

## 9F28G

### IBM Tealeaf cxOverstat 9.01 Usability Analysis and Configuration

Durata: 0.5 gg

#### Descrizione

IBM® Tealeaf® cxOverstat usability analytics provides enhanced support for analysis and understanding of user intention across digital interaction points such as web and mobile. It allows companies to consume and quantify customer behavior data and turn it into real business insight

This course describes the uses and benefits of IBM® Tealeaf® cxOverstat, and how to use its overlays and reports to understand the user website experience. It illustrates how to capture page states for reports, and then organize these reports by similar attributes to show how particular segments of visitors behave. It also explains how to create and add Dimensions to power this filtering capability. Finally, it defines when to use Goal-Based Dimensions to filter by outcome-based criteria.

Objectives: •Explain the purpose and benefits of Tealeaf cxOverstat

- List the overlays available in Tealeaf cxOverstat and explain their uses
- Capture page states and organize stacks for cxOverstat analysis
- Analyze user behavior by using Tealeaf cxOverstat overlays
- Create Usability Report groups and apply them to Tealeaf cxOverstat Events
- Create Goal-Based Dimensions

#### A chi è rivolto?

This basic course should be attended by analysts of Tealeaf cxOverstat and Customer Experience Program Managers. In order to accurately interpret the resulting metrics, all analysts must understand how Tealeaf events are built and operate.

#### Prerequisiti

It is recommended that you take the following courses:

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

#### Contenuti

- Course Overview
- Unit 1. Analyze Website Experience with IBM Tealeaf cxOverstat
- Unit 2. Usability Dimension Report Groups and Goal-Based Dimensions
- Course Wrap-up