Clicktale's integration with OpinionLab

Uncover 'the why' behind customer feedback

Clicktale®

opinionlab. feedback anytime, anywhere™

Integration Benefits

Clicktale's two-way integration with OpinionLab 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 OpinionLab 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.

Capture surveys and connect to relevant visitor
Track visitors' experiences within surveys, revealing their in-survey behaviors and interactions, hesitations and more. In addition, based on visitors' selections within a survey, Clicktale can trigger events, enabling segmentation by visitor ratings and other survey responses.

Leverage Clicktale and OpinionLab 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.

Clicktale®

Answer anything.

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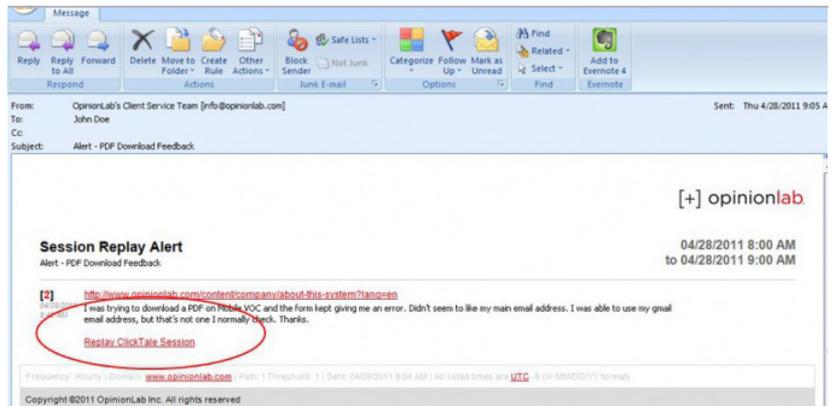
How it works

The two-way integration of OpinionLab and Clicktale is easy to configure.

1. For OpinionLab contact your Account Manager to implement the integration code. Upon implementing the code you will be able to see links to Clicktale's session playbacks within your OpinionLab email alerts.

2. Meanwhile, in Clicktale you will be able to identify and segment on visitors that completed OpinionLab feedback. Additionally, you can segment further based on the specific Net Promoter Rating, Design Rating, etc. that visitors submitted, e.g.

- Overall Rating: 1-5
- Content Rating: 1-5
- Design Rating: 1-5
- Usability Rating: 1-5
- NPS Rating: 1-10

Take advantage of the integration today

The two-way integration between Clicktale and OpinionLab 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 and Fortune 500 companies. **Clicktale. Answer anything.**

Clicktale®

Answer anything.