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## Highlights

- Understand how different customer experience obstacles directly impact your bottom line.
  - Align business and IT regarding where to focus improvement efforts.
  - Prioritize site issues for remediation based on business impact.
  - Recoup otherwise lost sales/profits by proactively resolving issues before they can further degrade your business.
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# Advanced Business Impact Analysis

*best practices services - Optimize the value of your IBM Tealeaf product investment*

Our new best practices offerings have been designed to help your organization optimize the full potential of your IBM Tealeaf product investment. With hundreds of successful implementations under our belt, we have 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 helps to reduce your learning curve and get you to value as quickly as possible.

With limited time and resources, many companies struggle to prioritize site issues based on business impact. In this offering, you will learn 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 and profits? While the Customer Experience Investigation offering takes the first step of teaching you how to use replay to investigate customer experience issues, Advanced Business Impact Analysis offering takes you further by tying issues to revenue and your bottom line. With the insight you gain into site issues, you can set optimization priorities and invest your resources where they can make the biggest impact to your business.

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

- **Gather requirements and establish events.** We will facilitate discussion across stakeholders from IT, support, development and e-business to document the critical site problems that could be impacting your business. We will then show you how to create events and reports to proactively monitor these site issues.





Figure 1: Our best practices offerings and recommended maturity model

- **Build a business case.** You will learn how to quantify the business impact of given issue based on such metrics as frequency, duration, number of visitors impacted, impact on conversion rates and cost to fix. Armed with this information, your e-business and development teams will be on the same page as to which issues are more critical to focus on.
- **Set up ongoing processes.** You will establish a process for the continuous monitoring and maintenance of events and reports required to conduct business impact assessments and set up a distribution network of critical impact analysis reports.
- **Product training.** As needed, your best practices consultant will help you become more familiar with certain functionality of IBM® Tealeaf® cxImpact (search, replay, and reporting basics). *Please note, if additional days are needed for refresher product training, they will be incremental to the current number of engagement days.*

With the Advanced Business Impact Analysis offering you will learn how to recoup otherwise lost sales/profits and optimize the value of your IBM Tealeaf product investment, through efficient identification and resolution of the issues having the greatest impact on your online customer experience.

**Objectives**

- Understand how different customer experience obstacles directly impact your bottom line.

**Anticipated benefits**

- Align business and IT regarding where to focus improvement efforts.
- Properly prioritize Web site issues for remediation based on business impact.
- Recoup otherwise lost sales/profits by proactively resolving issues before they can further degrade your business.

<b>Required IBM Tealeaf products</b>	Tealeaf cxImpact
<b>Customer participants</b>	Departmental Stakeholders Tealeaf Project Manager Tealeaf Event Modeler(s) Tealeaf Users
<b>Duration</b>	3 days
<b>Recommended timing</b>	6 to 9 months following your initial implementation. Ongoing, as required.

## About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, efficient, timely, and measurable business outcomes.

Delivered on premises or in the Cloud, the IBM EMM Suite of software solutions gives marketers the tools and insight they need to create individual customer value at every touch. The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

Designed to address the specific needs of particular marketing and merchandising users, the IBM EMM Suite is comprised of five individual solutions. Digital Marketing Optimization enables digital marketers to orchestrate relevant digital interactions to attract and retain new visitors and grow revenue throughout the customer's lifecycle. With Customer Experience Optimization eCommerce professionals can turn visitors into repeat customers and loyal advocates by improving the digital experience of every customer. With Cross-Channel Marketing Optimization customer relationship marketers can engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer's lifecycle. Price, Promotion and Product Mix Optimization allows merchandisers and sales planners to make price, promotion and product mix decisions that maximize profit and inventory utilization. And with Marketing Performance Optimization, marketing leaders, planners and decision-makers can model and assess mix, and manage marketing operations to maximize ROI.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results. IBM's time-tested and comprehensive offerings are giving companies such as Dannon, E\*TRADE, ING, Orvis, PETCO, Telefonica | Vivo, United Airlines and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today – a more consistent and relevant experience across all channels.



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Software Group  
Route 100  
Somers, NY 10589

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