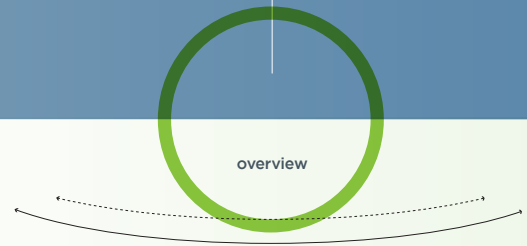


tealeaf Best Practices



Optimize the Full Potential of Your Tealeaf Investment

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

So, whether you've been a customer for just a few months, or many years, you can now leverage the maturity model to develop your customer experience management initiatives and chart a roadmap for success.

Our Best Practices offerings are outlined below and can be applied toward any of your Professional Services days or purchased separately:

TEALEAF ASSESSMENT

Not just for new customers, the Tealeaf Assessment can be utilized at any time to benchmark your current Tealeaf solution and usage model. Your Best Practices consultant will evaluate your business goals and opportunities, and work jointly with your team to create a roadmap that will align our Best Practices offerings specifically to your needs. We recommend customers have the following available in order to maximize this offering.

Required Tealeaf Products	Any
Customer Participants	Executive Sponsor of Tealeaf Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users Site Optimization Analyst
Duration	5 days
Recommended Timing	1 to 3 months following your initial implementation. Ongoing, as required.

CUSTOMER EXPERIENCE INVESTIGATION

This offering will help you begin to leverage Tealeaf for examining customer experience issues and determining their business impact. You'll learn how to find common patterns among sessions, identify unknown site issues or validate suspected ones, begin to investigate the business impact, and prioritize site improvements accordingly. You'll begin to see your site in a whole new way—from the customer's perspective.

Required Tealeaf Products	cxImpact
Customer Participants	Departmental Stakeholders Tealeaf Project Manager Tealeaf Users
Duration	1 day
Recommended Timing	1 to 3 months following your initial implementation. Ongoing, as required.

MONITORING KNOWN ISSUES

Now that you've implemented Tealeaf, how do you gain rapid ROI? We'll show you how to achieve significant value just by tracking and resolving the known issues occurring on your site—everything from error messages and bad status codes to slow page performance. Taking a proactive approach to finding and quickly resolving these pesky site experience problems will improve customer success rates and, ultimately, your online 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.



MONITORING SITE PROCESSES

Conversion and task success rates are the lifeblood of a successful online business. As such, Tealeaf will teach you how to define the key task completion rates for your site and define what constitutes a significant change to these rates. Most importantly, however, Tealeaf will help you put processes in place for investigating significant changes—so 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.

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

MEASURING CUSTOMER EXPERIENCE KPIS

Ebusiness leaders know that there are a number of factors beyond simple technical problems that affect their customers' online experience—and, thus, their ability to retain these customers or sell to them. In this engagement, Tealeaf will work with you to set up Key Performance Indicators (KPIs) that will help you to 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.

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.

ADVANCED BUSINESS IMPACT ANALYSIS

With limited time and resources, many companies struggle to prioritize site issues based on business impact. In this offering, we'll teach you 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? With the insight you gain from Tealeaf into every site issue, you'll be able to accurately prioritize your site optimization and invest your resources where they will make the biggest impact to 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.

VOICE OF CUSTOMER INVESTIGATION

More and more companies are taking advantage of Voice of Customer survey products in order to get qualitative customer experience feedback. However, many ebusinesses struggle to confirm and build a business case around specific feedback. The goal of this offering is to show how to take full advantage of your Tealeaf and Voice of Customer (VOC) integration. It's certainly valuable to be able to replay Tealeaf sessions from survey respondents in order to better understand the context of their feedback. But in this engagement, you'll learn how to make VOC feedback actionable—by using Tealeaf to validate the problem (how many other customers experienced the same experience) and to calculate the business impact of a given issue so that you can prioritize site problems effectively.

Required Tealeaf Products	cxImpact cxConnect for Voice of Customer
Customer Participants	VOC Project Manager Tealeaf Project Manager Technical Administrator Site Optimization Analyst
Duration	1 day
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.**