

BusinessConnect

A New Era of Smart


2014-10-21

Customer Experience Management - from bad experiences to great results



Bad customer experiences is part our every day life...

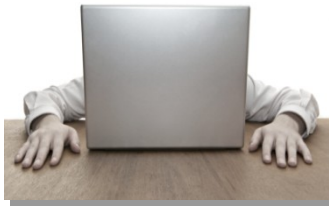
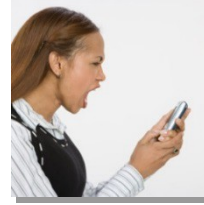


A person's hands, wearing a light-colored long-sleeved shirt, are resting on a wooden surface. A silver laptop is open in front of them, and the text is displayed on the laptop's lid.

But how do you
find out about bad
online customer
experiences?

What is the issue?

Site Errors and Usability Issues
lead to **online struggles**



...lead to **poor customer
experience**



...lead to
loss of transactions
loss of customer retention
calls to the contact center
exposure of **reputation**

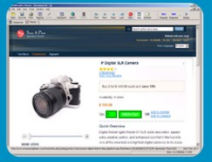
Bad customer experiences are more dangerous than ever



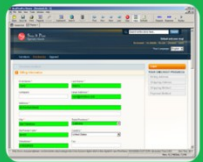
Tealeaf - Customer Experience Management...

1- Capture


All actions



All interactions



All customer experience obstacles



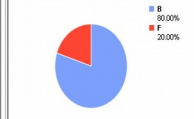
2- Analyze

Stravos and Plessner

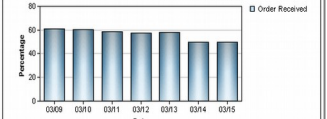
Checkout Metrics

EPI Summary

03/09/2008 - 03/15/2008



03/09/2008 - 03/15/2008






KPI	Goal	Focus - 03/09/2008			Compare - 03/02/2008			Change
		Status	Grade	Rating	Status	Grade	Rating	
Conversion	60.00%	■	B	57.25%	■	A	60.41%	↑ -2.56%
System Issues	2.50%	■	B	3.53%	■	B	3.63%	↓ -0.05%
Application Issues	1.50%	■	B	1.86%	■	B	1.86%	↑ 0.00%
Usability Issues	5.00%	■	F	7.73%	■	C	5.94%	↑ 1.79%
Business Issues	5.00%	■	B	1.57%	■	B	1.57%	↑ 0.00%

3- Replay



Seen through the eyes of the customer

4- Initiate Action

Improve online channel

Follow-up
(Real time) online support



A close-up photograph of a person's hand in a dark suit sleeve reaching towards a row of wooden blocks. The blocks are arranged in a line that recedes into the distance, creating a sense of depth and progression. The lighting is soft, casting gentle shadows on the surface.

Tealeaf is Actionable!

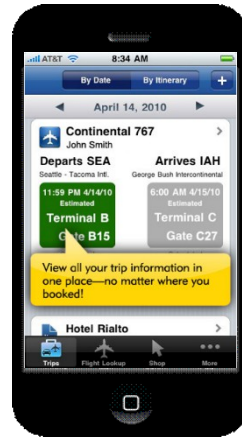
As-it-Happens awareness to eliminate further struggle and make more customers successful

Tealeaf Mobile Solution: Web and Applications

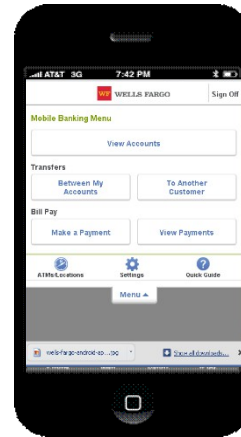
Mobile Site



iOS-based
'Native' Apps



'Hybrid' Apps



Tablets



Demo time!



What are benefits?

Improve Online Customer Experience

Increase Revenue

Decrease Costs

**Issue Resolution based on Business Impact
Speed up Issue Resolution**

29% of the Fortune 100 rely on Tealeaf



- 44 of the Internet Retailer Top 100; 7 of the top 10 online retailers



- 8 of 10 of the Top Bank Holding Companies



- 9 of the 12 Largest P&C Insurance Companies in North America



- 10 of 12 of the most booked travel portals



- 6 of 10 of the world's largest airline carriers



- All Major North American Wireless Providers





"It's as if my team had a blindfold over their eyes. With IBM Tealeaf solutions, the blindfold went away"

- Air Canada

Thank You!

Emil Borgelin

+46 70 793 11 04

emil.borgelin@se.ibm.com

[linkedin.com/in/eborgelin](https://www.linkedin.com/in/eborgelin)

