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## Highlights

- Quantify the business impact of issues to prioritize mobile investment decisions. See how customers are actually using your mobile services, in both expected and unintended ways.
  - Rapidly iterate and evaluate new mobile features that become successful or should be removed. Gain end-to-end insights across users, apps, sites and back-end behaviors.
  - Raise conversion rates and revenues for your mobile channel by detecting obstacles and issues that cause users to struggle.
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# IBM Tealeaf CX Mobile

*Make better mobile investment decisions*

With the rapid adoption of mobile devices such as smart phones and tablets, consumers now have the ability to conduct transactions virtually anywhere, at virtually anytime. For e-business, this creates a valuable avenue for customer self-service and promising new revenue opportunities. However, this channel also brings new risks. A recent study by Harris Interactive indicates that four out of five adults who have conducted a mobile transaction in the last year have experienced a problem.<sup>1</sup>

To succeed in this burgeoning new business channel, you must deliver mobile services and features that your customers can adopt and use productively. Yet most e-businesses today lack even basic visibility into their mobile users and how those users interact with the channel. Given the magnitude of mobile variables – including various devices, browsers, platforms and channels (i.e., mobile Web sites, native applications and hybrid apps) – the risk of customers encountering obstacles is inherently greater. Some of these issues are technical but many of the things that cause customers to struggle – and give low ratings in the app store – are related to business process and usability, making them harder to detect, diagnose and resolve effectively.

IBM® Tealeaf® CX Mobile is designed to help you to apply the power of industry-leading IBM Tealeaf Customer Experience Management solutions to your mobile Web sites, native applications and hybrid apps, including support for HTML5. It gives you visibility where you do not have it, helping you to deliver winning mobile services.

## Feature highlights

- **Mobile Web, hybrid app and native app support** for iOS and Android. When integrated with the desktop Web site, lets these features help companies significantly improve their online channel for key users, no matter how they contact them.
- **Comprehensive mobile visibility** by capturing user information across mobile Web sites, native applications, and hybrid apps, including both network- and client-side interactions.



- **Early warning system** to detect mobile user struggle and provide proactive awareness into mobile application failures, usability issues or other obstacles that lead to failed transactions, abandonment, poor app store rankings and negative feedback.
- **Enhanced mobile Web session replay** helps users to understand ‘why’ by viewing what customers saw on their mobile devices and the specific actions they took – including touch-screen actions and gestures (such as zoom in/out, pinch in/out, scroll left/right and orientation change).
- **Real-time drag-and-drop analysis** to quantify revenue impact and segmentation by specific mobile user behaviors or device attributes.
- **Powerful ad-hoc discovery and segmentation** to quickly find and isolate problems across mobile customer sessions – for both individual customers and aggregates – without pre-defining tags or beacons.



Figure 1: Enhanced mobile Web session replay helps users see orientation-specific actions like device rotation (i.e., portrait or landscape).

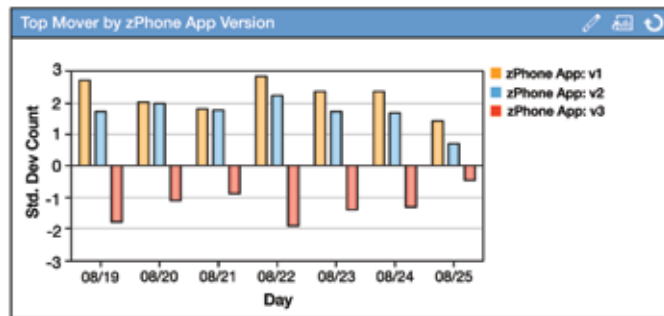


Figure 2: The Top Movers and Drivers dashboard features an early warning system into mobile issues.

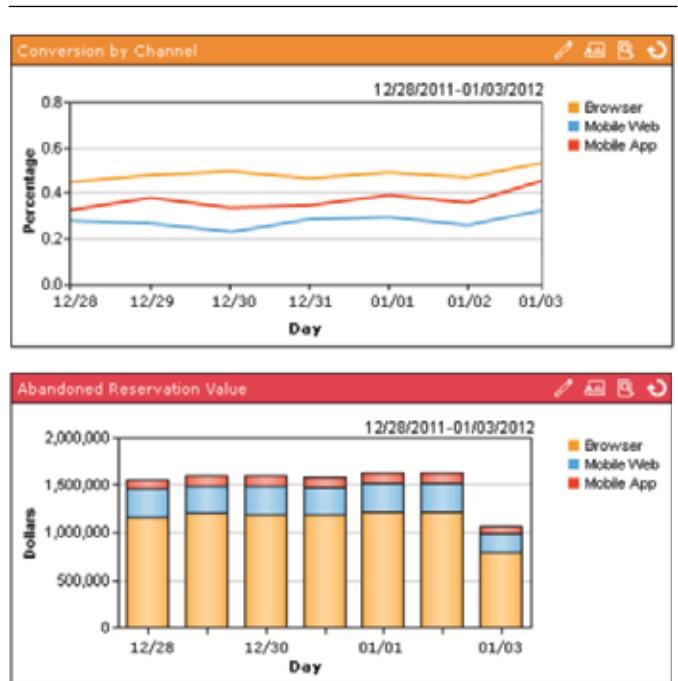


Figure 3: Tealeaf CX Mobile offers a powerful cross-channel view of your business and users’ experiences.



Figure 4: Add-on Heatmap, Link Analytics, Form Analytics and Attention Map analytics for better understanding of users’ intent with Tealeaf cxOverstat integration.

### How it works

An add-on to IBM® Tealeaf® CX, Tealeaf CX Mobile provides extensive coverage across mobile Web sites, native applications and hybrid apps. Tealeaf CX Mobile delivers unprecedented levels of visibility by combining Tealeaf CX's passive network capture with an intelligent application logging framework. This combination is designed to help you to better understand your mobile users through insight into critical network and client-side activity. Tealeaf CX Mobile also offers extended visibility for smart phones and tablets by capturing device-level and in-screen behaviors, such as scroll, swipe and other actions. With this industry-leading visibility, Tealeaf CX Mobile can help you discover how users interact with your mobile features so that you can make more informed mobile investment decisions.

### Multichannel visibility

The companies that are most effective at satisfying and retaining customers are those that consistently enhance the experience across online channels – desktop Web, mobile, social media and contact center – and enable customers to reliably transact business via their channel of choice.

The visibility and insight offered by Tealeaf CX Mobile can help you enhance not only your fastest growing channel, but can also highlight the differences between your various online channels. Using Tealeaf CX Mobile in conjunction with IBM® Tealeaf® cxReveal helps users to share these insights with call center agents, who can then better serve customers crossing from one channel to the next.

### Real-time analysis and alerts

By using Tealeaf CX Mobile with Tealeaf CX, you can analyze data from mobile customer sessions in real-time against a set of user defined rules, or “events,” to gain rapid awareness and insight into the issues that cause your customers to struggle – such as repeating a process multiple times without completion.

Tealeaf CX Mobile leverages algorithmic discovery within IBM® Tealeaf® cxView to automatically surface high impact customer-facing issues and display them in a real-time Top Movers and Drivers dashboard. Tealeaf CX Mobile also triggers alerts when thresholds or ratios of events are exceeded. From these alerts, you can quickly drill-down to the exact mobile users affected and replay their sessions for viable insights.

### Mobile Web, tablets, hybrid and native app support

As the mobile channel evolves and new platforms and browsers evolve, so does Tealeaf CX Mobile. This solution supports apps and Web sites viewed through tablets and mobile phones for the iOS and Android platform. In addition, we provide HTML and HTML5 support.

### Ad-hoc mobile segmentation

As a complement to session replay, Tealeaf CX Mobile offers powerful mobile visitor and device data. Reports are available on usage statistics and patterns, and include the ability to create ad-hoc customer segments based on mobile attributes, such as device manufacturer, operating system, browser type, screen resolution and more.

### Dimensional report builder

With the dimensional report builder capabilities of IBM® Tealeaf® cxImpact, Tealeaf CX Mobile delivers flexible, real-time analysis for e-business and IT users. The intuitive drag-and-drop interface empowers users to quickly quantify lost revenue due to specific sources of customer struggle (e.g., a checkout page issue) or other site issues, and perform segmentation analysis. You can then share and distribute reports to management and other key stakeholders.

### Overlay with insight into users' intent

With IBM® Tealeaf® cxOverstat integration, Tealeaf CX Mobile enables Heatmap, Link Analytics, Form Analytics and Attention Map analytics for better understanding of users' intent for mobile Web applications. Tealeaf cxOverstat is an add-on to Tealeaf CX Mobile and provides analytical overlays to help online analysts, marketers and usability designers understand users' intent.

### Universal search

Used with the search capabilities of Tealeaf cxImpact, Tealeaf CX Mobile helps enable you to quickly find and retrieve specific mobile customer sessions by searching on mobile-specific attributes (phone model, screen size, browser version), HTTP parameters, free-text strings, or events observed by Tealeaf CX (e.g., bill pay abandonment).

**Note:** Tealeaf CX Mobile is an add-on to Tealeaf CX and is sold separately.

## 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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1. A Report on the Mobile Customer Experience, Harris Interactive, March 2011.



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