Tealeaf Customer Experience Overview Guide

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Tealeaf Customer Experience Overview

IBM® Tealeaf® offers a suite of customer experience management solutions that can provide critical insights to help you meet your customer retention objectives. The IBM Tealeaf on Cloud Overview Guide provides an introduction to the components and capabilities of IBM Tealeaf.

Overview

IBM Tealeaf offers a suite of customer experience management solutions that can provide critical insights to help you meet your customer retention objectives. The IBM Tealeaf Customer Experience Overview Guide provides an introduction to the components and capabilities of Tealeaf.

Tealeaf captures all interactions between your visitors and your web applications that they see. The captured interaction is reassembled in Tealeaf into a single entity, and then made available for searching, replaying, reporting, and exporting. The web experience of your visitor is not impeded when the interaction is forwarded to Tealeaf.

You can use the Tealeaf user interfaces to interact with features and sessions. Tealeaf provides three user interfaces: Tealeaf Portal, CX RealiTea Viewer (RTV) and PCA Web Console. Each user interface provides different functions for the users of Tealeaf.

Benefits of IBM Tealeaf

Use IBM Tealeaf to discover your customer's experience and understand their pain points. With IBM Tealeaf, you can monitor your customers and your web or mobile application, and analyse business impact.

You can make optimum use of IBM Tealeaf for the following activities:

- Monitoring how customers engage with your web and mobile applications
- Analyzing business impact
- Monitoring your web and mobile applications

The following table describes IBM Tealeaf benefits in detail.

Table 1. Benefits of IBM Tealeaf

Benefit	Description
Monitoring customers	IBM Tealeaf enables you to monitor how customers engage with your web and mobile applications. You can monitor your customer interactions in the following ways: • Discovering locations where customers are struggling • Instantly accessing customer sessions, including shadow browsing live web application activity • Building reports to monitor issues and key metrics
Analyzing business impact	You can effectively use IBM Tealeaf to measure the business impact of issues or changes to your web and mobile applications.
Monitoring your web application	You can use IBM Tealeaf to quickly locate technical problems with your web and mobile applications, and monitor and retain an auditable record of online customer activities for auditing and dispute resolution.

User interfaces

You can use the IBM Tealeaf user interfaces to interact with features and sessions. IBM Tealeaf provides three user interfaces: Tealeaf Portal, CX RealiTea Viewer (RTV), and PCA Web Console. Each user interface provides different functions for the users of IBM Tealeaf.

The following table provides information about the IBM Tealeaf user interfaces:

Table 2. IBM Tealeaf user interfaces

Tealeaf user interface	Description
Tealeaf Portal	The Tealeaf Portal is a web application that is the most common point of access for Tealeaf users. You can use the Portal to search for active and completed sessions, replay the sessions, configure events and reports, and monitor user and site activities. See the *IBM Tealeaf cxImpact User Manual* for more information.
CX RealiTea Viewer (RTV)	RTV is a Windows-based application that can be installed on your desktop computer. You can use RTV for searching and replaying sessions. See the *IBM Tealeaf RealiTea Viewer User Manual* for more information.
PCA Web Console	IBM Tealeaf CX Passive Capture Application (PCA) administrators can use the PCA Web Console to monitor PCA performance and apply configuration changes. Administrators must use a separate URL and authentication mechanism to access PCA Web console. **Note:** If you are not a Linux administrator responsible for managing the IBM Tealeaf CX Passive Capture Application, you might not require access to the PCA Web Console. See the *IBM Tealeaf Passive Capture Application Manual* for more information.

IBM Tealeaf process flow

You can use IBM Tealeaf to monitor the interactions between your customers and your web or mobile applications to analyze your business impact.

The following diagram explains the IBM Tealeaf process flow in brief:

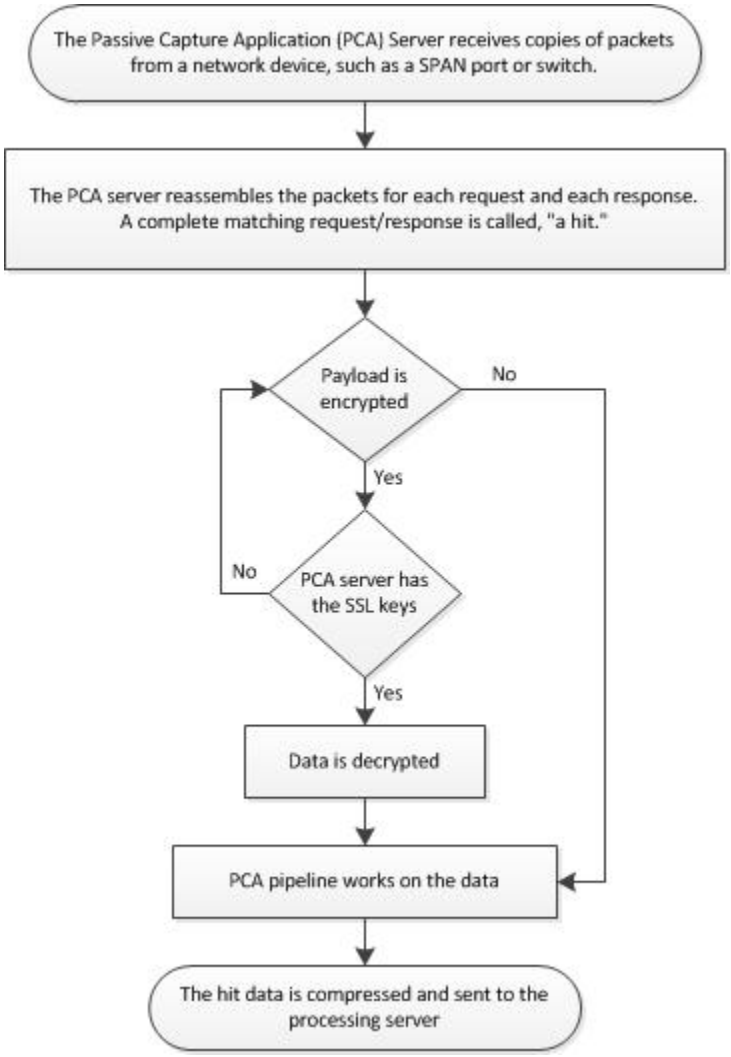
Figure 1. IBM Tealeaf process flow

CX Passive Capture Application process flow

Capturing data is the first step in the IBM Tealeaf process flow. IBM Tealeaf CX Passive Capture Application (CX PCA) captures data from your website or mobile application.

The following diagram explains the CX PCA process flow:

Figure 2. CX PCA process flow



Processing Server flow

After the data is captured by CX PCA, it is sent to the processing server, which is also known as Canister.

Data can be processed by one of the following servers:

- Single processing server
- Multiple processing servers
- Multiple processing servers and an HBR server to manage distribution to the processing servers based on their current load

The following diagram explains the processing server flow in brief:

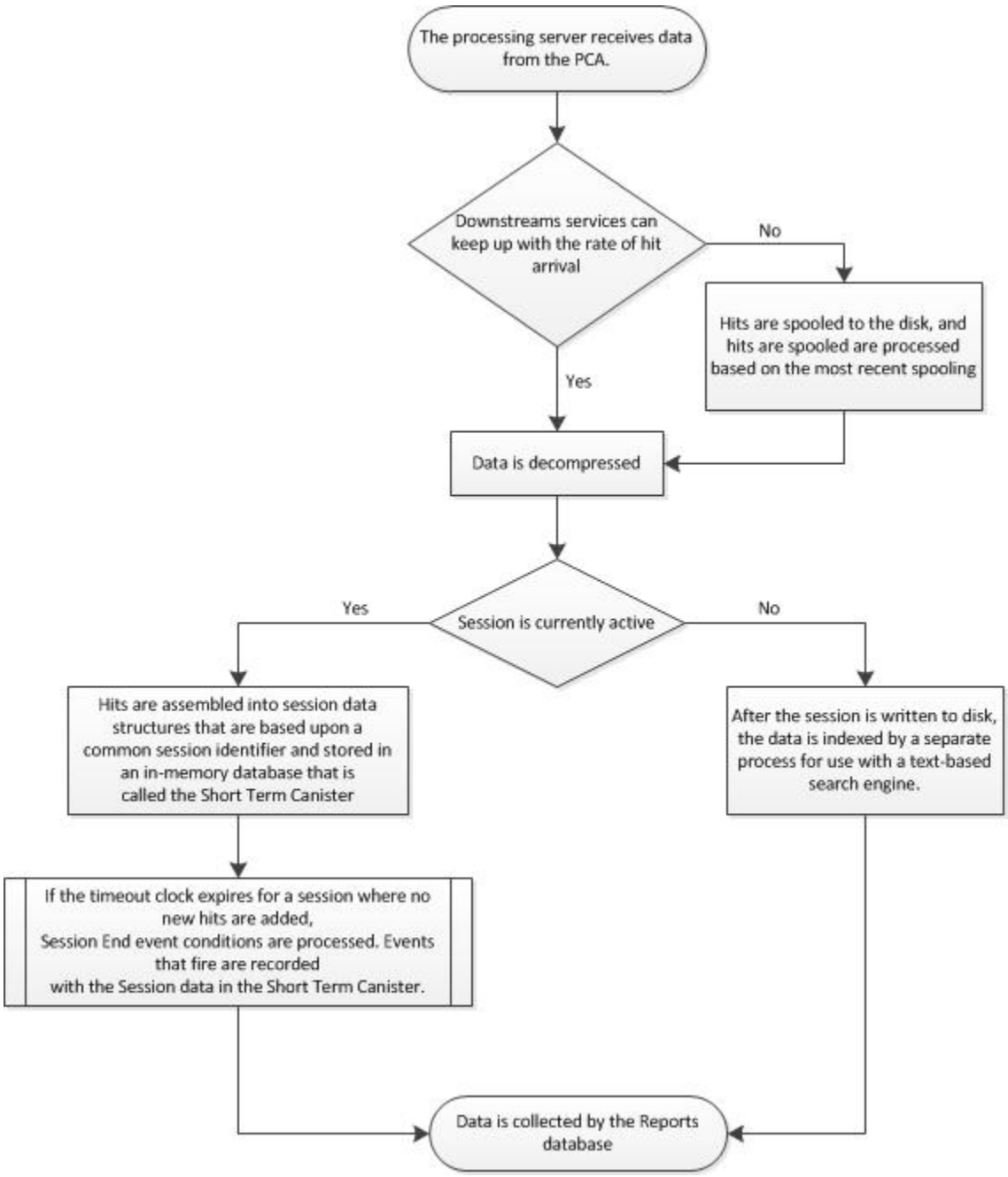


Figure 3. Processing server flow

The following types of Canisters exist:

Short Term Canister
The Short Term Canister is an in-memory database that is used for storing active sessions.

Long Term Canister
The Long Term Canister is 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.

The following points are applicable for the Short Term Canister:

- For each session, a timeout clock is reset with each new hit.
- Text in the hit is parsed for the occurrence of hit attributes and session attributes that are used for event evaluation.

- The hit-level event conditions are processed, and events that fire are recorded with the Session data in the STC.
- If the timeout clock expires for a session where no new hits are added, the Session is written to the Long Term Canister, where completed sessions are stored for a predefined number of days.
- In the Long Term Canister, the event counts are aggregated into 1-minute buckets.

IBM Tealeaf products

IBM Tealeaf offers a host of products that you can use to get quantitative data and qualitative analysis that is necessary to understand your customer's online experience.

The following products are powered by IBM Tealeaf:

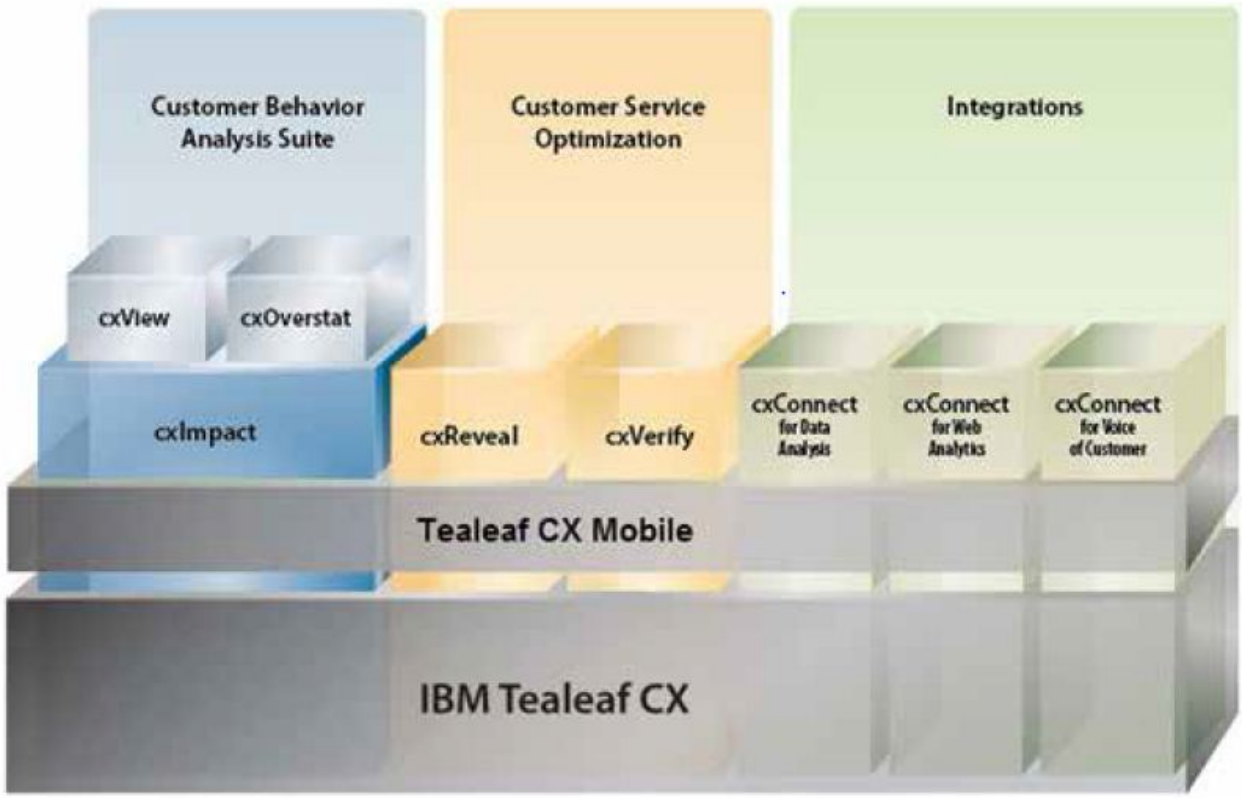
- CX
  - CX Passive Capture Application (PCA)
  - CX RealiTea Viewer (RTV)
  - UI Capture
- cxImpact
  - Browser Based Replay (BBR)
- cxConnect
  - cxConnect for Data Analysis
  - cxConnect for Voice of Customer
  - cxConnect for Web Analytics
  - cxConnect for Digital Analytics Integration
- cxOverstat
  - Form analytics
  - Link analytics
  - Comparison analytics
  - Heat maps
  - Attention maps
- cxReveal
  - Search with cxReveal
  - Replay with cxReveal
- cxVerify
- cxView
  - Scorecards
  - Dashboards
  - Report scheduling
  - Importing or exporting templates
- CX Mobile
  - Android logging framework
  - iOS logging framework

IBM Tealeaf CX

The IBM Tealeaf CX platform monitors communications between your web application and visitors to it.

IBM Tealeaf CX is the base platform for all IBM Tealeaf products. You must install IBM Tealeaf CX before installing any other IBM Tealeaf product.

The following image gives an idea about the IBM Tealeaf CX offering.



Passive Capture Application overview
IBM Tealeaf CX Passive Capture Application (PCA) captures and records the complete interaction between the visitor and the web application environment by using a network tap or network switch spanning port.

PCA has the following benefits:

- Introduces zero overhead, page latency, or CPU utilization to the web server
- Introduces zero risk of failure to the web application - monitored/captured traffic is not part of the active traffic
- Supports any web application environment: homogenous or mixed, packaged, or custom
- Supports encrypted (HTTPS) and non-encrypted (HTTP) traffic
- Reconstructs the HTTP traffic of the user experience for downstream processing of user sessions and events

CX RealiTea Viewer overview
CX RealiTea Viewer (RTV) is a stand-alone application that is part of the IBM Tealeaf cxImpact product suite.

CX RTV provides the following significant capabilities:

- Allows you to view a visual replay of a visitor's session with your web application
- Allows you to examine the information that the visitor's browser sends to your web server and the information that is returned by your web server in response

- Plays a key role in searching for sessions that meet specific criteria
- Presents specific, customizable information about each hit that matches a search

CX RealiTea Viewer includes software that is developed by the OpenSSL Project for use in the http://www.openssl.org/. RTV provides the following perspectives on session data:

Replay View:
Through Replay view, you can experience a visitor's session as the visitor experienced it. For more information, see the "RealiTea Viewer - Replay View" section (in *IBM Tealeaf CX RealiTea Viewer User Manual*).

Request View
Through Request view, you can review the requests that are submitted by the visitor's browser to the web server during the session. For more information, see the "RealiTea Viewer - Request View" section (in *IBM Tealeaf CX RealiTea Viewer User Manual*).

Response View
Through Response view, you can review the responses that are returned from the web server to the visitor's browser during the session. For more information, see the "RealiTea Viewer - Response View" section (in *IBM Tealeaf CX RealiTea Viewer User Manual*).

The Tealeaf Event Manager is closely integrated with the RTV request and response playback views, which allows easy visual identification of patterns that can be used to create events.

For more information, see *IBM Tealeaf Event Manager Manual*.

UI Capture overview
By using UI Capture (UIC), IBM Tealeaf can capture website interactions that are powered by JavaScript or Flash.

The UIC system obtains data from the browser and transmits it to the Tealeaf capture server. This information includes mouse clicks, key presses, and change events. The information is transmitted to the server through an asynchronous HTTP POST to a web page on the server that acknowledges the request. All the data is available to IBM Tealeaf for later reporting or replay.

cxImpact

IBM Tealeaf cxImpact provides a single data source that captures an audit trail of each visitor's activities. IBM Tealeaf users can then analyze, isolate, replicate, and communicate problems.

cxImpact helps website owners to provide a good experience for your website visitors, protect revenue streams, and reduce application support costs. cxImpact addresses the challenge of managing high-volume dynamic web sites by providing visibility into the production state of Web applications and allowing IT operations to ascertain whether they are functioning correctly.

cxImpact performs the following functions:

- Captures each interaction between your visitors and your website.
- Processes the low-level interaction detail to provide alerts, reports, and analysis, plus playback of those interactions.
- Shows you what happened during each visitor's experience with your site.

The following servers bring together the cxImpact experience:

Capture server
Tealeaf's Passive Capture software reassembles TCP/IP packets into HTTP requests and responses for each exchange between visitor and web application. Optionally, uninteresting data can be dropped, and sensitive data can be deleted. The captured combinations of requests and responses (called hits) are then forwarded to another server running the IBM Tealeaf processing software.

Processing Server (also called Canister Server)
Individual hits sent from the Capture Server are grouped together into a IBM Tealeaf session, which is assembled hit-by-hit to include all web page interactions between a specific visitor and your website. The data contained in this session is scanned for keywords and codes that you have defined. When

matches are found, a record of this event is stored for additional processing, including generation of reports and alerts. When the session is complete, the session is indexed for search and written to disk.

Tealeaf Portal (also called Report Server)
This server's Web-based interface allows data analysts, business owners, IT staff, and administrative users to view the status of interactions with your website, with aggregate data reports that display what visitors are doing on your site. IBM Tealeaf users can search the saved visitor sessions and analyze them for common attributes, such as order completion. Individual visitors' sessions can be replayed with the actual data that was sent and received, so a high-fidelity recreation of the visitor's experience can be reviewed.

Browser Based Replay
The cxImpact Browser Based Replay (BBR) feature enables users to replay visitor sessions directly through a web browser.

You can use the Browser Based Replay interface to review in real time all pages in visitor sessions as they are displayed to the user. Or, you can quickly step through selected pages to identify issues that occurred during the session.

The following terms are frequently used:

Replay
A *replay* is the display of the visitor's experience with your web application. By assembling all of the requests, responses, and related data in the sequence of the visitor session, the Tealeaf system can replay the session through Browser-Based Replay to accurately mimic the visitor experience.

You can replay both active sessions and completed sessions.

Additionally, users with Admin authorization can view page load details in real-time to assist with diagnostics and to help identify specific files that might be the cause of discrepancies in fidelity.

For information about how to use real-time logging of Replay Server, see "Using real-time page load logging information for session diagnostics" in the *IBM Tealeaf cxImpact Administration manual*.

For information about how to configure the Replay Server to use real-time logging, see "Replay Server Configuration" in the *IBM Tealeaf CX Configuration manual*.

Active session
An *active session* is a visitor session with the web application to which the visitor is adding pages right now by browsing the website.

During replay of active sessions, BBR automatically refreshes active sessions on a periodic basis. When an active session is refreshed, the currently displayed page is not refreshed. When UI events are part of the current page, a refresh can cause replay to jump to the previous standard page and disrupt the replay.

Completed session
A *completed session* is a visitor session that the visitor has completed or abandoned or that has been timed out by Tealeaf.

Browser Based Replay runs entirely within the Portal and requires no additional software installation for Tealeaf users.

Note: BBR maintains and forwards to your browser the required Set-Cookie headers to properly replay a session. To ensure that the Portal cookies are maintained, Tealeaf resends them at the end of each request. If the maximum number of permitted cookies is exceeded, the oldest cookies in your browser are discarded, which enables BBR replay and your Portal session to be sustained.

BBR is an alternative to Tealeaf's IBM Tealeaf CX RealiTea Viewer (RTV) desktop application, which must be installed on each user's desktop system as an advanced search and replay system.

Primary functions of Browser Based Replay

You can use BBR to complete the following functions:

- Replay visitor sessions or track live visitor sessions as they occur.
  - Replaying active sessions as they occur enables you to provide real-time customer support for customers and to diagnose web application issues that you are personally experiencing.
- Show visitor input, such as entered text, selected menu options, and clicked links or buttons.
- Track activities that occur on different views of a dynamic page.
- View the raw request and response data.
- Drill down into session details.

Session and visitor segments
The Tealeaf system can link all the captured hits that pertain to the visitor's current visit to your web or mobile application. The hits that are strung together are called segments.

Session segment
The results of a session search query are called session segments. By querying data that is captured by Tealeaf, you can locate sessions for further analysis or replay. By capturing the entire stream of request and response data, Tealeaf provides users a rich reservoir of data that describes web application activities and issues.

Visitor segment
The results of a visitor search query are called visitor segments. Visitor search provides a powerful capability to search for events and text strings that occur in sequence in single sessions and across multiple sessions. This search method can query the visitor database and session text database and can merge the results. Visitor Segments can be analyzed by using reports that are provided by Tealeaf. See "Analyzing Tealeaf Data" in *IBM Tealeaf Reporting Guide*.

cxView

IBM Tealeaf cxView enhances the IBM Tealeaf cxImpact portal with scorecards and dashboards. These features serve as entry points for drill-down into session and visitor data for further analysis. Scorecards and dashboards can be configured through the Tealeaf Portal.

cxView has the following features and benefits:

- Scorecards
- Dashboards
- Report scheduling
- Report templates

Note: IBM Tealeaf cxView is a separately licensed component of the IBM Tealeaf CX system. Please contact your IBM Tealeaf representative.

For detailed information about cxView features and benefits, see *IBM Tealeaf cxView User Manual*.

Scorecards
Use the Scorecards feature in IBM Tealeaf cxView to track the business performance of your website.

The following types of scorecards are available:

KPI Scorecards
KPI scorecards measure key performance indicators and score the health of online business services that are based on visitors' actual experiences. They measure availability of a functional unit to your visitors.

Business Process Scorecards
Scorecards automatically measure and score overall success, abandonment, and failure rates within each step of a business process. This procedure can be implemented for a critical online business process or across entire process. A process scorecard tracks the success or failure of each step in the business process. They can also be configured to detect events that summarily indicate failure or abandonment of the process.

Dashboards
Use cxView Dashboards to view reports of the data that is captured by Tealeaf in a rich graphical layout.

Dashboards can be easily customized for specific roles and responsibilities to show only the most relevant reports and metrics. Dashboards can include the following elements:

- Scorecards
- Reports that are provided by Tealeaf
- Ad hoc reports that you build in the Report Builder. For more information, see *IBM Tealeaf Reporting Guide*.

Report scheduling
Use the report scheduling feature to schedule distribution of reports through email.

You can distribute snapshot reports of scorecards and dashboards through email on demand or scheduled on a daily, weekly, or monthly basis. Emailed snapshots include a link back to the live report for immediate click-through for deeper analysis.

Report templates
Tealeaf publishes report templates that you can download through Tealeaf. These templates can be imported and customized to meet the requirements of your Tealeaf solution.

You can import and export report templates and other Tealeaf data for use across Tealeaf environments and in other enterprise systems.

cxOverstat

With IBM Tealeaf cxOverstat, you can visualize the behaviors of your visitors on each page of your web application. Directly from Browser-Based Replay, you can select a page and display multiple features as overlays directly over the replayed page. The highly visual reports allow for rapid and intuitive insights into visitor behavior. Interactive drilldowns for each report can be used to quickly explore the data by using the familiar tools of the Tealeaf system.

Note: IBM Tealeaf cxOverstat is a separately licensable component of the IBM Tealeaf CX platform. For more information about IBM Tealeaf cxImpact, contact your IBM Tealeaf representative.

IBM Tealeaf cxOverstat provides the means of reaching key enterprise goals, including the following goals:

- Visualize usage patterns across the entire web application
- Gain awareness of exactly how a visitor uses a specific page
- Evaluate each process to monitor visitor success rate in completing it
- Identify the parts of a page that are most frequently used and that are largely unused
- Predict how visitors will use the web application in the future
- Apply that predictive insight to improve the overall customer experience

Toward the above goals, IBM Tealeaf cxOverstat provides direct input into the following factors:

- Methods for improving form conversion rates through Form Analytics
- Optimization of landing pages that are based on Tealeaf replay through Link Analytics
- Enhancement of object placement on the page through Heat Maps
- Compare captured dimensions and dimension values for a page through Comparison Analytics
- Identify the areas of a web page that are most consistently displayed in the visitor's browser window through Attention Maps

For more information on link analytics, comparison analytics, heat maps, and attention maps, see *IBM Tealeaf cxOverstat User Manual*.

Form analytics
The Form Analytics overlay helps evaluating the effectiveness of a form in capturing entered information and of how well visitors are able to complete it. In addition to information about data entry, the Form Analytics overlay can monitor dwell time on individual fields, which might be an indicator of customer struggle, and drop-off rates if the form was not completed.

Link analytics
A Link Analytics overlay indicates the most frequently clicked links on a page. Link Analytics overlays show the relative popularity of links, which informs web developers of any decisions to change the layout of a specific page or the overall navigation for the web application.

Comparison analytics
You can use comparison analytics to isolate particular dimension values within a report. You can display up to a combination of up to 12 selected metrics, dimension, or dimension values in a Comparison Analytics overlay. The overlay provides visual insight about the user interaction with your web application. You can use this information to identify the user focus on a page and use this information to discover any design flaws with the page.

Heat maps
A heat map overlay identifies the regions of a page where visitors click, regardless of whether there is anything to click or not. Heat maps provide a useful means of identifying usability flaws; for example, if visitors are clicking a large logo at the top of the page, there might be expectations of a link back to the site's home page.

Attention maps
An attention map displays color bands within the browser window to identify the areas that are most consistently shown to visitors of the page. These color bands can be used to evaluate the objects on the page that are most frequently placed in front of the visitor, and the ones that are not receiving much attention.

Using the Contrast Analytics overlay
The Contrast Analytics overlay evaluates difficulties users might encounter when they view items on a website due to a lack of contrast between the foreground text and the background color. Contrast Analytics uses pins to signify violations of WCAG2.0 standards on cxOverstat-enabled web pages, and determines where the contrast issue is located.

Using the Accessibility overlay
The Accessibility overlay evaluates the type of website issues that might affect users with visual, auditory or physical impairment.

The Accessibility overlay uses pins to identify page elements that violate WCAG 2.0 standards, categorizes these issues by severity, and provides additional information on the disabilities impacted. It specifically targets issues that might arise for people with disabilities such as vision impairment, who use screen readers and other tools to access web pages.

- In the top toolbar, you can change the severity that is displayed on the overlay.

cxReveal

IBM Tealeaf cxReveal enables support representatives in the call center to rapidly search for, retrieve, and replay customer sessions to enhance customer issue troubleshooting and improve overall customer experience.

IBM Tealeaf cxReveal is accessed through the Tealeaf Portal and runs entirely within your web browser. It requires no additional software installation.

Note: IBM TealeafcxReveal is licensed to support up to five (5) search fields for each type of search (Active Session, Closed Sessions, All Sessions), excluding the following search fields: All Text, Text in Response or Text in Request. This limit applies to the IBM Tealeaf cxReveal capability provided natively through the Tealeaf Portal or to searches run through the IBM Tealeaf cxReveal API.

cxReveal has the following features and benefits:

- Search
- Replay

For detailed information about the features and benefits of cxReveal, see *IBM Tealeaf cxReveal User Manual*.

Search with cxReveal
You can use cxReveal for a database search or a Canister search.

Database search
As soon as Tealeaf detects a new session, it is accessible for search through the IBM Tealeaf cxReveal database. Based upon session attributes, such as the user login identifier, which is defined by Tealeaf users, you can search for individual sessions as soon as they are detected by Tealeaf.

Canister search
IBM Tealeaf cxReveal users can be enabled to complete session searches against the Tealeaf Canisters. This search method is most useful for exploratory searches.

Replay with cxReveal
IBM Tealeaf cxReveal packages the core IBM Tealeaf cxImpact capabilities of session replay and search into an efficient interface for use in your enterprise's call center. Through a modified interface in the Tealeaf Portal, IBM Tealeaf cxReveal users can search for visitor sessions and replay them by using multiple methods.

You can use one of the following types of replay:

- cxImpact Browser Based Replay. For more information, see *IBM Tealeaf cxImpact User Manual*.
- RealiTea Viewer (RTV). For more information, see *IBM Tealeaf RealiTea Viewer User Manual*.

For more information about cxReveal, see *IBM Tealeaf cxReveal Adminisration Manual*.

cxVerify

Through IBM Tealeaf cxVerify, you can maintain an accurate record of each visitor's interactions with your website. As a visitor uses your web application, each click and page view is tracked by the IBM Tealeaf system. When the visitor's session is complete, IBM Tealeaf cxVerify stores the session in a persistent datastore from which you can later retrieve and replay it.

cxVerify has the following benefits:

Accurate, Authentic, and Complete Records of Customer Interactions
IBM Tealeaf cxVerify provides an auditable representation of the actual online customer experience. These sessions are stored in a secure, tamper-free file format and can be digitally signed to prevent repudiation.

Easily Searched, Retrieved, and Reviewed
Every extracted session that includes the pages, navigational paths, and user selections is saved as an Adobe Acrobat PDF file. The PDF file includes critical information, such as the customer ID, date and time, and specific events. Session files can be stored or archived within your existing file and document management systems.

Replay with IBM Tealeaf CX RealiTea Viewer (RTV)
To review an archived session, a user selects a IBM Tealeaf cxVerify session file and starts a replay of the user experience in IBM Tealeaf CX RealiTea Viewer.

Note: To replay sessions archived by IBM Tealeaf cxVerify, you must install RTV on your desktop system. For more information, see *IBM Tealeaf RealiTea Viewer User Manual*.

cxConnect

With IBM Tealeaf cxConnect, you can perform data analysis, integrate Tealeaf session data with Voice of Customer (VOC) applications, and perform web analysis.

cxConnect for Data Analysis overview

IBM Tealeaf cxConnect for Data Analysis provides you with the ability to analyze and report on data captured by Tealeaf within various third-party solutions, including custom reporting tools and databases, warehouses, business intelligence environments, and web analytics products. Additionally, IBM Tealeaf cxConnect for Data Analysis enables the creation of a persistent store of session data from your web applications.

cxConnect for Voice of Customer overview

IBM Tealeaf cxConnect for Voice of Customer (VOC) enables simple integration of Tealeaf session data with VOC applications. Voice of Customer technologies provides mechanisms for online visitors to submit feedback through the web application and for the business to analyze and aggregate these perspectives into functional information.

When web analysts review customer surveys or feedback results, IBM Tealeaf cxConnect for Voice of Customer can be used to review the actual experience of the visitor who provided the feedback. In this manner, the business can corroborate the provided feedback and identify the root source of customer experience issues.

For example, if many customers complain about the registration process, Tealeaf enables web analysts to drill into feedback summary reports provided by the VOC application. The VOC application can be used to replay the specific session in which an individual customer attempted to register. In this manner, the analyst can provide better customer support and identify potential application issues with the registration process.

A hyperlink is inserted into the VOC feedback reports that analysts can use to replay the specific visitor session.

When a visitor sends feedback to your site, the session identifier is created for the visitor's session. The session identifier is delivered to the VOC provider, which is then sent back to your hosting web server. Tealeaf can capture this information with IBM Tealeaf cxConnect for Data Analysis, which enables further analysis by your entire Tealeaf solution.

cxConnect for Web Analytics overview

IBM Tealeaf cxConnect for Web Analytics enables easy integration of Tealeaf session data with third-party web analytics applications to reveal trends and anomalies while leveraging your enterprise's investments.

When Tealeaf data is integrated into these suites, your web analysts can review existing funnel reports and drill down into Tealeaf sessions for further investigation. In this manner, Tealeaf's rich data set provides aggregated insight and the support details down to the individual field.

From any of the web analytics products listed below, you can define a session segment based upon search criteria you provide. This query is submitted to the IBM Tealeaf CX server via the Segment Builder Service, and IBM Tealeaf cxConnect for Web Analytics automatically generates a session segment containing the matching set of sessions.

- See "Segment Builder Service" in the *IBM Tealeaf cxConnect for Web Analytics Administration Manual*.

From this segment, you can replay individual sessions or perform further analysis on the segment.

Note: IBM Tealeaf cxConnect for Web Analytics is a separately licensable component of the IBM Tealeaf cxConnect for Data Analysis product from Tealeaf. for more information, please contact your IBM Tealeaf representative.

cxConnect for Data Analysis overview

IBM Tealeaf cxConnect for Data Analysis provides you with the ability to analyze and report on data captured by Tealeaf within various third-party solutions, including custom reporting tools and databases, warehouses, business intelligence environments, and web analytics products. Additionally, IBM Tealeaf

cxConnect for Data Analysis enables the creation of a persistent store of session data from your web applications.

CX Mobile

IBM Tealeaf CX Mobile provides insights about the customer interactions on mobile devices. By using CX Mobile, you can capture, replay, and analyze your customer interactions on mobile devices such as smart phones and tablets.

CX Mobile has the following features and benefits:

Capture of Web and Application Events

IBM Tealeaf CX Mobile enables the monitoring and capture of client-side interactions through mobile web browsers and native applications. These events are captured transparently to the user and submitted to Tealeaf for capture and processing through your installed Tealeaf solution.

- Device demographics can be captured through the user agent string that is submitted by the device or the installed Tealeaf client framework that is used to monitor the device
- Capture of exception messages for processing and rapid reporting

Mobile Session Replay

IBM Tealeaf CX Mobile captures the complete set of interactions of every mobile visitor. You can replay captured mobile web and mobile apps sessions in a browser-level recording by using Browser-Based Replay. Session replay for mobile devices accounts for browser capabilities, screen sizes, and other characteristics of the device and its browser.

- Support for mobile-specific actions such as orientation change, swipe, and more
- Render in replay by using screen dimensions, known device characteristics, and orientation

For more information about Browser-Based Replay, see *IBM Tealeaf cxImpact User Manual*.

Mobile Session Search

You can search for mobile sessions if extended user agent parsing is enabled in the Tealeaf Reference session agent that is deployed in your pipeline. For more information, see *IBM Tealeaf CX Configuration Manual*.

For sessions sourced from mobile native applications, you can search through the Portal and RTV. When these sessions are located, they can be displayed in BBR or RTV for visual review and analysis of the data.

Mobile Visitors and Device Metrics

IBM Tealeaf CX Mobile enables detailed data capture on mobile visitors and their devices. Usage statistics and trending patterns can be monitored through provided reports. You can also create ad hoc visitor segments that are based on mobile attributes such as device manufacturer, operating system, screen resolution, and more.

IBM Tealeaf documentation and help

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:

Table 3. Getting help	
To view...	**Do this...**
Product documentation	On the IBM Tealeaf portal, go to **?** > **Product Documentation**.
IBM Tealeaf Knowledge Center	On the IBM Tealeaf portal, go to **?** > **Product Documentation** and select *IBM Tealeaf Customer Experience in the ExperienceOne Knowledge Center*.
Help for a page on the IBM Tealeaf Portal	On the IBM Tealeaf portal, go to **?** > **Help for This Page**.
Help for IBM Tealeaf CX PCA	On the IBM Tealeaf CX PCA web interface, select **Guide** to access the *IBM Tealeaf CX PCA Manual*.

Available documents for IBM Tealeaf products

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

Table 4. Available documentation for IBM Tealeaf products	
IBM Tealeaf products	**Available documents**
IBM Tealeaf CX	• *IBM Tealeaf Customer Experience Overview Guide* • *IBM Tealeaf CX Client Framework Data Integration Guide* • *IBM Tealeaf CX Configuration Manual* • *IBM Tealeaf CX Cookie Injector Manual* • *IBM Tealeaf CX Databases Guide* • *IBM Tealeaf CX Event Manager Manual* • *IBM Tealeaf CX Glossary* • *IBM Tealeaf CX Installation Manual* • *IBM Tealeaf CX PCA Manual* • *IBM Tealeaf CX PCA Release Notes*
IBM Tealeaf CX	• *IBM Tealeaf CX RealiTea Viewer Client Side Capture Manual* • *IBM Tealeaf CX RealiTea Viewer User Manual* • *IBM Tealeaf CX Release Notes* • *IBM Tealeaf CX Release Upgrade Manual* • *IBM Tealeaf CX Support Troubleshooting FAQ* • *IBM Tealeaf CX Troubleshooting Guide* • *IBM Tealeaf CX UI Capture j2 Guide* • *IBM Tealeaf CX UI Capture j2 Release Notes*
IBM Tealeaf cxImpact	• *IBM Tealeaf cxImpact Administration Manual* • *IBM Tealeaf cxImpact User Manual* • *IBM Tealeaf cxImpact Reporting Guide*

Table 4. Available documentation for IBM Tealeaf products (continued)	
IBM Tealeaf products	**Available documents**
IBM Tealeaf cxConnect	• *IBM Tealeaf cxConnect for Data Analysis Administration Manual* • *IBM Tealeaf cxConnect for Voice of Customer Administration Manual* • *IBM Tealeaf cxConnect for Web Analytics Administration Manual*
IBM Tealeaf cxOverstat	*IBM Tealeaf cxOverstat User Manual*
IBM Tealeaf cxReveal	• *IBM Tealeaf cxReveal Administration Manual* • *IBM Tealeaf cxReveal API Guide* • *IBM Tealeaf cxReveal User Manual*
IBM Tealeaf cxVerify	• *IBM Tealeaf cxVerify Installation Guide* • *IBM Tealeaf cxVerify User's Guide*
IBM Tealeaf cxView	*IBM Tealeaf cxView User's Guide*
IBM Tealeaf CX Mobile	• *IBM Tealeaf CX Mobile Android Logging Framework Guide* • *IBM Tealeaf Android Logging Framework Release Notes* • *IBM Tealeaf CX Mobile Administration Manual* • *IBM Tealeaf CX Mobile User Manual* • *IBM Tealeaf CX Mobile iOS Logging Framework Guide* • *IBM Tealeaf iOS Logging Framework Release Notes*

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