



# Clicktale's integration with MaritzCX

Uncover the Digital Body Language behind customers' feedback



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MaritzCX

Clicktale's two-way integration with MaritzCX adds a deeper behavioral layer to your Voice of Customer analysis. Leveraging this integration between Clicktale and MaritzCX will enable deeper understanding of customer experience. With an in-depth look at visitors' behavior, feedback, and in-page experience, you can pinpoint specific website experiences that cause customer struggle so that you can act faster to close the loop with the customer.

## Integration Benefits

### Turn feedback into actionable insight

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

### Investigate issues with aggregated 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 visitors

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.

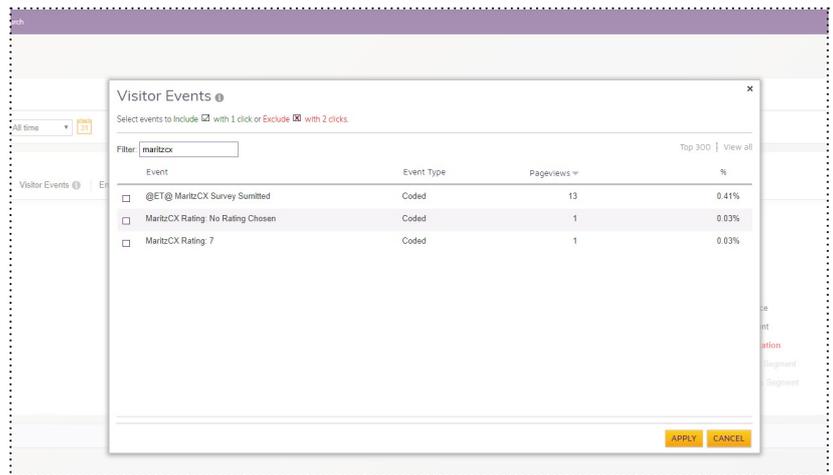
### Leverage Clicktale and MaritzCX as one unified and trusted platform

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.

Use Clicktale to track visitors' experiences within surveys, revealing their in-survey behaviors and interactions, hesitations and more. Segment by MaritzCX survey score to understand the context around positive or negative experiences.



The screenshot shows a 'Visitor Events' modal window in Clicktale. It features a search filter set to 'maritzcx' and a table of events. The table has columns for 'Event', 'Event Type', 'Pageviews', and '%'. Three events are listed:

Event	Event Type	Pageviews	%
<input type="checkbox"/> @ET@ MaritzCX Survey Submitted	Coded	13	0.41%
<input type="checkbox"/> MaritzCX Rating: No Rating Chosen	Coded	1	0.03%
<input type="checkbox"/> MaritzCX Rating: 7	Coded	1	0.03%

Buttons for 'APPLY' and 'CANCEL' are visible at the bottom right of the modal.

## How it works

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

1. In the MaritzCX Site Intercept administration user interface, simply configure MaritzCX to embed a line of Clicktale specific JavaScript and embed a few Clicktale specific data fields into your survey flow. With this information, MaritzCX surveys and Clicktale recordings will be automatically paired.
2. In MaritzCX, replays can be accessed with a single click from each survey submission to see the full experience. If your team is used to accessing MaritzCX 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 MaritzCX makes it easy to uncover the Digital Body Language 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.**