

# Clicktale's integration with Voice of Customer solutions

Uncover 'the why' behind customer feedback



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## Integration Benefits

Clicktale's two-way integrations with Voice of Customer solutions add a visual layer to your analyses, bringing customers' feedback alive by understanding what's happened in their web and mobile web sessions.

### Turn feedback into actionable insight

Continue your analysis from your Voice of Customer solution 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.

### 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.

Clicktale®

Answer anything.

## Take advantage of the integration today

### Leverage Clicktale and your VoC solution 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.

The two-way integration between Clicktale and your Voice of Customer solution 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.**