

Advanced Business Impact Analysis

Our new Best Practices offerings have been designed to help your organization optimize the full potential of your Tealeaf investment. With hundreds of successful implementations under our belt, we've amassed an arsenal of best practices. And our industry-leading Best Practices team has created a maturity model to help impart this know-how in a manageable way—one that reduces your learning curve and gets you to value as quickly as possible.



>> Figure 1: Tealeaf Best Practices and Our Recommended Maturity Model

With limited time and resource resources, many companies struggle to prioritize site issues based on business impact. In this offering, you'll learn how to build a business case for each issue by investigating the following questions: When did the issue start? How many visitors per day were affected? What is the impact on conversion rates? What is the cost of fixing the issue compared to the lost sales/profits? While the Customer Experience Investigation offering takes the first step of teaching you how to use replay to investigate customer experience issues, this offering takes you further by tying issues to revenue and your bottom line. With the insight you gain into every site issue, you'll be able to set optimization priorities and invest your resources where they will make the biggest impact to your business.

This offering will be customized to fit the unique needs of your organization and site configuration. We'll work with your team to:

- > **Gather Requirements and Establish Events.** We'll facilitate discussion across stakeholders from IT, support, development, and ebusiness to document the critical site problems that could be impacting your business. We'll then show you how to create events and reports to proactively monitor these site issues.
- > **Build a Business Case.** You'll learn how to quantify the business impact of any given issue based on such metrics as frequency, duration, number of visitors impacted, impact on conversion rates, and cost to fix. Armed with this information, your ebusiness and development teams will be on the same page as to which issues are the most critical to focus on.
- > **Set up Ongoing Processes.** You'll establish a process for the continuous monitoring and maintenance of events/reports required to conduct accurate business impact assessments, and set up a distribution network of critical impact analysis reports.
- > **Provide Training.** As needed, your Best Practices consultant will get you more familiar with certain functionality of cxImpact (search, replay, and reporting basics) and cxResults (session segment analysis, visitor level search). *Please note, if additional days are needed for refresher product training, they will be incremental to the current number of engagement days.*

With the Advanced Business Impact Analysis offering you'll be able to recoup otherwise lost sales/profits, and maximize the value of your Tealeaf investment, through efficient identification and resolution of the issues having the greatest impact on your online customer experience.

OBJECTIVES

- > Understand how different customer experience obstacles directly impact your bottom line.

BENEFITS

- > Align business and IT regarding where to focus improvement efforts.
- > Properly prioritize web site issues for remediation based on business impact
- > Recoup otherwise lost sales/profits by proactively resolving issues before they can further degrade your business.

Required Tealeaf Products	cxImpact cxResults
Customer Participants	Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users
Duration	3 days
Recommended Timing	6 to 9 months following your initial implementation. Ongoing, as required.

- > **To learn more about Tealeaf's Best Practices offerings, please contact your Tealeaf Account Executive.**