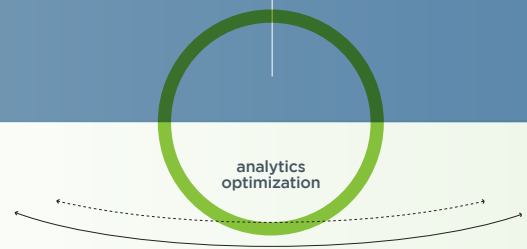


best practices:

Analytics Optimization



Tealeaf Best Practices offerings are designed to optimize the full potential of your Tealeaf investment and move your organization into proactively identifying and resolving customer struggle. The best practices are based on more than a decade of experience helping hundreds of companies across many industries. We have developed a maturity model that helps organizations, whether they are new to Tealeaf or are advanced users, to incorporate a variety of best practices in a manageable way—one that reduces their learning curve and helps them gain value as quickly as possible.



>> Learn how to identify, define and monitor critical business metrics through Tealeaf dashboards.



>> Quantify the magnitude and revenue impact of each site issue to prepare your business case and understand where to focus your site optimization efforts.

Tealeaf excels at helping companies troubleshoot and monitor online issues, whether those issues are on a desktop website, a mobile channel, through the contact center or surfaced via a Voice of Customer tool. However, with limited resources or time, many companies are challenged to progress from using Tealeaf reactively to more fully leveraging Tealeaf to achieve higher-level business goals, such as increasing customer satisfaction, raising conversion rates and ensuring a well functioning site free of the obstacles that can cause customers to struggle.

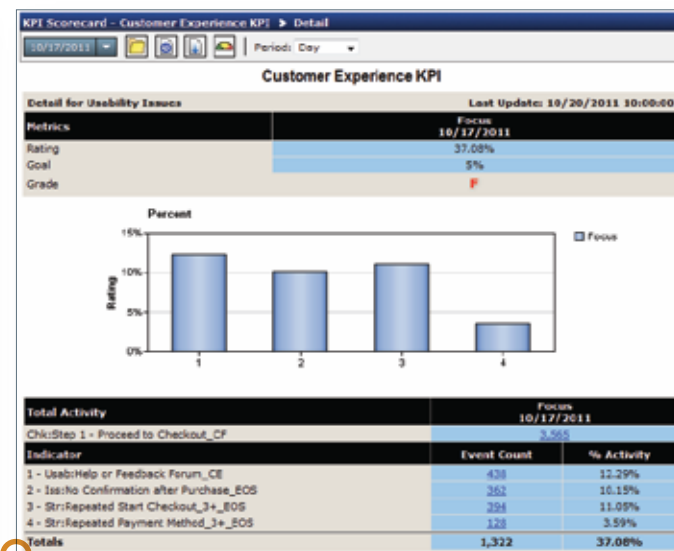
Analytics Optimization (AO) services help your organization learn how to take a more proactive approach to CEM. The goal is to put early warning detection in place, which will help your organization move beyond the “find and fix” method of operation. AO services will help your organization build a business case for each issue by finding answers to questions such as:

- > When did the issue start?
- > How many visitors per day were affected?
- > What is the difference in conversion between those who experienced the issue versus those who did not?
- > What is the cost of fixing the issue compared to the lost sales/profits?

With the insight gained into site issues, your organization will be able to prioritize your optimization efforts and invest resources where they will have the biggest impact to your business.

This offering will be tailored to fit the unique needs of your organization, the products you’ve implemented and your site configuration. Tealeaf will work with your team to:

- > **Gather Requirements and Establish Events.** Our practitioners will facilitate discussion with your business stakeholders to identify and document the critical site problems that could impact your business. Next, we will show how to create events and reports that will help your company to proactively monitor site issues.
- > **Build a Business Case.** Best Practices consultants will demonstrate how to quantify the business impact of any given issue based on metrics such as frequency, duration, number of visitors impacted, impact on conversion rates, and cost to fix. We’ll help to prepare a standard use case and analysis document that you will use to gain support from internal business stakeholders and sponsors.
- > **Knowledge Transfer.** We’ll impart Tealeaf best practice approaches to help your organization to quickly institutionalize the analytics optimization process going forward, including a recommended adoption plan to guide progress along the Tealeaf Maturity Model described earlier.
- > **Provide Training.** As needed, Best Practices consultants will train your team with key cxImpact functionality such as search, replay, and reporting basics. We will also educate your team on cxView functionality such as creating process/KPI scorecards and dashboards in order to take full advantage of Tealeaf analytics optimization capabilities.



>> Learn how to identify and monitor key performance indicators to gain awareness into customer experience obstacles.

>> Monitor your key business processes to gain insight into customer struggle areas that lead to site abandonment.

In short, Tealeaf Analytics Optimization services helps organizations maximize the full potential of their Tealeaf investments and move to proactively identifying and resolving customer struggle. AO services will also help companies to quickly recoup otherwise lost revenue through efficient identification and resolution of issues that have the greatest impact to your online channel.

OBJECTIVES

- > Learn how to conduct analysis for site optimization.
- > 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	CX platform cxImpact cxView
Customer Participants	Tealeaf Sponsor Business Stakeholder(s) Site Optimization Analyst Tealeaf Project Manager Tealeaf Administrator
Duration	8 - 21 days
Recommended Timing	1 to 3 months following your initial implementation. Ongoing, as required.

To learn more about this offering or any of our Best Practices offerings, please contact your Tealeaf Account Executive.