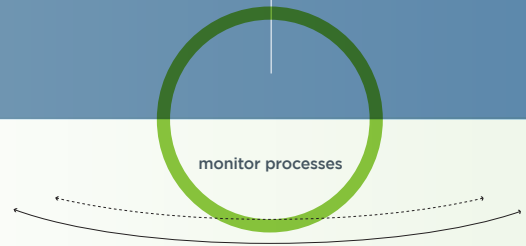


## Monitoring Site Processes

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

Conversion and task success rates are the lifeblood of a successful online business. The Monitoring Site Processes offering will teach you how to define the key task completion rates for your site and define what constitutes a significant change to these rates. More importantly, however, Tealeaf will help you put processes in place for investigating significant changes—so that you can go from simply knowing there may be site experience problems to discovering exactly what those problems are. This insight will allow you to make better site optimization decisions and limit the number of customers negatively impacted by any given issue.

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 & Scorecards.** We'll facilitate discussion across stakeholders to document your critical site process flows. Then, you'll learn to create events that map to specific process steps and configure scorecard reports that illustrate where customers are struggling and where abandonment occurs.
- > **Set up Ongoing Processes.** We'll work with you to establish a process for the continuous monitoring and maintenance of events/scorecards over time—even as your web site changes. You'll also set up a distribution network of critical reports, as well as a feedback loop for key stakeholders.
- > **Web Analytics or Tealeaf?** If your organization is currently using a Web Analytics tool, we'll show how you can use the two solutions together. (And, if your organization does not currently use a Web Analytics tool, we'll show you how to leverage the data captured in Tealeaf to track your key site metrics, as well as teach you how to monitor your critical site processes all within Tealeaf.)
- > **Provide Training.** As needed, your Best Practices consultant will get you more familiar with certain functionality of cxImpact (event and reporting basics) and cxView (dashboards and process scorecards). *Please note, if additional days are needed for refresher product training, they will be incremental to the current number of engagement days.*

The Monitoring Site Processes offering will show you how to proactively monitor your conversion and task success rates. More importantly, however, you'll learn how to leverage Tealeaf's powerful data set to pinpoint specific causes for failed customer experiences in order to make more informed decisions that improve your web site.

### OBJECTIVES

- > Monitor critical online business processes to uncover obstacles that prevent customers from converting or completing transactions.

### BENEFITS

- > Proactively manage your ebusiness via instant awareness to key site performance indicators.
- > Discover and resolve previously unknown site experience problems that affect site success rates.
- > Preserve and recover revenue.

<b>Required Tealeaf Products</b>	cxImpact cxView
<b>Customer Participants</b>	Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users Site Optimization Analyst
<b>Duration</b>	2 days
<b>Recommended Timing</b>	3 to 6 months following your initial implementation. Ongoing, as required.

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