

9F24G

IBM Tealeaf CX Mobile 9.0.1 Analyze Customer Mobile Experience

Durata: 0.5 gg

Descrizione

IBM® Tealeaf® CX Mobile 9.0.1 extends Tealeaf analysis and insight to mobile applications to help organizations deliver an optimal digital experience.

In this course, you will learn how to

- Find and replay mobile sessions
- Use pre-built and custom reports to analyze mobile user interactions
- Explain how Tealeaf captures the mobile user experience
- Build step-based Events to drive custom reports and searches

Delivery Requirements: No training image is provided for this course. This course must be delivered using the participants' own Tealeaf system.

If you are enrolling in a Self Paced Virtual Classroom or Web Based Training course, before you enroll, please review the Self-Paced Virtual Classes and Web-Based Training Classes on our Terms and Conditions page, as well as the system requirements, to ensure that your system meets the minimum requirements for this course.

<http://www.ibm.com/training/terms>

Objectives: •Describe how IBM® Tealeaf® CX Mobile captures the mobile experience

- Find and replay mobile sessions
- Use reports to understand user struggle
- Identify indicators of user struggle
- Build Events to identify and report on the mobile experience

A chi è rivolto?

This intermediate course should be attended by all Tealeaf analysts and administrators.

Prerequisiti

It is recommended that you attend:

- IBM Tealeaf Customer Experience Fundamentals
- IBM Tealeaf Events and Reports

Contenuti

- Course Overview
- Unit 1. Introduction to IBM Tealeaf CX Mobile
- Unit 2. Mobile Search, Replay and Reports
- Unit 3. Mobile Data and Event Building
- Course Wrap-up