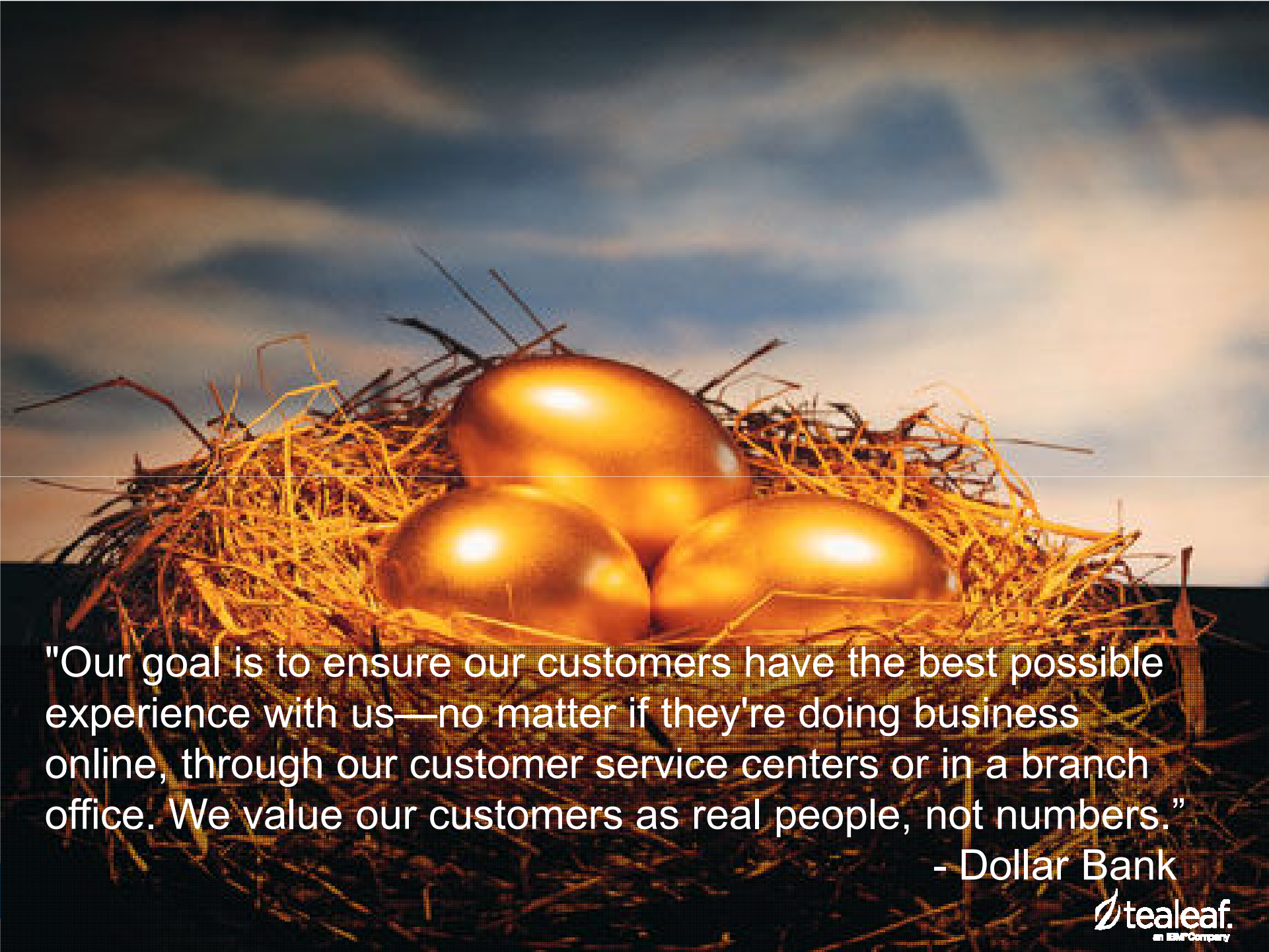


“We absolutely want to give our customers the best possible online experience so they continue to fly with us” – US Airways



“The Companies That Focus on
Customer Experience Are The Ones
That Will Win” – M&M Direct

A photograph of a nest made of dry grass and twigs, containing three large, shiny golden eggs. The nest is situated on a grassy field under a cloudy sky with soft lighting, suggesting dawn or dusk.


"Our goal is to ensure our customers have the best possible experience with us—no matter if they're doing business online, through our customer service centers or in a branch office. We value our customers as real people, not numbers."

- Dollar Bank

tealeaf.
an IBM Company

See Your Digital Channels Through the Eyes of Your Customers

Web & Mobile Channels
Reduce *People* to Data

A man in a dark suit and white shirt is shown from the chest up. He is wearing a black blindfold over his eyes. He is holding a pair of black scissors, with the blades positioned near his face as if he is about to cut the blindfold. The background is a light blue with a fine grid pattern.

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

Experience Your Customers

Context

Every Digital Interaction is Documented; Every Digital Experience Becomes Quantifiable

As-it-Happens Awareness To Eliminate Further Struggle And Make More Customers Successful



Top 5 Financial Services Firm High Touch Point Wealth Management Services

■ Problem:

- The High Net Worth group was seeing an increase in the adoption of online services and, subsequently, an increase in the number of inbound inquiries to the call centre. Also, the Client Account Managers had no exposure to online activity.

■ Solution:

- The full user experience replay provided by Tealeaf has greatly increased the number of first-contact resolutions and the Client Account Managers were emailed profile information of user activity on a daily basis.

■ Tealeaf Impact:

- The improved service efficiency and effectiveness has enabled the company to increase first call resolution rate by 75% and Client Account Managers were able to increase transaction conversion rates by 6.5%





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.



30%

of Fortune 100
companies rely on

Tealeaf



wehkamp.nl

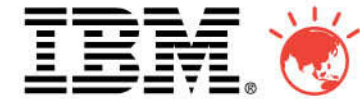
PayPal™



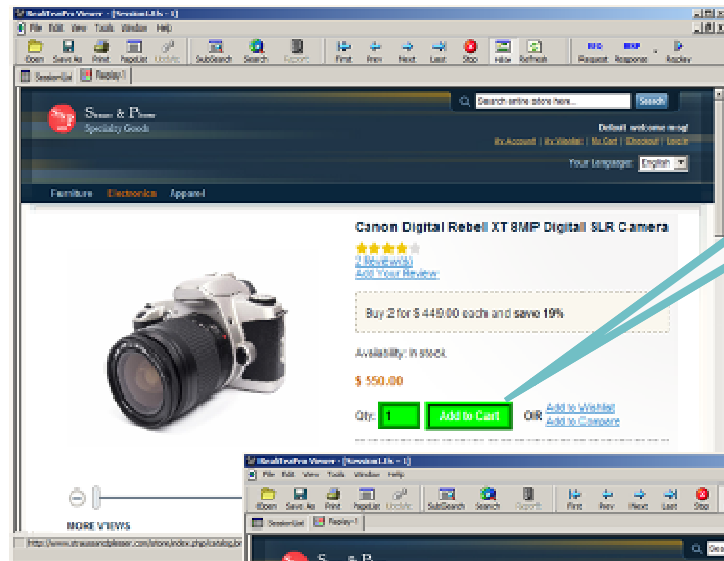
Neiman Marcus

Walmart.com™

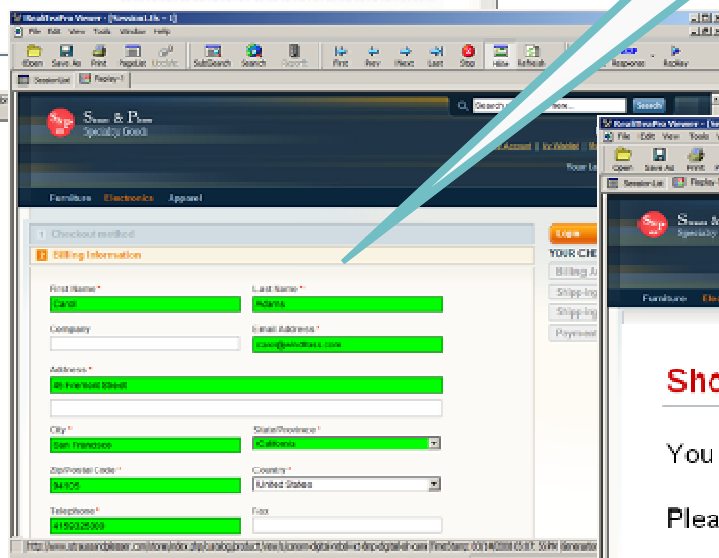




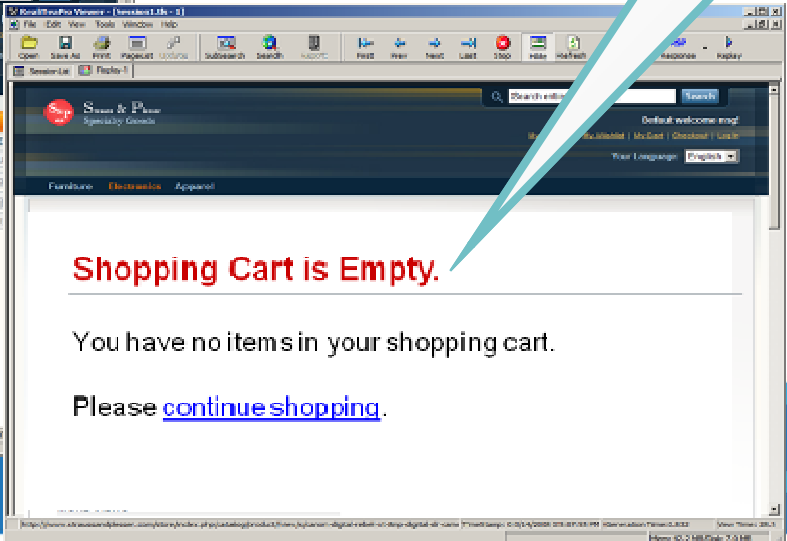
Tealeaf Captures Every Customer, Every Interaction, Every Time



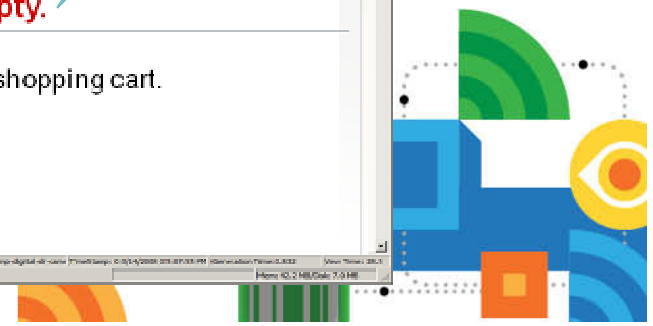
All actions

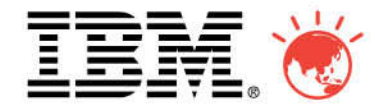


All interactions



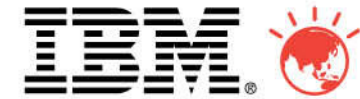
All customer experience obstacles



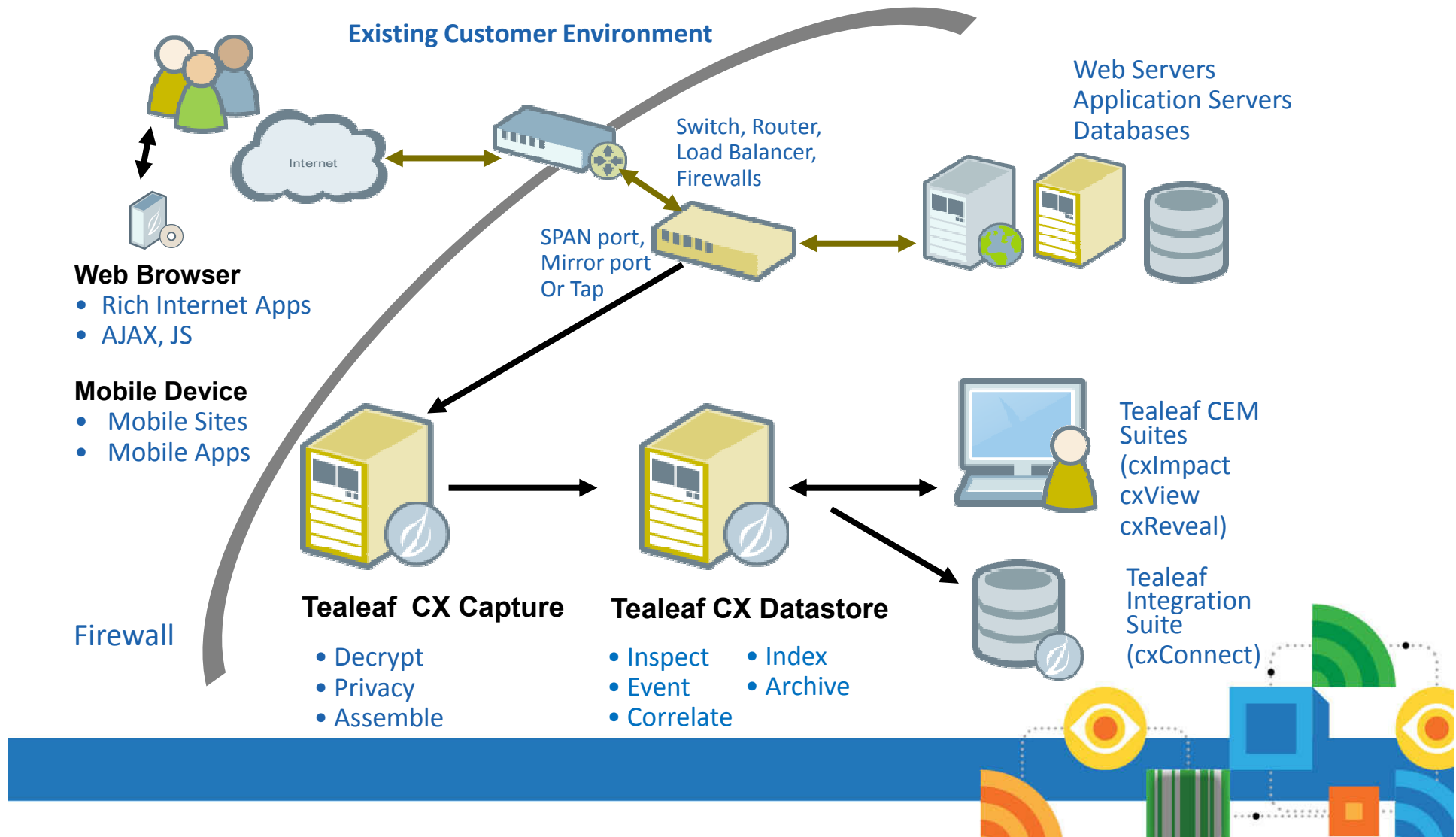


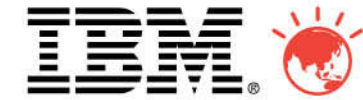
Tealeaf Demonstration





100% Coverage, Scalable, Secure, Extensible





Tealeaf's Customer Experience Management (CEM) Solutions

