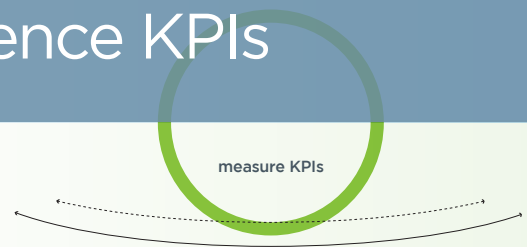


Measuring Customer Experience KPIs

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

Ebusiness leaders know that there are a number of factors beyond simple technical problems that affect their customers' online experience—and their ability to retain these customers and sell to them. During the Measuring Customer Experience KPIs offering, Tealeaf will work with you to set up Key Performance Indicators (KPIs) that will help you understand where customers are struggling on your site. Example customer experience KPIs include watching for known bad behaviors, such as a customer re-starting the checkout process more than twice, or known bad experiences, such as a customer seeing a re-priced itinerary on a travel site. Proactively monitoring these metrics will allow you to analyze real customer behavior and uncover unexpected problems that are negatively impacting your online 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.** We'll facilitate discussion across stakeholders from IT, support, development, and ebusiness to identify and document critical online processes that need to be monitored, and determine the KPIs that may affect customer experience, including struggle behavior, usability issues, system/application errors, and unexpected outcomes.
- > **Set Up Scorecards.** Your Best Practices consultant will teach you how to build the necessary events to track and measure the customer experience on your site. You'll then be able to create specific KPI scorecards that will help you proactively monitor trends and anomalies.
- > **Set up Ongoing Processes.** We'll work with you to establish a process for maintaining KPI scorecards over time. Further, we'll help you set up a distribution network of critical reports, as well as a feedback loop for key stakeholders.
- > **Provide Training.** As needed, your Best Practices consultant will get you more familiar with certain functionality of cxImpact (search, replay, and reporting basics) and cxView (dashboards and scorecards). *Please note, if additional days are needed for refresher product training, they will be incremental to the current number of engagement days.*

Ensuring that customers are successful on your web site is more challenging—and more important—than ever. Measuring Customer Experience KPIs allows you to monitor and analyze customer interactions at the most advanced level. And, in discovering and understanding ongoing behavior patterns that demonstrate a poor customer experience, you'll be able to make more informed web site optimization decisions for your business.

OBJECTIVES

- > Proactively monitor site "health" by tracking functional KPIs that impact customer experience.

BENEFITS

- > Establish a baseline and method for setting improvement goals by monitoring KPI changes.
- > Uncover previously unknown or unexpected site flaws.
- > Improve the usability of your web site by discovering ongoing behavior patterns that demonstrate a poor customer experience.

Required Tealeaf Products	cxImpact cxView (recommended but not required)
Customer Participants	Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users Site Optimization Analyst
Duration	2 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.**