



## *Glossary*

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# IBM Tealeaf Customer Experience: Glossary

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Look up terms and definitions that you find in various IBM Tealeaf Customer Experience products and documentation.

To view glossaries for other IBM products, go to <http://www-01.ibm.com/software/globalization/terminology/>.

## Glossary

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This glossary provides terms and definitions for the IBM Tealeaf Customer Experience software and products.

The following cross-references are used in this glossary:

- *See* refers you from a nonpreferred term to the preferred term or from an abbreviation to the spelled-out form.
- *See also* refers you to a related or contrasting term.

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## A

### **action**

In an event definition, the value to record, the session attribute to populate, and the dimensions associated with the event.

### **active session**

Any session in which a visitor is exploring the web application. Each page that the visitor sees is added to the active session.

### **alert**

A message or other indication that signals an event or an impending event that meets a set of specified criteria.

### **archive**

Persistent storage used for long-term information retention, typically very inexpensive for each stored unit and slow to access, and often in a different geographic location to protect against equipment failures and natural disasters.

### **authentication**

In computer security, verification of the identity of a user or process and the construction of a data structure that contains the privileges that were granted to the user or process.

## B

### **behavioral targeting**

A set of techniques and products used for marketing and promotional content that enable dynamic and targeted content to be served to the appropriate customer's browser at the right time.

### **binary file**

A file format that does not consist of a sequence of printable characters (text).

### **blacklist**

A list of values that, when detected, are excluded from the list of available dimension values.

**bot**

A program that visits websites in an automated fashion. Some bots are used to gather information, such as Google's search indexing of web pages. Others may be employed with malicious intent, such as to cause denial of service (DoS) by causing a website to be too busy to service legitimate requests.

**C****calculated metric**

A metric that can be defined using a formula that is constructed from one or more existing metrics, operators, or constants. For example, users can create a metric named Repeat Visitor % using a calculated metric of  $[(\text{Unique Visitors} - \text{New Visitors}) / \text{Unique Visitors}]$ .

**canister**

A single processing unit within a storage system.

**capture filter**

A software filter that collects the visitor-site traffic stream data.

**capture stream**

The flow of hits (request/response combinations) through a system.

**client framework**

A set of scripts that are deployed with a web application or mobile native application to capture user interactions on the client that would not otherwise require a server interaction. By capturing these user interface events, a client framework can provide unique insight into the activities of visitors within their browsing devices.

**completed session**

Any session in which the visitor is no longer actively exploring the web application or has been timed out by the web application.

**condition**

In an event definition, one or more criteria that must be true in order for the event to be executed. Any or all of the conditions may be configured as the requirement for event execution.

**conversion**

A successfully completed business transaction by a website visitor, resulting in the visitor converting to a customer.

**conversion rate**

The rate at which customers respond to cues provided by a website towards a specific desired action.

**custom control**

A control that is not included in the .NET framework library and is instead created by a third-party software vendor or a user. IBM Tealeaf supports custom controls through Tealeaf Template customization.

**customer churn**

The proportion of contractual customers or subscribers who leave a supplier during a given time period. Churn rate is a possible indicator of customer dissatisfaction, cheaper and/or better offers from the competition, more successful sales and/or marketing by the competition, or reasons having to do with the customer life cycle. Churn rate can be thought of as the inverse of retention rate.

**customer service optimization**

The practice of improving customer service operations, which is often measured by first call resolution rates, average call time, customer satisfaction with service, and other factors.

**customer struggle**

A condition of the online customer experience where the visitor encounters difficulties interacting with a business website. Customer struggle can cause a visitor to leave the website before completing a transaction.

## D

### **dashboard**

An interface that integrates data from a variety of sources and provides a unified display of relevant and in-context information.

### **deviation**

An optional data structure that can be used to store the standard variations of the values for the selected event over the preceding four-week period.

### **dimension**

A broad grouping of descriptive data about a major aspect of a business, such as products, dates, or locations. Each dimension includes different levels of members in one or more hierarchies and an optional set of calculated members or special categories.

### **dispute resolution**

The process of resolving conflicts between two or more parties. Tealeaf facilitates dispute resolution by serving as a neutral transaction record. For example, if a customer thought they were buying a product at one price yet discovers a charge for another price, Tealeaf's session replay can be used to show the price displayed to the customer at the time of the transaction.

### **Document Object Model (DOM)**

A system in which a structured document, for example, an XML file, is viewed as a tree of objects that can be programmatically accessed and updated.

### **DOM**

See [Document Object Model](#).

### **DOM capture**

A feature of IBM Tealeaf that enables the client to capture the Document Object Model of a web page. In IBM Tealeaf, replaying the DOM provides "truer" replay experience because it uses the exact DOM that the user saw at the moment of capture, rather than a simulation produced by a rendering engine.

## E

### **event**

A condition identified in captured data that, when triggered, results in an action. For example, an event can be the appearance or absence of a specific data element or value in the request or the response, and resulting actions can include setting values and generating alerts.

## F

### **fact**

The combination of an event plus any related report groups. A fact is recorded in the request of the affected hit for search purposes and in the database for reporting.

### **first-call resolution rate**

The percentage of customer calls resolved within a single contact. A crucial measure of quality, first-call resolution gauges the ability of the call center and the individual agent to resolve the customer issue in a single interaction with that customer.

### **fragment**

A sequence of captured visitor hits.

## G

### **gesture**

In mobile computing, a short, uni- or multi-directional input on a touchscreen.

### **group list**

A range of numeric values or sets of string values to be recorded as a single dimension value.

## H

### **heat map**

A color-coded data chart in which colors are used to differentiate values in a data set.

### **hit**

A request from a visitor's browser to the web application and the response from the web server to the browser.

### **hit attribute**

A defined set of characters in the request or the response that can be used as the condition for an event. A hit attribute may be an explicit string (such as myhit attribute) or an unknown string bracketed by a starting string tag and an ending string tag.

### **hybrid app**

See [hybrid application](#).

### **hybrid application (hybrid app)**

A mobile device application that combines elements of web and native applications.

## I

### **index**

A list of entries arranged alphabetically to provide fast access to information.

## L

### **long-term canister**

A database that is stored on the local disk of the processing server to retain completed sessions and their related search indexes for a configurable length of time.

## M

### **mobile native application**

A client application that is specifically designed to work on the hosting mobile platform. For example, an Android native application only works on Android-based mobile devices. Tealeaf CX Mobile supports the capture of sessions from mobile native applications.

### **mobile web browser**

A browser that is specifically designed to work with a mobile device.

## P

### **passive capture**

A record of all conversations between a visitor's web browser and the web application through the recording of all traffic to and from the web server or servers hosting the application.

## Q

### **qualitative analytics**

The outcome of analyzing qualitative data. Using IBM Tealeaf session capture and replay, businesses can achieve qualitative insight into how visitors interact with the businesses website. By replaying visitor sessions, the business gains insight into the quality of the visitor's experience and can use that qualitative analysis as input to improving their website design.

### **quantitative analytics**

The outcome of analyzing quantitative data. Quantitative analysis is the systematic approach to data analysis during which measurable numerical data is collected. IBM Digital Analytics provides quantitative insight by capturing website and mobile interaction data and providing interfaces for analyzing statistics such as purchase funnels, real-time sales data, and conversion rates.

## R

### **ratio object**

An object that can be created to calculate and store the ratio of deviations between two events or dimensions.

### **replay**

The redisplay of a visitor's session on a website, as it was originally experienced by the visitor. After a visitor's hits have been collected and sequenced into a session, that session can be replayed in the manner that the visitor experienced it, with the visitor's selections and entries highlighted for the Tealeaf user to see.

### **replay server template**

An HTML file that is packaged and installed with IBM Tealeaf CX and is used to render and replay mobile session data.

### **report group**

A container for a dimension. A report group can contain up to four dimensions.

### **request**

A message from one computer to another asking for a resource.

### **response**

A return message to a computer that made a request. After capturing a request, the PCA server then processes and assembles packets in search of the response to that request. A response may be in text or binary form.

## S

### **scorecard**

A preconfigured graphical display of one or more configurable parameters and grades. Scorecards are configured to display key performance indicators meaningful to an organization, to which users can apply parameters and comparisons to deliver immediate, meaningful graphical information through the portal.

### **segment**

A collection of related sessions. The sessions returned from a search executed through the portal can be rendered into a segment.

### **session**

A single start-to-finish experience of interaction with a website. In Tealeaf, a session is used as the basis for evaluating visitor experience.

### **session attribute**

An attribute that is used to store data from events that are triggered during a user session.

### **sessionization**

The process of properly assembling individual hits into visitor sessions.

### **short-term canister**

An in-memory database that is used for storing active sessions.

### **static content**

A set of files referenced in the pages of a web application that are unlikely to change during the course of a visitor's session. Examples include stylesheets, JavaScripts, and images (files in formats such as JPEG, GIF, and PNG).

### **step**

A single user action that is captured by one of the Tealeaf client frameworks and submitted to Tealeaf for capture in JSON format.

## T

### **TLA file**

A file of a recorded session that can be exported and replayed with Tealeaf replay tools. The TLA file includes data in json format that communicates to IBM Tealeaf clients a visitor's journey through the business's website.

### **trigger**

A user-defined point or set of points during a session at which an event is activated.

## U

### **unstructured data**

Any data that is stored in an unstructured format rather than in fixed fields. Data in a word processing document is an example of unstructured data.

### **user agent**

A broad class of entities that can access servers across a network. This broad class includes desktop browsers, bots, and mobile devices, among others.

## V

### **visitor**

Any individual, bot, or other program that is connecting to a web application via HTTP.

### **visitorization**

The process of tracking unique visitors across single or multiple visits to a web application. Using Tealeaf technologies, each visitor to a web application can be uniquely and permanently identified, which assists in longer-term study of customer experience and issues.

## W

### **web page**

Any document that can be accessed by a URL on the World Wide Web.

### **web server**

A software program that is capable of servicing Hypertext Transfer Protocol (HTTP) requests.

### **whitelist**

A list of values that, when detected, are included in the list of available dimension values.

### **workspace**

A customizable collection of reports presented in a user interface dashboard.

## IBM Tealeaf documentation and help

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IBM Tealeaf provides documentation and help for users, developers, and administrators.

### **Viewing product documentation**

All IBM Tealeaf product documentation is available at the following website:

[Tealeaf Customer Experience Support](#)

Use the information in the following table to view the product documentation for IBM Tealeaf:

<i>Table 1. Getting help</i>	
To view...	Do this...
Product documentation	On the IBM Tealeaf portal, go to ? > <b>Product Documentation</b> .



<i>Table 1. Getting help (continued)</i>	
<b>To view...</b>	<b>Do this...</b>
IBM Tealeaf Knowledge Center	On the IBM Tealeaf portal, go to ? > <b>Product Documentation</b> and select <i>IBM Tealeaf Customer Experience in the ExperienceOne Knowledge Center</i> .
Help for a page on the IBM Tealeaf Portal	On the IBM Tealeaf portal, go to ? > <b>Help for This Page</b> .
Help for IBM Tealeaf CX PCA	On the IBM Tealeaf CX PCA web interface, select <b>Guide</b> to access the <i>IBM Tealeaf CX PCA Manual</i> .

### Available documents for IBM Tealeaf products

The following table is a list of available documents for all IBM Tealeaf products:

<i>Table 2. Available documentation for IBM Tealeaf products</i>	
<b>IBM Tealeaf products</b>	<b>Available documents</b>
IBM Tealeaf CX	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf Customer Experience Overview Guide</i></li> <li>• <i>IBM Tealeaf CX Client Framework Data Integration Guide</i></li> <li>• <i>IBM Tealeaf CX Configuration Manual</i></li> <li>• <i>IBM Tealeaf CX Cookie Injector Manual</i></li> <li>• <i>IBM Tealeaf CX Databases Guide</i></li> <li>• <i>IBM Tealeaf CX Event Manager Manual</i></li> <li>• <i>IBM Tealeaf CX Glossary</i></li> <li>• <i>IBM Tealeaf CX Installation Manual</i></li> <li>• <i>IBM Tealeaf CX PCA Manual</i></li> <li>• <i>IBM Tealeaf CX PCA Release Notes</i></li> </ul>
IBM Tealeaf CX	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf CX RealTime Viewer Client Side Capture Manual</i></li> <li>• <i>IBM Tealeaf CX RealTime Viewer User Manual</i></li> <li>• <i>IBM Tealeaf CX Release Notes</i></li> <li>• <i>IBM Tealeaf CX Release Upgrade Manual</i></li> <li>• <i>IBM Tealeaf CX Support Troubleshooting FAQ</i></li> <li>• <i>IBM Tealeaf CX Troubleshooting Guide</i></li> <li>• <i>IBM Tealeaf CX UI Capture j2 Guide</i></li> <li>• <i>IBM Tealeaf CX UI Capture j2 Release Notes</i></li> </ul>
IBM Tealeaf cxImpact	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf cxImpact Administration Manual</i></li> <li>• <i>IBM Tealeaf cxImpact User Manual</i></li> <li>• <i>IBM Tealeaf cxImpact Reporting Guide</i></li> </ul>

*Table 2. Available documentation for IBM Tealeaf products (continued)*

<b>IBM Tealeaf products</b>	<b>Available documents</b>
IBM Tealeaf cxConnect	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf cxConnect for Data Analysis Administration Manual</i></li> <li>• <i>IBM Tealeaf cxConnect for Voice of Customer Administration Manual</i></li> <li>• <i>IBM Tealeaf cxConnect for Web Analytics Administration Manual</i></li> </ul>
IBM Tealeaf cxOverstat	<i>IBM Tealeaf cxOverstat User Manual</i>
IBM Tealeaf cxReveal	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf cxReveal Administration Manual</i></li> <li>• <i>IBM Tealeaf cxReveal API Guide</i></li> <li>• <i>IBM Tealeaf cxReveal User Manual</i></li> </ul>
IBM Tealeaf cxVerify	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf cxVerify Installation Guide</i></li> <li>• <i>IBM Tealeaf cxVerify User's Guide</i></li> </ul>
IBM Tealeaf cxView	<i>IBM Tealeaf cxView User's Guide</i>
IBM Tealeaf CX Mobile	<ul style="list-style-type: none"> <li>• <i>IBM Tealeaf CX Mobile Android Logging Framework Guide</i></li> <li>• <i>IBM Tealeaf Android Logging Framework Release Notes</i></li> <li>• <i>IBM Tealeaf CX Mobile Administration Manual</i></li> <li>• <i>IBM Tealeaf CX Mobile User Manual</i></li> <li>• <i>IBM Tealeaf CX Mobile iOS Logging Framework Guide</i></li> <li>• <i>IBM Tealeaf iOS Logging Framework Release Notes</i></li> </ul>

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