

best practices:

Monitoring Known Issues

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

Now that you've implemented Tealeaf, how do you gain rapid ROI? The Monitoring Known Issues offering will help you take the shortest route to value by showing you how to use Tealeaf to track and tackle the issues occurring on your web site—everything from known error messages and bad status codes to slow page performance. Common issues occur on even the best web sites, and taking a proactive approach to finding and quickly resolving these pesky site experience problems will improve customer success rates and, ultimately, 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 your site's known issues and common errors.
- > **Create Events & Reports.** Your Best Practices consultant will teach you how to build the necessary events to capture and alert off known site issues and errors. You'll then be able to create reports, scorecards, and dashboards that will help you proactively monitor trends and anomalies.
- > **Set up Ongoing Processes.** We'll work with you to establish a process for the continuous monitoring and maintenance of events/reports 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, if applicable, cxView. You'll also learn how to leverage application log errors, and search for relevant sessions in Tealeaf. *Please note, if additional days are needed for refresher product training, they will be incremental to the current number of engagement days.*

The Monitoring Known Issues offering will teach you to leverage Tealeaf on an ongoing basis to stay ahead of known obstacles that are impacting customer success on your web site. Take the guess work out of your site optimization efforts by learning how to use Tealeaf proactively.

OBJECTIVES

- > Set up events, alerts, scorecards, and dashboards to track common errors and issues.
- > Determine the technical KPIs that help measure the health of your web site.

BENEFITS

- > Proactively monitor known site issues in real-time.
- > Identify the obstacles having the greatest impact on customer success.
- > Prioritize and rapidly resolve site errors before they impact more customers and degrade your business.

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	1 to 3 months following your initial implementation. Ongoing, as required.

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