Improving Website Usability with IBM Tealeaf
Agenda

• Introduction
• IBM Tealeaf Overstat
• Demonstration
As growing numbers of consumers interact with businesses, consumers desire quick and easy online interactions.

- 53% or 167 million US adults are online shoppers.
- $1,738 amount each U.S. consumer will spend online in 2016.
- 50% increase in online sales via mobile devices over 2011.
- 50% of dollars spent in the US will be influenced by the Web by 2016.
- 24.4% of overall ecommerce revenues will come from mobile by the end of 2017.
- 2nd ecommerce ranking of importance for CEOs compared to other tech initiatives over the next 5 years.

Sources: IBM, Forrester, Tealeaf and Emphathica Reports.
But companies are struggling to deliver a strong digital customer experience.

**Usability issues greatly impact customer experience**

- 85% of visitors abandon a new site due to poor design. - cPulse

- 62% of web shoppers gave up looking for the item they wanted to buy online. - Zone Study

- 50% of web sales are lost because visitors can’t easily find content. - Gartner Group

- Only 51% of sites complied with simple web usability principles. - Forrester study of 20 major sites

Source: Forrester’s Website User Experience Reviews, November 1999 through January 2012
Usability Trends

*Usability affects how customers perceive and respond to products, services and artifacts of all types, including websites and applications* - Gartner

**Usability areas of focus:**
- The visual design and layout of the site – use of space
- The usability of the site when people try to accomplish tasks – task flow
- The overall UX, e.g. text legibility
- Links to privacy and security policies

*We see the same problems repeated over and over again, year after year, across the sites that we review. And bad usability is costing companies money — users who can’t complete their goals on websites turn to more expensive channels.* - Forrester

**Business Value to Customers**

- **Increase Revenue**
  - More orders per customer
  - More repeat engagements
  - More products per order
  - Increase in Ad revenue
- **Reduce Costs**
  - Fewer support calls
  - Fewer returns due to mistakes or misperceptions
  - More efficient server use

Source: Gartner, “Best Practices for Driving Business Value through Usability and User Experience”
Published: 20 November 2012
Source: Forrester Lessons Learned From 1,500 Website User Experience Reviews, March 2012
Abandonment is a terrible place to start when you want to understand customer experience management.
To get the complete picture of your customer’s experience, focus on intent and action.

CUSTOMER INTENT (Usability Analytics)

- Is the content of the page designed effectively?
- Are people able to find what they are looking for?
- Are links and buttons in places where people would expect them to be?
- Are people able to read text and understand graphics clearly?

CUSTOMER ACTION (Transaction Analytics)

- Error messages displayed.
- Repeating to the same screens over and over.
- Starting the checkout process, but not successfully transacting.
- Or paying a bill in on-line and not getting to the confirmation page.
Analysing Customer Intent – Content Placement

*When changing promotion placement, can you quantify changes in user attention with each move?*

*Where do your promotions draw the most attention?*
Analyzing Customer Intent – Desktop vs Mobile

Is your page content placement optimized so customers see what you want them to see?

What do desktop users view on a page that mobile users typically don’t?
Analyzing Customer Intent – Form field abandonment

Are customers abandoning when completing forms? If so, do you know where and why?

Conversion is at the desired target, but users may be abandoning unnecessarily on certain fields.
cxOverstat delivers actionable usability analytics

cxOverstat enables companies to capture, segment, and visualize customer behavior across online and mobile sites in order to take intelligent actions that enhance overall site usability.

**Discover**
Where your visitors click and hover on a page

**Determine**
what part of a page are users spending most of their time

**Understand**
What form fields cause customers struggle or drop off

**Identify**
The relative popularity and value of each link on a page

**Segment**
Usability data by dimension for more focused behavior analysis.
Heat Maps – Click, Hover and Hover to Click

- Identify the regions of a page where visitors have clicked or hovered whether its live links or static images

- Drill down on specific areas where customers are interacting to more deeply analyze those user sessions and understand why

- Uncover usability flaws that cause customers confusion and struggle.
Link Analytics

• Identify which elements are being clicked on or hovered over most often by specific customer segments

• Filter the data for focused analysis of links by dimension and custom criteria

• Analyze and understand how relative element placement can affect online goals.

View various interaction metrics for each link
Attention Map

- Identify areas of a page that are viewed more often by device types
- Evaluate the objects on the page that are most frequently placed in front of the visitor
- Optimize engagement by changing the placement of more desired content
Form Analytics

- Evaluate the effectiveness of a form in capturing entered information and how well visitors are able to complete it.
- Monitor dwell time and repeats on individual fields, which may be an indicator of customer struggle.
- Understand drop-off rates if the form was not completed.
• Understand why different customer segments behave and react differently on a page

• Use filters to focus analysis on a specific criteria and activities

• Use goal based dimensions to segment events by actions occurring after the event takes place

• Segment and filter by both business and technical criteria
Comparison Analytics (Tealeaf version 9.0)

- Compare how users are interacting differently across regions of a page
- Segment results by different customer groups to understand the business impact
- Drill down on specific areas to more deeply analyze those user sessions and understand why
- Uncover usability patterns that cause customers confusion and struggle
Snapshot Gallery (Tealeaf version 9.0.1)

1. Capture the necessary pages for in-depth analysis
2. Manage all the snapshots in the gallery
3. Analyze content with overlays
4. Collaborate across teams to improve usability experience
Compare Page States

*Capture rich and dynamically changing page states*

*View usability data for just the visible page elements*
Colour Contrast tool can recommend or allow users to adjust colors to find a contrast ratio that meets the standards.
Accessibility Overlay for Customers with Disabilities (v 9.0.1)

Improve your site to provide superior UI for users with visual, auditory and physical disabilities.
Overstat – Demo
Multinational sports apparel manufacturer

*Increase revenue from online product launches*

**Problem**
Weekly product launches of the most desired athletic shoes often sell out in minutes, but the companies most loyal shoppers are voicing frustration about the complicated checkout process which prevents them from accessing their desired merchandise.

**Solution**
Web analysts use CxOverstat to identify click patterns of loyal customers through each launch, and form analytics to see where they are dropping. Pages are optimized for a quick and seamless checkout, and links to similar products of interest.

**IBM Tealeaf**

**Impact**
Increased customer satisfaction scores, and a measurable increase in cart checkout totals from each visitor during a launch.
Multinational internet travel site

*Improve business outcomes from homepage promotions*

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<tr>
<th>Problem</th>
<th>Solution</th>
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<tr>
<td>Internal marketing departments are competing for coveted real estate on the home page, but the eCommerce team does not have a way to prioritize which campaigns to move forward with.</td>
<td>CxOverstat is used to compare click ratios across all areas of the home page, and use goal based dimensions to find out what clicks lead to highest conversion. Geography based filtering is used to customize home pages across countries.</td>
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| IBM Tealeaf Impact | Promotions or screen elements that draw the most clicks or have the highest conversion remain active the longest, improving revenue. Custom pages are created for each geography, optimizing the performance of each territory. |

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