > **What are the top 5 sources of customer struggle on my site?**
- > **How many customers, or how much revenue, has been lost as a result of customer struggle such as checkout problems on the site?**
- > **How are key business processes, usability indicators, and application health metrics performing versus stated goals?**

Further, by coupling cxView with both cxImpact and cxResults—our Customer Behavior Analysis Suite—you can seamlessly drill-down to investigate customers' actions at an individual or segment level to answers questions like:

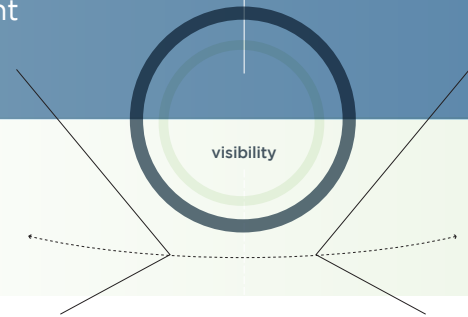
- > **Why have conversion rates, or other success rates, gone down?**

HOW IT WORKS

cxView aggregates the rich, customer experience dataset of cxImpact and cxResults into executive-level dashboards, scorecards and reports. In addition, cxView includes a powerful early warning system which leverages algorithmic discovery to automatically surface your site's highest-impact struggle sources. By directing attention to the issues that matter the most, you are empowered to take the necessary actions to optimize your web site, reduce lost revenue, and recover customers.

FEATURE HIGHLIGHTS

- > **Real-time Top Movers & Drivers** dashboards track thousands of site and customer behaviors to automatically surface highest-impact struggle sources and other abnormalities.
- > **Business process and KPI scorecards** automatically grade business processes, usability indicators, and application health metrics against defined business goals.
- > **Executive dashboards** display reports, Top Movers & Drivers, and scorecards in simple and actionable management-level views.
- > **Packaged community-based templates** allow you to accelerate the time-to-value of Tealeaf's Customer Experience Management best practices for specific verticals.
- > **Scheduled, HTML email reports** with daily, weekly, or monthly delivery options.



KEY BENEFITS

- > **Proactively manage your online channel using customer experience metrics, struggle scores, and KPIs.**
- > **Gain real-time awareness into the highest-impact struggle sources on your site.**
- > **Preserve and recover revenue by effectively identifying obstacles that affect site success rates.**
- > **Align business and IT—properly prioritize web site issues for remediation based on business impact.**
- > **Provide simple and actionable visibility to executive management and key stakeholders**



>> cxView dashboards let you proactively track the health of your ebusiness in real-time.

Management Dashboards

Any Tealeaf report accessible from cxImpact or cxResults, as well as Top Movers & Drivers, and scorecards can be added to a cxView dashboard. Dashboards are completely customizable and configurable, enabling a personalized reporting framework for all Tealeaf data.

- > **Top Movers & Drivers** dashboards act as an early warning system leveraging algorithmic discovery to automatically surface your site's highest-impact sources of struggle—at this very hour—so you can take immediate action.



>> Top Movers & Drivers dashboards direct attention to exactly where users are struggling the most, at any given moment, enabling swift corrective action.



>> Monitor your site's key business processes—track conversion from one step to the next.

Scorecards

Scorecards enable you to track the health of key functional areas of your site. There are two types of scorecards:

- > **Business Process Scorecards** automatically measure and score overall success, abandonment, and failure rates across and within each step of a critical online business process against defined goals.
- > **KPI Scorecards** automatically measure and score the health of online business services based on customers' actual experiences.

Community-based Templates

Tealeaf provides packaged dashboard, report and event templates, which leverage common visitor experience data, enabling more advanced usage of Tealeaf and accelerated time-to-value of Customer Experience Management best practices. Templates are saved on our community site, via Tealeaf, for customers to access, share and exchange.

Configuration of cxView does not require custom development or custom queries. All configuration steps are administered through an easy-to-use web interface.

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.