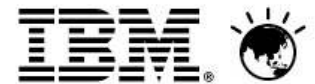


Pulse

IBM SolutionsConnect 2013

IBM MobileFirst Analytics

See your Digital Channels through the eyes of your customer



Intro video here....

<http://www.youtube.com/watch?v=rFsNr5llWml>



IBM MobileFirst Offering Portfolio





IBM MobileFirst Analytics

For clients who need to:

- Optimize digital & mobile experiences to drive online conversion
- Analyze mobile behaviors and quantify business impact of user struggles
- Improve customer service resolution and drive loyalty

IBM MobileFirst Analytics offers:

- ✓ Automatic detection of customer issues through user and mobile device data
- ✓ User behavior drill down with high fidelity replay & reporting of the user experience
- ✓ Correlated customer behavior with network and application data
- ✓ High conversion and retention rates with quantifiable business impact analysis

Available Today!

- Discover “why” customers succeed or fail
- High-fidelity replay of mobile gestures* for mobile web sessions on iOS and Android-based devices.
- Translate customer feedback into actionable improvements
- Add-on Heatmap, Link Analytics, Form Analytics, and Attention Maps for better understanding of users’ intent through highly visual analytics **

Tealeaf CX Mobile



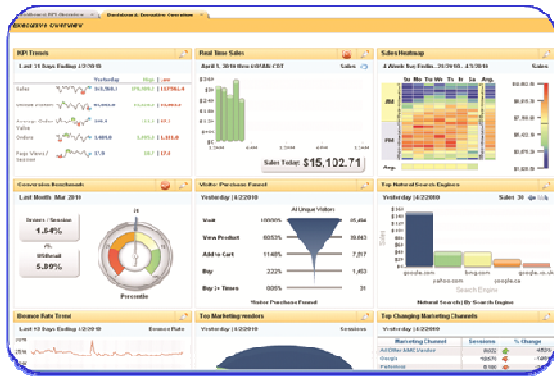
See Your Digital Channels Through the Eyes of Your Customers

Web & Mobile Channels
Reduce *People* to Data



Optimizing today's online customer experiences requires both quantitative and qualitative digital analytic capabilities

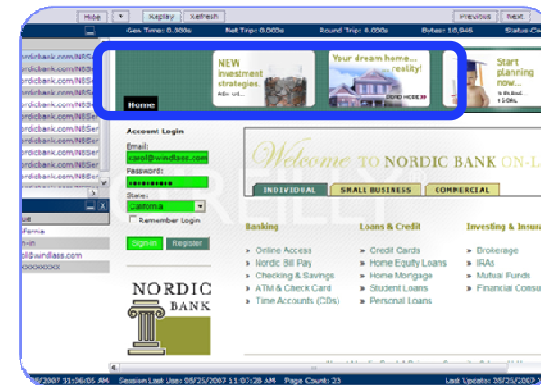
Quantitative digital analytics ("What, Where, and How")



Web Analytics provides quantitative insight by capturing web site and mobile interaction data and providing easy to use interfaces showing:

- Purchase funnels
- Real time sales data
- Traffic flow through site
- Conversion benchmarks

Qualitative digital analytics ("Why")



IBM Tealeaf provides qualitative insight by capturing, replaying, and analyzing individual user interaction data showing:

- "In page" content (incl. dynamic personalized experiences)
- All UI interactions
- Error messages displayed
- Identify impacted visitors



Why IBM Tealeaf?



Analytics/APM tools may tell you what happened...



Tealeaf tells you why!



The Gap: No Visibility into Why Customers Succeed or Fail





Filling the Gap: Requires Visibility Into the Actual Customer Experience

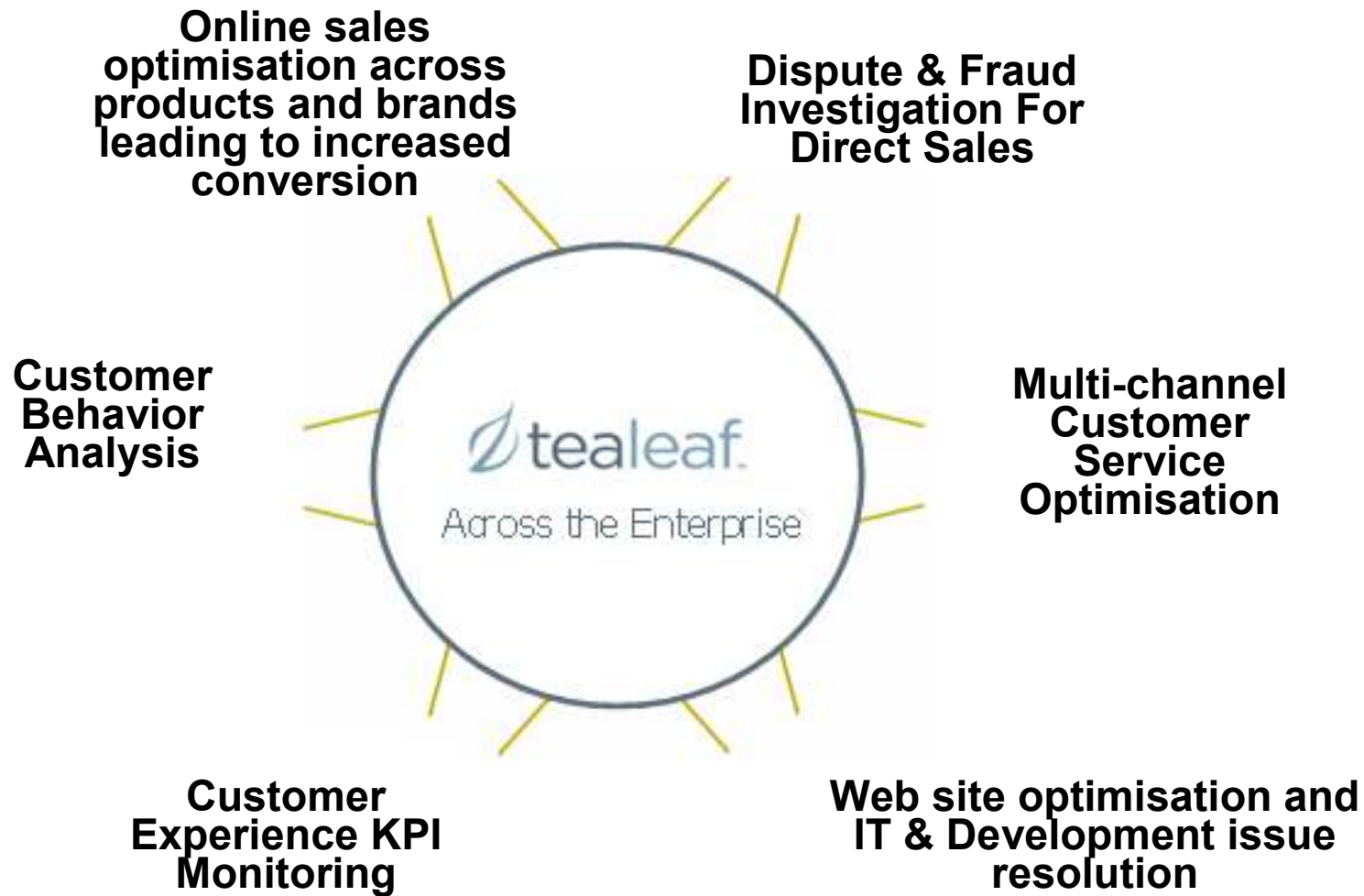


Tealeaf Captures Every Customer, Every Interaction, Every Time

Customer Service



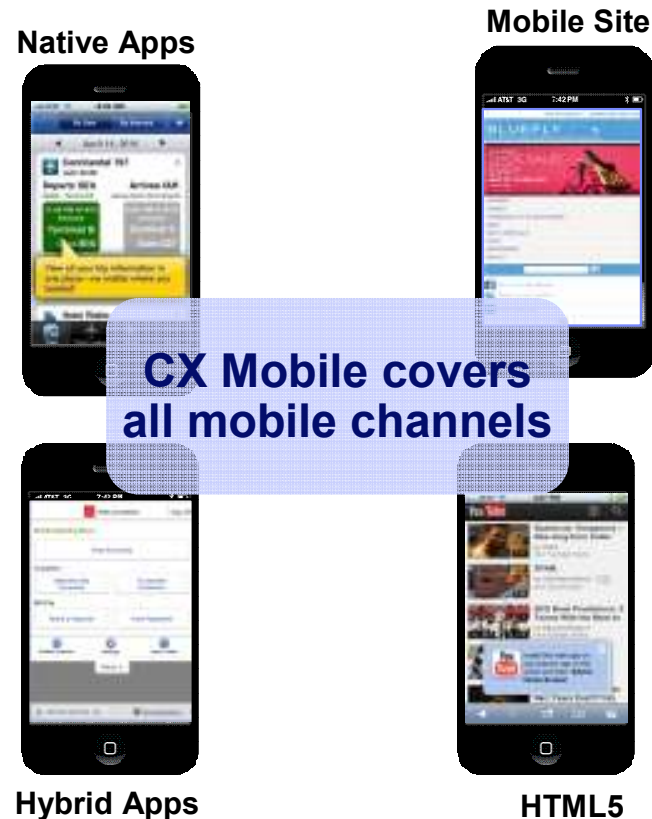
Tealeaf: Enterprise Level Visibility



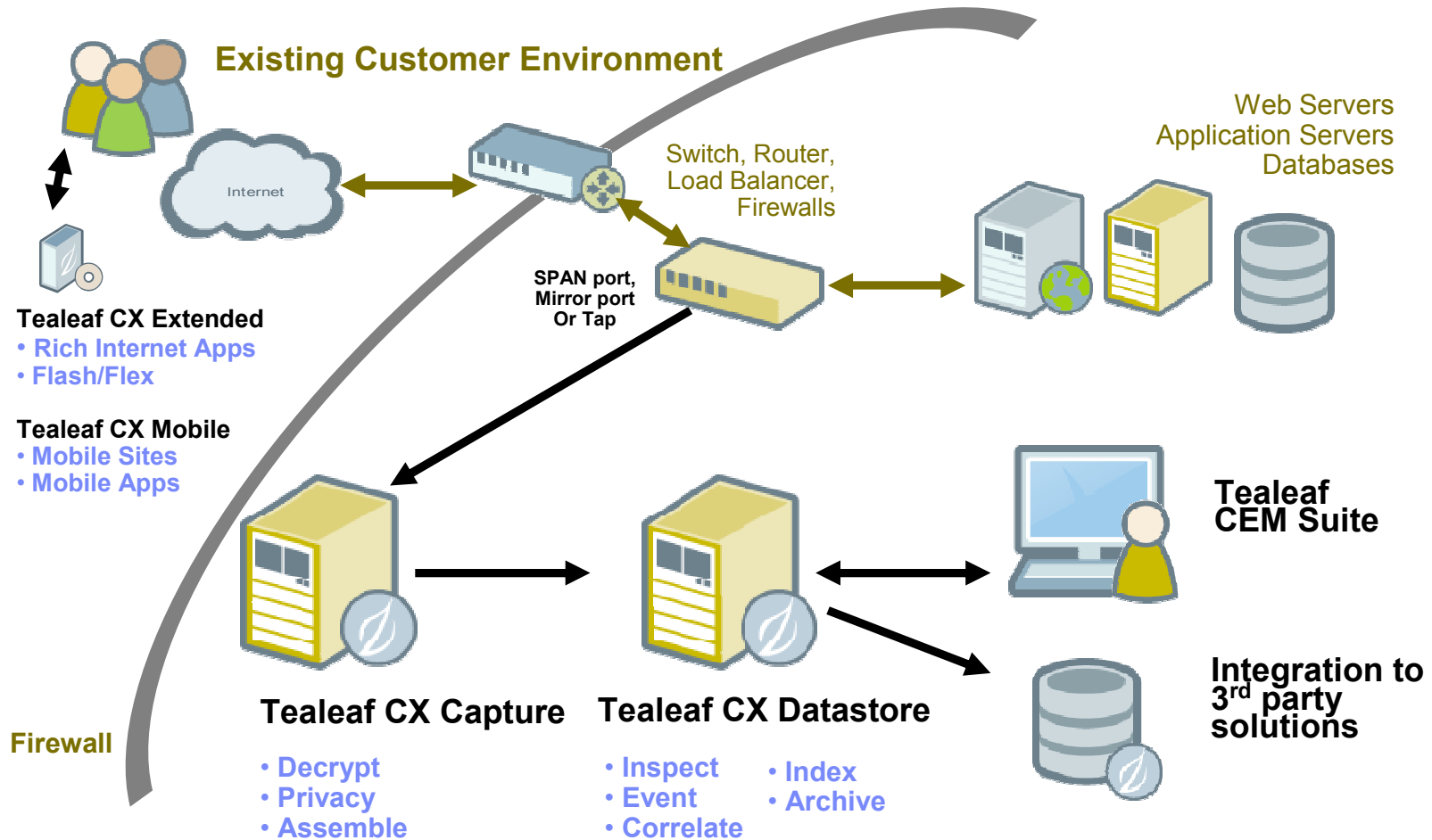


Tealeaf is helping organizations succeed with mobile marketing and mobile commerce

- Discover “why” mobile customers succeed or fail
- Automatically detect customer struggles, obstacles or issues
- Drill down into actual user behavior, complete with gestures
- Translate customer feedback into actionable improvements
- Correlate customer behavior with network and application data



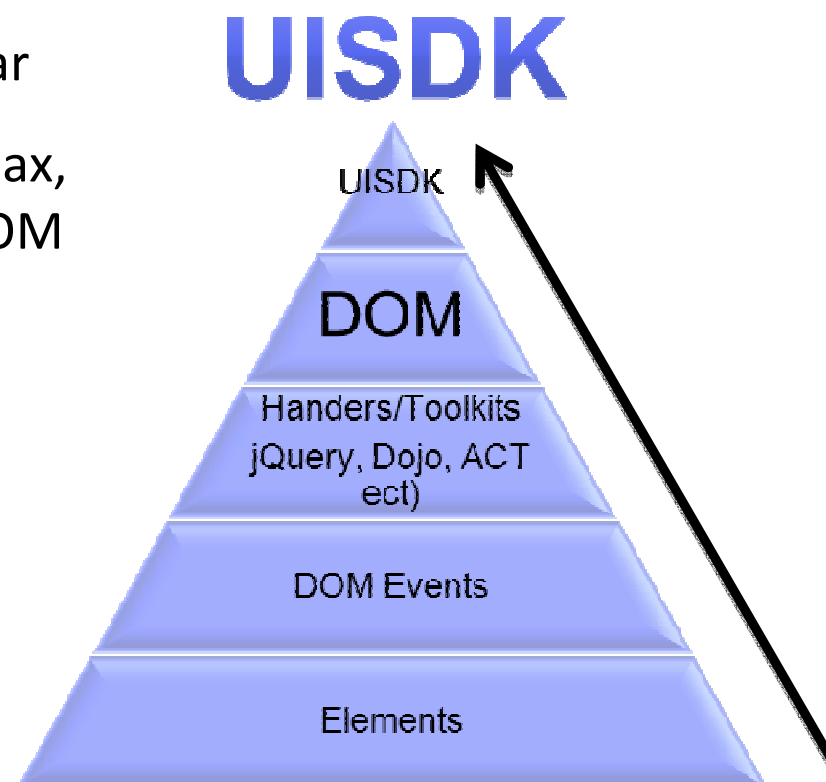
IBM Tealeaf Base Implementation





CX Mobile for Web Capture

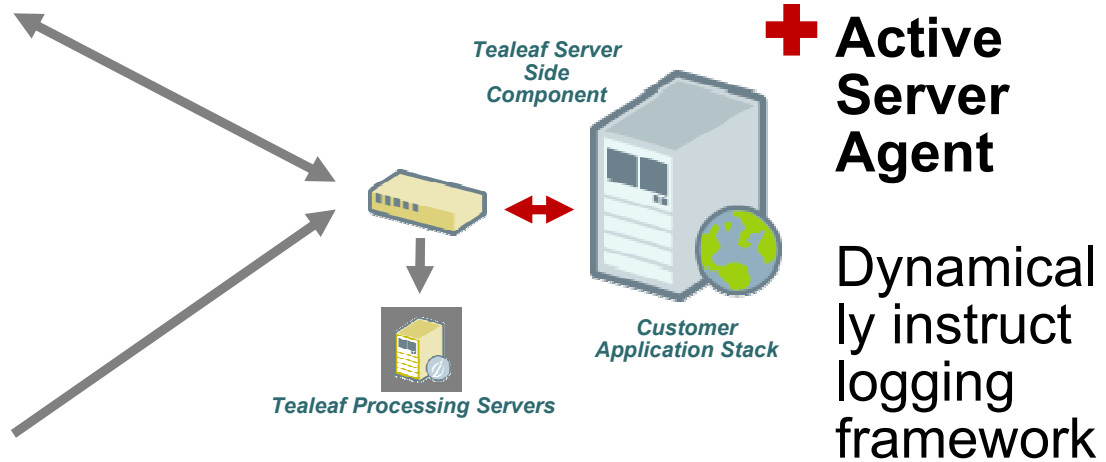
- HTTP traffic capture through passive listener in network gear
- Client side only activity (e.g. Ajax, etc) capture through UISDK DOM listener
 - Device orientation
 - Scroll
 - Pinch
- All activity sessionized back at the Tealeaf server



CX Mobile Logging Framework for Native iOS & Android Apps



Intelligently record and transmit customer behavior activity, app health and environmental data



Passive Network Capture

Passive HTTP(S) capture to unify logging framework and network data



Product Demonstration



Case Studies



Typical Benefits

- 1 **3.5%+ increase** in site conversion rates.
- 2 **1%+ improvement** in customer retention rates from better site experience.
- 3 **0.5%+ improvement** in average order value from better customer experience.
- 4 **60%+ reduction** in IT and development costs associated with problem reproduction and resolution.
- 5 **10%+ reduction** in IT and development costs associated with better prioritization of site projects and project avoidance.



Kwikfit Insurance

Challenge

Before KFI discovered Tealeaf, the insurer was using a web analytics product to monitor site traffic. By reviewing analytics reports, it was evident that abandonment was happening on the site; however, KFI was only able to identify where and when problems were occurring.

The unanswered question was **why** customers were dropping off. What was the business issue that this customer wanted to resolve? Eg Cost reduction, attrition reduction, etc

Solution

Now, instead of hypothesizing about why negative trends on the site are occurring, KFI can leverage Tealeaf's unique replay to quickly diagnose and fix the problems causing failed customer experiences.

With Tealeaf in place, KFI is continually finding areas of their site to tweak and improve with astounding business benefits. In fact, KFI realized a positive return on their Tealeaf investment in less than four months.



Results

- Within 4 months, Tealeaf delivered a positive ROI
- Direct traffic conversions have increased 40%
- 80% reduction in the average resolution time of site issues
- 82% decrease the total number of outstanding site defects



Zions Bank

Gained insights into mobile user's behaviors. Increased completed applications by 72%. Improved response time by 60+%

Problem

- Launched new mobile banking platform but lacked insights into users' reactions.
- Wanted online application that was easy to navigate
- Unable to resolve customer issues in a timely manner.



Solution

- Gained real-time insights into how users' behaviors varied by region (mobile and web).
- Identified, analyzed and addressed issues in online application; streamlined new account processing
- Identified and replayed users' sessions to resolve issues

Tealeaf Impact

- Immediately changed mobile banking roadmap to reflect users' behaviors.
- Gained 72% lift in overall completion rate of online applications
- Improved customer support response time by 60-70%



Leading Wireless Carrier

Increases Equipment Purchase Conversion Rate. Adds \$600K/Year

Problem

Needed a method for identifying underperforming areas of the site and insight into the corrective steps necessary to resolve them.

Solution

Via Tealeaf, the company was able to drill-down into abandoned user sessions and discover that more than 225 equipment buyers per day were unable to complete their purchase because of glitches on the Shipping Address page.

Tealeaf Impact

Tealeaf empowered the company to resolve these obstacles, increase conversion, and as a result, from this instance alone, recover more than \$600K per year in otherwise lost revenue.





Thankyou!

