Tealeaf

Tealeaf provides a set of capabilities to use data to analyze a broad set of customer experience use cases that facilitate digital transformation.

Actionable Customer Analytics that Drive Results

- Struggle Analytics
- Process Conversions
- Anomaly Detections
- Real Time Alerting

Behavior Analytics that Facilitates Greater Value

- Marketing Analytics
- Voice of the Customer
- Mobile Analytics
- Journey Analytics

Enterprise Solution that Enables Digital Transformation

- Search Optimization
- Page Optimization
- Geospatial Analytics
- Session Search/Analysis

Why Pereion Solutions?

Pereion Tealeaf Consulting Services can help:

- *Reduce the time to value for your Tealeaf investments*
- *Provide you Tealeaf expertise without the need to hire dedicated resources*
- *Implement Tealeaf best practices within your organization*
- *Configure privacy masking to meet organizational requirements*
- *Improve Tealeaf ROI and Payback through flexible model*
- *Move beyond the initial use cases, allowing you to scale Tealeaf more broadly across the organization*

Tealeaf Privacy

Tealeaf has extensive flexibility for masking of PI data, including the ability to mask user input fields as well as application data fields. Product features enable compliance with privacy regulations, such as GDPR.

Tealeaf Privacy Features include:

- *Masking of specific input fields through the UIC*
- *The use of class identifiers for masking input fields for increased flexibility*
- *Multiple masking techniques to meet unique masking requirements*
- *The ability to mask application data within session replays*
- *The ability to delete individual user sessions or data to comply with GDPR requirements*
- *User controls to manage visibility to unmasked PI data*

Struggle Analytics

Quickly detect and analyze user struggle *using AI, allowing you to swiftly rectify issues, uncover areas of opportunity and optimize customer experiences.*
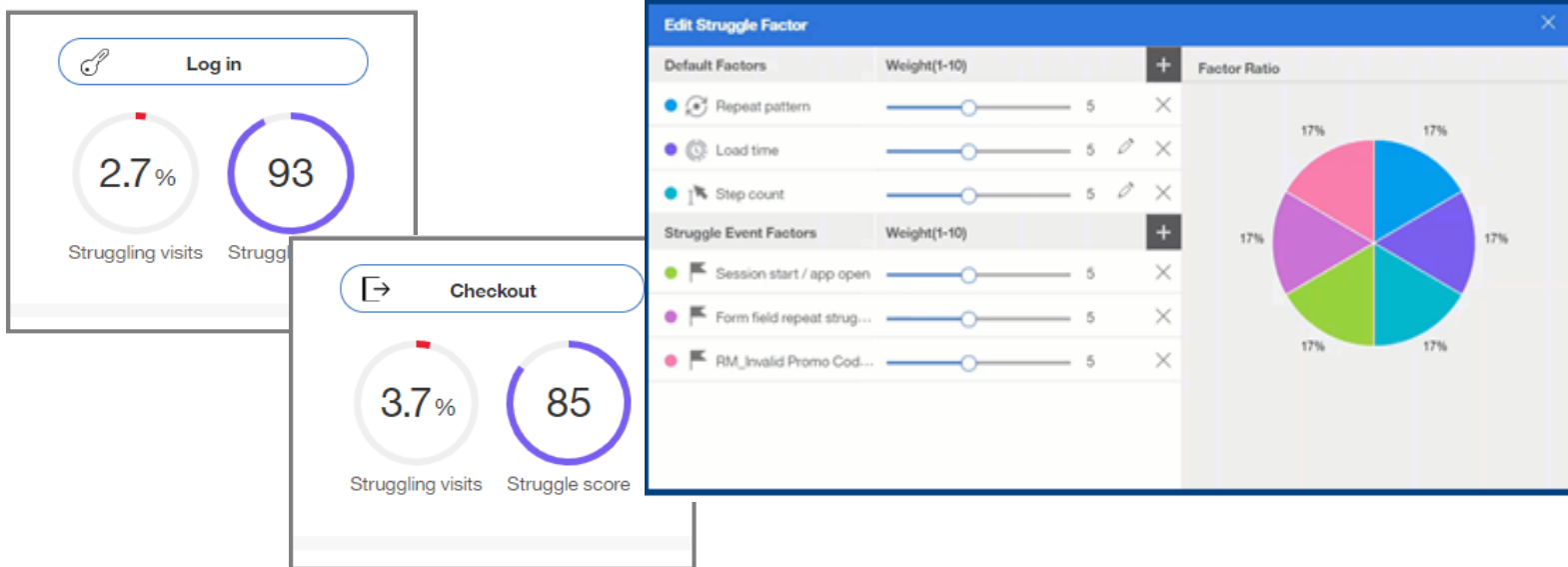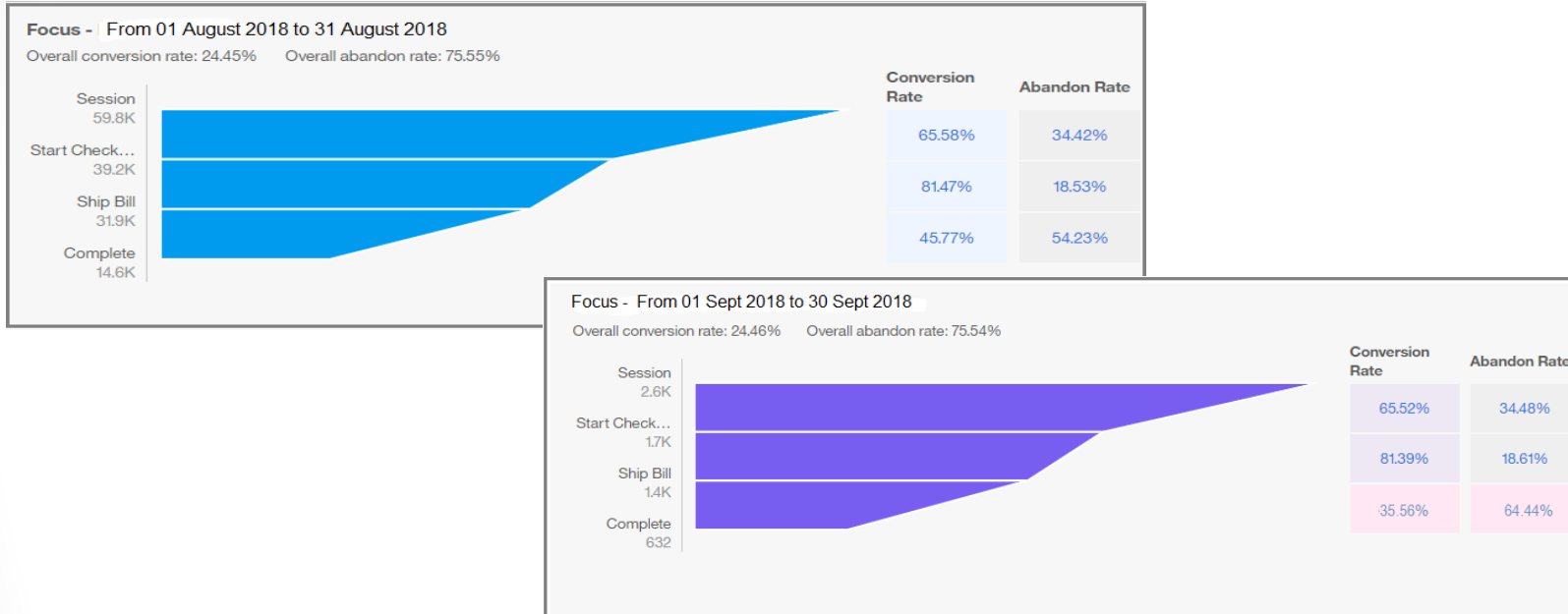

Tealeaf can help you answer important business questions:

- Do your users get stuck in repetitive actions or patterns on your site?

- Where do users struggle on your pages or within your business processes?

- Can you identify the root causes of struggle activity?

Process Conversions

*Gain visibility into the performance of your business processes and **identify process steps that may require enhancements** to boost conversions.*

Focus - From 01 August 2018 to 31 August 2018
Overall conversion rate: 24.45%   Overall abandon rate: 75.55%

	Conversion Rate	Abandon Rate
Session 59.8K	65.58%	34.42%
Start Check… 39.2K	81.47%	18.53%
Ship Bill 31.9K	45.77%	54.23%
Complete 14.6K		

Focus - From 01 Sept 2018 to 30 Sept 2018
Overall conversion rate: 24.46%   Overall abandon rate: 75.54%

|	Conversion Rate	Abandon Rate
Session 2.6K	65.52%	34.48%
Start Check… 1.7K	81.39%	18.61%
Ship Bill 1.4K	35.56%	64.44%
Complete 632		

Tealeaf can help you answer important business questions:

- Are their inefficiencies across the flow of your critical business processes?

- Does a particular segment underperform across your common process flow?

- Can you recognize if every step of online process is optimized for all users?

Anomaly Detection

*Leverage the power of predictive analytics to **detect unusual patterns and irregularities in your customer behavior data and determine contributing factors.***
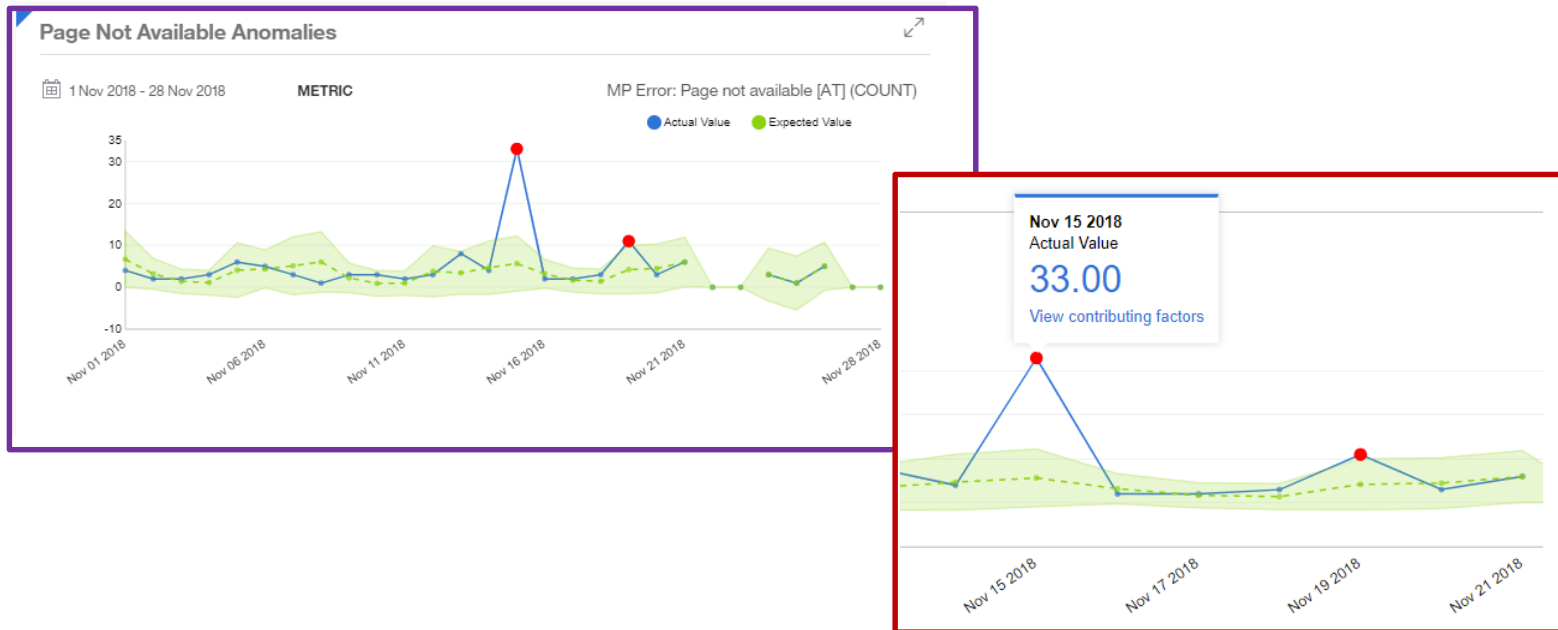
Tealeaf can help you answer important business questions:

- Can you differentiate unexpected behavior patterns across your critical metrics?

- Do you understand root causes that contribute to observed anomalies?

- How extensive are irregularities in your important business metrics?

Real Time Alerting

*Quickly detect and analyze customer struggles, allowing you to **take swift corrective actions** to eliminate areas of friction and provide optimal customer experiences.*

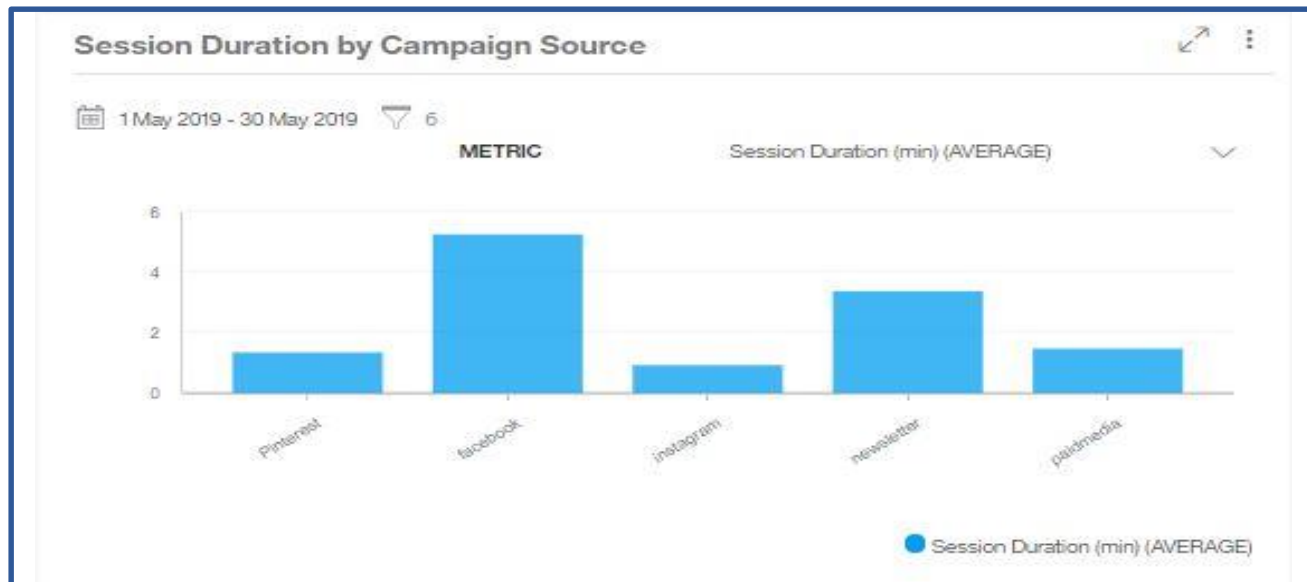### Tealeaf can help you answer important business questions:

- Can you recognize error or application conditions in near real time that prevent a consistently optimized experience?

- Do you know if users struggle during peak or high-traffic times on your site?

- Are you notified if there is suspicious activity taking place on your site?

Marketing Analytics

Evaluate your conversion paths and identify what led to conversions, allowing you to target and optimize your marketing efforts and realize a strong ROI.
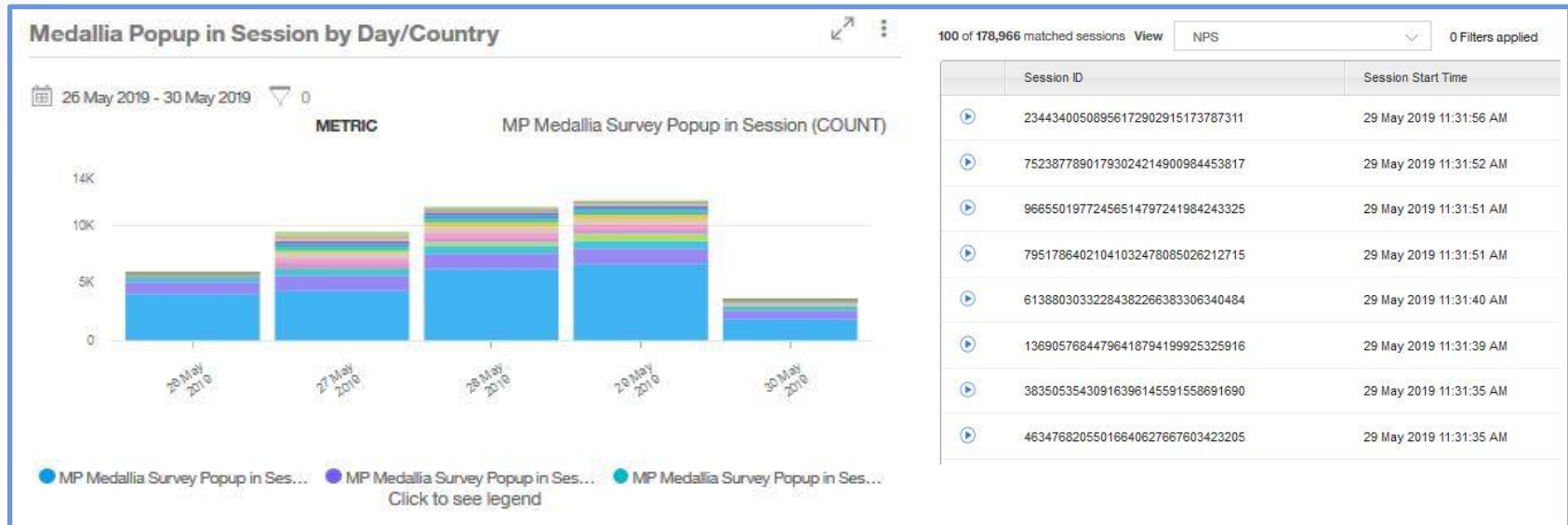

Tealeaf can help you answer important business questions:

- Can you sub-segment by marketing campaign and site conversions ?

- Does buying behavior differ when users come in through different channels?

- Can you correlate consumer behavior to your marketing campaigns?

Voice of the Customer

Easily **integrate customer voice and customer experiences**, allowing you to make more informed decisions on **optimizing online experience** for your customers.
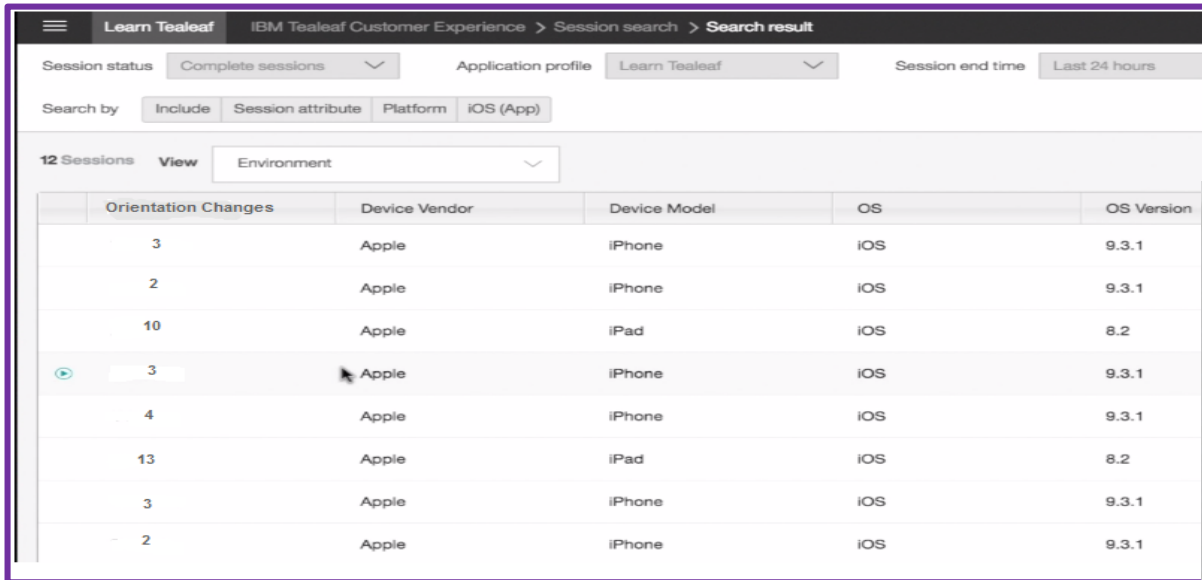

Tealeaf can help you answer important business questions:

- Are you able to link your Voice of the Customer data to actual user experience?

- Can you segment and search for user sessions based on customer survey data?

- Do you recognize changes you could make to improve your business based on your customers' comments and customer experiences?

Mobile Analytics

*I**ncrease insight into your mobile customers' intentions and struggles**, allowing you to **implement site design changes** to maximize your mobile opportunities.*
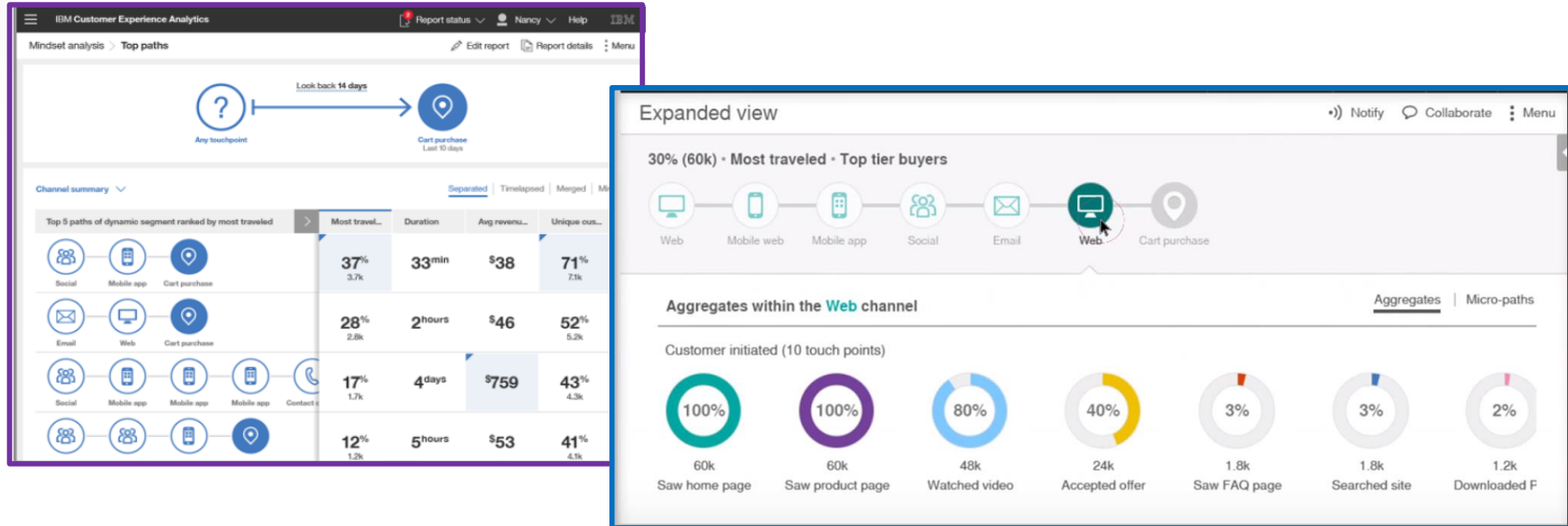

Tealeaf can help you answer important business questions:

- Do certain pages have a high volume of resize gestures or page orientation changes?

- Can you segment and understand your mobile users' behaviors across devices?

- Do you know which process steps mobile users struggle more than your desktop users?

Journey Analytics

*Analyze a **consolidated view of multi-path customer journeys**, allowing you to compare and **optimize touch points and journeys** for all customers across unique segments.*
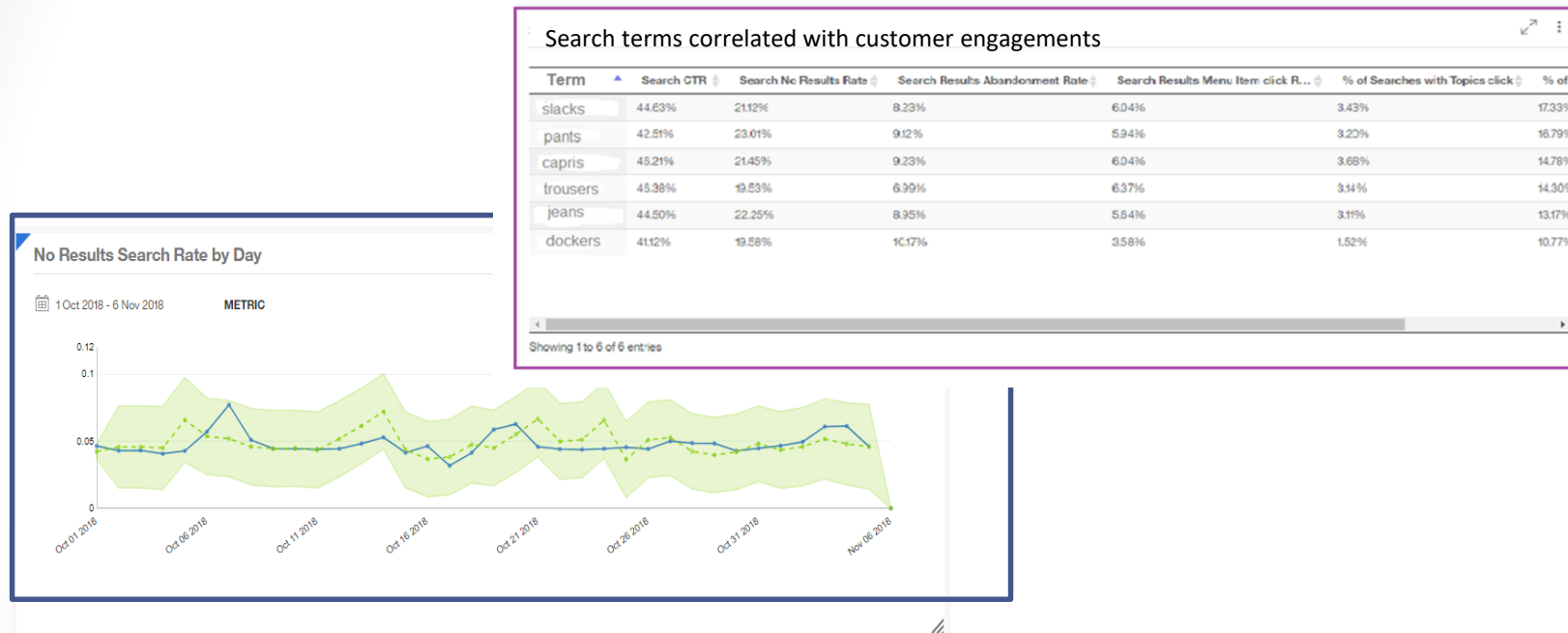

Tealeaf can help you answer important business questions:

- Can you compare path popularity, duration, revenue and customer values across unique segments to identify areas of opportunity?

- Do you understand how activity in one path impacts performance in another?

- Can you segment customer journeys by various channel attributes?

Search Optimization

*Gain **advanced insights into search terms and click through behavior** to assist in **optimizing search and improving content** engagement for enriched experiences.*

Search terms correlated with customer engagements

Term	Search CTR	Search No Results Rate	Search Results Abandonment Rate	Search Results Menu Item click R...	% of Searches with Topics click	% of
slacks	44.63%	21.12%	8.23%	6.04%	3.43%	17.33%
pants	42.51%	23.01%	9.12%	5.94%	3.20%	16.79%
capris	45.21%	21.45%	9.23%	6.04%	3.68%	14.78%
trousers	45.38%	19.53%	6.99%	6.37%	3.14%	14.30%
jeans	44.50%	22.25%	8.95%	5.64%	3.11%	13.17%
dockers	41.12%	19.58%	10.17%	3.58%	1.52%	10.77%

Showing 1 to 6 of 6 entries

No Results Search Rate by Day

📅 1 Oct 2018 - 6 Nov 2018   **METRIC**

(line chart showing No Results Search Rate by day from Oct 01 2018 to Nov 06 2018, values ranging roughly 0 to 0.12)
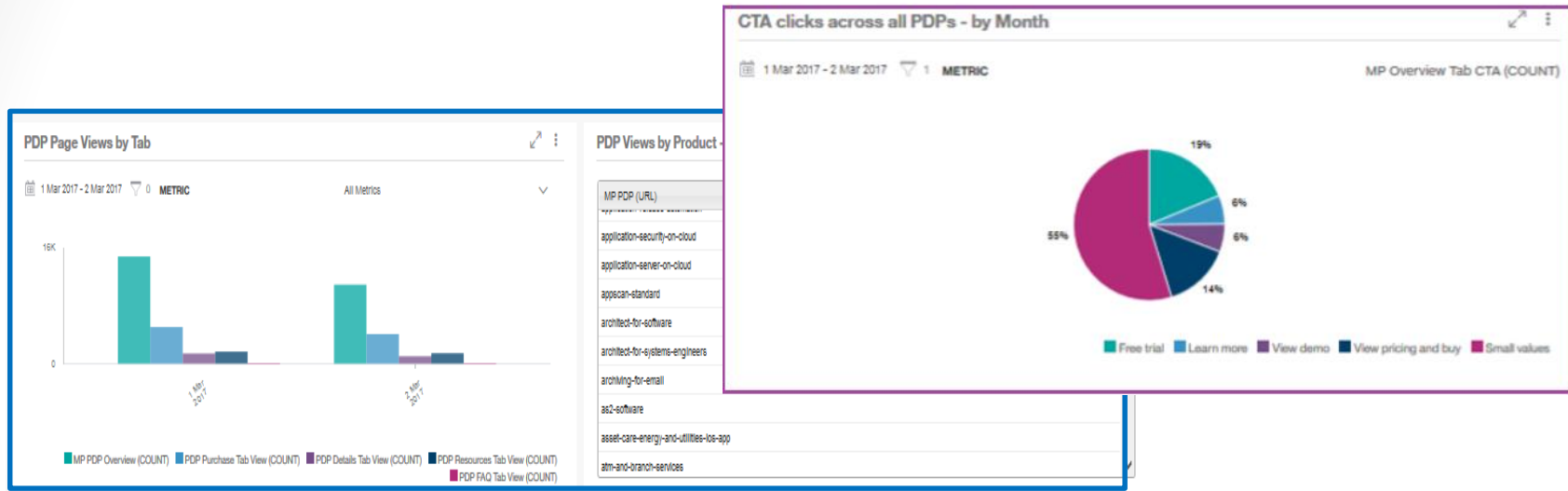
Tealeaf can help you answer important business questions:

- What search terms are yielding low or no results on your site?

- Do your customers stay on a page after search and find what they are looking for?

- Are you providing the right content on your pages and in your site's search functions?

Page Optimization

*Evaluate customer engagements to **identify what content is engaging** to assist in **optimizing your page content and increasing conversions.***
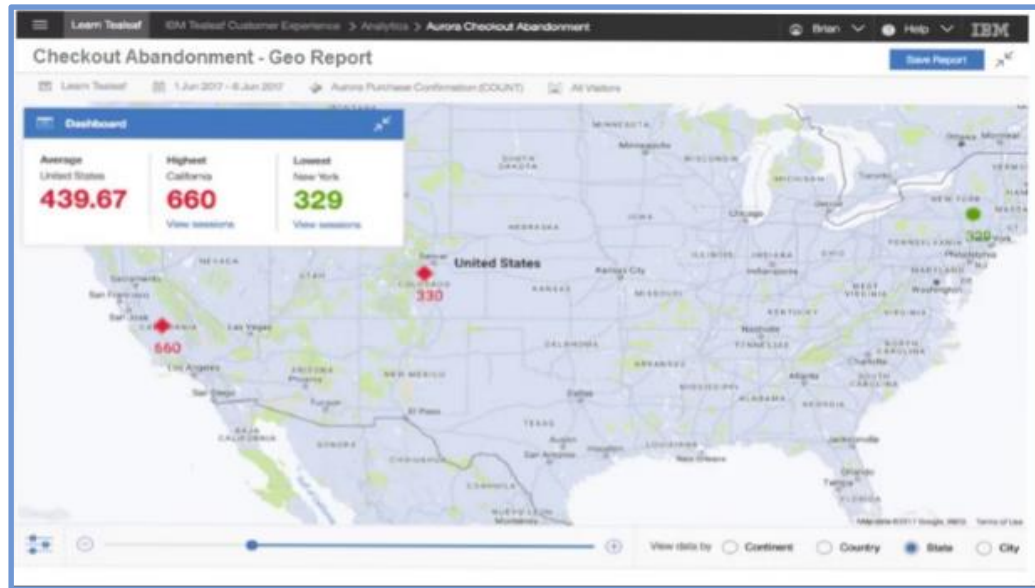

Tealeaf can help you answer important business questions:

- Can you segment product page metrics for an increased understanding of customer engagements?

- Can you recognize the correlation between the different elements of customer engagement (i.e., CTRs by CTA, CTA clicks by product, etc.) across your pages?

- Can you correlate page engagement by element with site goals?

Geospatial Analytics

Understand geographically where customers engage or struggle and reveal geographic trends you can use to *make targeted decisions on a global level*
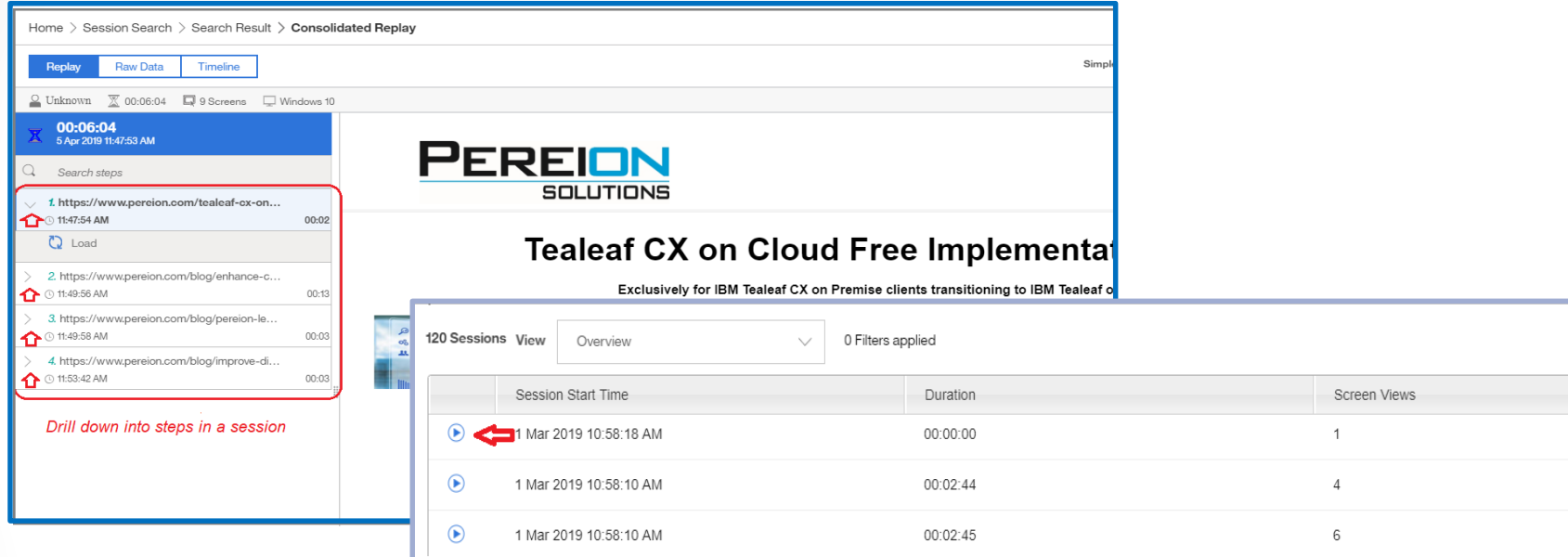

Tealeaf can help you answer important business questions:

- Do you know how your sales efforts are performing in geographical areas?

- Do you know where should you focus your resources to maximize growth and global opportunities for your business?

- Can you identify geographic based issues or error conditions on a global web site operation?

Session Search and Analysis

*Query captured data to **locate and replay specific sessions** for further analysis and increased **visibility into user interactions** to assist with optimizing experiences.*

Tealeaf can help you answer important business questions:

- Can you recognize commonalities exist across sessions where users have abandoned – or successfully completed -- transactions on your site?

- Can you search and find specific user sessions to address user issues?

- Can you analyze individual user sessions down to every user interaction?