

# CUSTOMER EXPERIENCE MANAGEMENT SOLUTION

GET QUALITATIVE INSIGHTS INTO YOUR CUSTOMER'S DIGITAL EXPERIENCE

## CAPTURE EVERY CUSTOMER INTERACTION, EVERYTIME

Whether direct to consumer or B2B, it's no secret the online channel is a critical component of business today. Yet websites continue to fail users who regularly struggle to complete transactions and processes online or receive effective customer service in support of their online activities. By capturing the qualitative details of each interaction, Infoready's Customer Experience Management Solution provides the visibility, insight and answers organisations require to confirm websites are consistently delivering a positive, successful experience for their customers. Infoready's Customer Experience Management Solution provides unprecedented visibility into the online customer experience. With the solution, you can see the way your website works through the eyes of each, individual customer. This insight is a strategic enterprise asset, one that affords a proactive approach to dramatically enhancing the online channel.

**INFOREADY**

Infoready.com.au

Our solution is designed to help e-business teams quickly resolve problems that are eroding customer satisfaction and online revenue. Leveraging IBM's Tealeaf Customer Experience software (CX, Mobile, Impact, Overstat & View) the solution provides IT, customer service and even legal and compliance organizations with a "360-degree view" of the online customer.

Infoready's Customer Experience Management Solution is designed to capture each customer interaction on your site – right down to the page-by-page, browser-level experience. This rich customer experience dataset is then leveraged across our suite of products, equipping key online stakeholders, such as e-business, IT and customer service, with the information they need to analyse, investigate and respond to issues preventing customer success on the web.



### INCREASE REVENUE

Remove site experience obstacles to improve conversion rates and transaction sizes.

### REDUCE CUSTOMER CHURN

Quickly see and understand customer issues for faster, more effective resolution.

### DECREASE PRODUCTION SUPPORT COSTS

Dramatically reduce the time spent identifying and resolving website errors.

### SIGNIFICANTLY REDUCE CUSTOMER DISPUTE INVESTIGATIONS

Retrieve archived records of actual customer experiences to swiftly resolve customer concerns.

