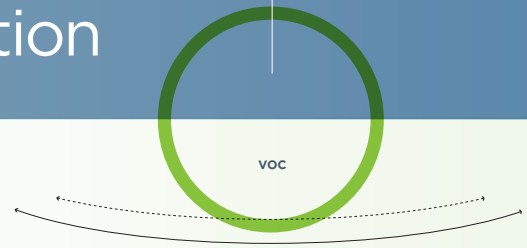


best practices:

Voice of Customer Investigation

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

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 issue) and to calculate the business impact of a given issue so that you can prioritize site problems effectively.

This offering will be customized to fit the unique needs of your organization and site configuration. We'll work with your team to:

- > **Provide Training.** Once the technical integration is complete, your Best Practices consultant will show you how to pivot directly from customer feedback summary reports to corresponding Tealeaf sessions in order to understand the full context around a user's specific feedback. When true problems are identified, you'll learn how to search Tealeaf to find other customers who experienced the same problem. Your consultant will demonstrate this by analyzing the customer segment, and you'll be able to understand the business impact of the problem and determine what proactive steps can be taken to resolve the issue and reach out to recover affected customers.
- > **Set up Ongoing Processes.** We'll work with you to define a process to monitor VOC feedback and investigate issues in Tealeaf over time. Further, we'll help you set up a distribution network of critical reports, as well as a feedback loop for key stakeholders.

With this powerful best practices offering, you'll be able to act on your customers' feedback and effectively make site improvements, giving you maximum return on investment from both solutions.

OBJECTIVES

- > Unite customer experience information with survey results to understand why customers are providing specific feedback.

BENEFITS

- > Turn customer feedback into actionable steps that improve the site, recover lost revenue, and retain customers.
- > Gain maximum benefit from both your VOC and Tealeaf solutions.
- > Make site improvements based on customer experiences, not blind assumptions.

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.**