

# Clicktale's integration with Qualtrics

Uncover 'the why' behind customer feedback



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## Integration Benefits

Clicktale's two-way integration with Qualtrics adds a visual layer to your Voice of Customer analysis, bringing customers' feedback alive by understanding what's happened in their user sessions and revealing "Aha!" insights. With an in-depth look at the behavior and in-page experience of these visitors, you can pinpoint specific website elements that cause customer struggle and take action faster to make each customer successful.

### Turn feedback into actionable insight

Continue your analysis from Qualtrics into Clicktale by replaying the exact sessions of visitors who submitted positive or negative feedback. Fill in the blanks and expose the "why" behind visitors' struggle by seeing the full digital journey within pages and across sessions. Share replays with your team to align all stakeholders around your visitors' actual experience.

### Investigate issues with aggregated and segmented analysis

Investigate customer feedback in aggregate with Clicktale's data rich heatmaps, funnel analytics, and form analytics. Segment reports using flexible behavioral criteria, device used, and a host of other parameters so you can identify the cause of any struggle. Leverage segments you've already defined in Adobe and Google Analytics to break down behavior even further.

### Resolve barriers that impact customers and business

Rapidly resolve customer experience problems for both individual users and entire customer segments. Build on your observations to optimize the website experience, increase online conversions, and reduce maintenance and customer service costs.

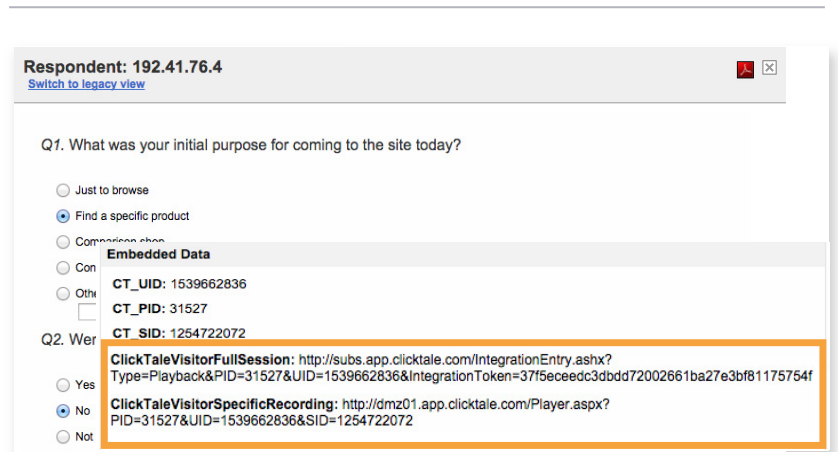
### Leverage Clicktale and Qualtrics as one unified and trusted platform

Leverage Clicktale's Event-Triggered Recorder, a game-changer in customer experience management, to capture 100% of the sessions where visitors submit feedback. Pair up every survey submission with a recording to understand the context.

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Answer anything.

Access Clicktale's session replays directly from Qualtrics to understand the issues your customers are facing and reveal actionable, ROI based insights to resolve them.



## How it works

The two-way integration of Qualtrics surveys with Clicktale is easy to configure.

1. In the Qualtrics Site Intercept administration user interface, simply configure Qualtrics to embed a line of Clicktale specific JavaScript and embed a few Clicktale specific data fields into your survey flow. With this information, Qualtrics surveys and Clicktale recordings will be automatically paired.
2. In Qualtrics, replays can be accessed with a single click from each survey submission to see the full experience. If your team is used to accessing Qualtrics feedback from tools such as Slack, replay links can be posted alongside automatically.
3. Meanwhile, within Clicktale's user interface all analyses and heatmaps can be filtered to sessions that included survey responses.

## Take advantage of the integration today

The two-way integration between Clicktale and Qualtrics makes it easy to uncover "the why" behind your feedback. Contact Clicktale today to have the integration configured for your account, so you can more quickly illuminate and optimize your digital customer experience.

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### About Clicktale:

Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences and drive amazing business results. Complex behavioral patterns are synthesized based on millisecond-level actions such as hovers and scrolls, enabling businesses to interpret their customers' digital body language to understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and world-class customer experience expertise, Clicktale is driving the "Experience Era" at the world's leading brands. Clicktale's global customer base includes Walmart, Microsoft, Adobe, MetLife, The Royal Bank of Scotland and Avis.