



# Clicktale's integration with Usabilla

Uncover the Digital Body Language behind customers' feedback



Clicktale's two-way integration with Usabilla adds a deeper behavioral layer to your Voice of Customer analysis. Leveraging this integration between Clicktale and Usabilla will enable deeper understanding of what happened in web and mobile user sessions and why. With an in-depth look at visitors' behavior 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 insights

Improve your understanding of customer behavior within the Usabilla by linking directly into Clicktale to replay 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 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, including Usabilla metrics such as: the specific feedback forms filled out, devices used, level of satisfaction or dissatisfaction, and a host of other parameters.

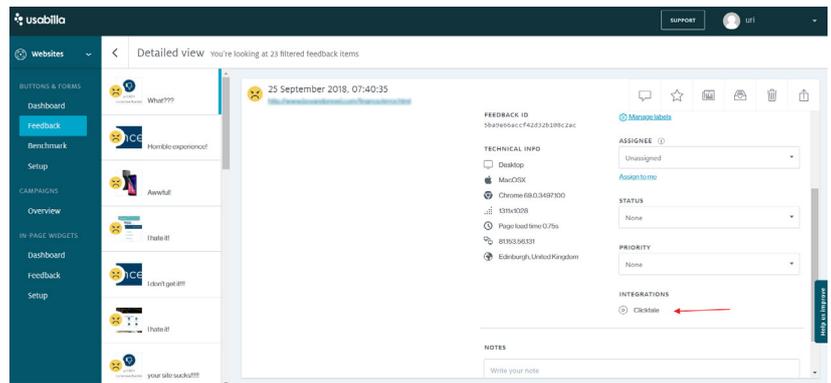
### Easily access replays for specific session responses

Search and filter results for users providing feedback by form filled, form type, satisfaction rating, or unique user ID. Easily identify and play back the individual sessions meeting these criteria for closer scrutiny.

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

Leverage Clicktale's Event-Triggered Recorder to capture 100% of the sessions where visitors submit feedback and view these sessions for greater contextual understanding of your user experience.

## Find and access Clicktale session replays directly from Usabilla



## How it works

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

1. Provide your Usabilla customer success manager with your Clicktale account, Clicktale Project ID, and Clicktale security token. After setup, the integration automatically pairs Clicktale recordings with surveys.
2. Access replays in Usabilla with a single click from any survey submission. Search by form filled, form type, unique user ID, or satisfaction rating to find the replays you need to see.
3. Filter all Clicktale analyses and heatmaps by response type, rating, or form used. For more information, [click here](#).

## Take advantage of this integration today

The two-way integration between Clicktale and Usabilla makes it easy to uncover the Digital Body Language behind customer feedback data. Contact your Usabilla or Clicktale Customer Success Manager to configure this integration for your account, so you can more quickly illuminate and optimize your digital customer experience.

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### About Clicktale:

Clicktale, the leader in Experience Analytics, tells the story of what your digital customers see and do, so you can help them achieve their goals. Our enterprise-class platform and customer experience experts transform millisecond-level behaviors and gestures into meaningful insights. We process large, unpredictable workloads, maintain stringent security and performance requirements, and integrate with over 50 complementary products, extending the value of your ecosystem. With a powerful combination of rich behavioral data and intuitive visualizations – enriched by layers of human intelligence – the world's most prominent brands rely on Clicktale to drive superior experiences worth millions of dollars.

### About Usabilla:

Usabilla empowers brands like KLM, Tommy Hilfiger, and Toyota to become truly customer-centric by improving digital experiences on websites, apps and emails. Enterprises acquire the ultimate solution to capture the voice of their customers, collect quantitative along with qualitative data, and turn insights into actions that drive success. With Usabilla, start asking Why.