

Clicktale's integration with iPerceptions

Uncover 'the why' behind customer feedback



Clicktale®

iPerceptions

Integration benefits

Clicktale's two-way integration with iPerceptions adds a visual layer to your Voice of Customer analysis, bringing customers' feedback alive by understanding what's happened in their user sessions and revealing "Aha!" insights. With an in-depth look at the behavior and in-page experience of these visitors, you can pinpoint specific website elements that cause customer struggle and take action faster to make each customer successful.

Turn feedback into actionable insight

Continue your analysis from iPerceptions 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.

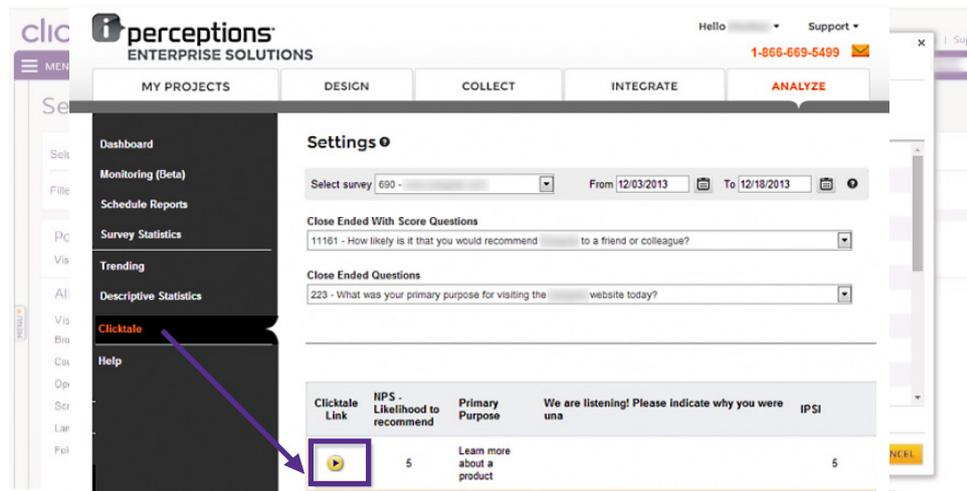
Resolve barriers that impact customers and business

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.

Leverage Clicktale and iPerceptions 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.

Access Clicktale's session replays directly from iPerceptions to understand the issues your customers are facing and reveal actionable, ROI based insights to resolve them.



How it works

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

1. Simply provide iPerceptions with your Clicktale account, Clicktale Project ID, and Clicktale security token. With this information, iPerceptions will ensure that surveys and Clicktale recordings are automatically paired.
2. When visitors agree to submit feedback, their sessions are fully recorded. Replays can then be accessed in the Clicktale tab within iPerceptions to see the full experience.
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 iPerceptions 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 lights up the digital world, revealing customer behavior, needs and intent across all key touchpoints: web, mobile and apps. The world's #1 enterprise-class experience management platform, Clicktale's deep drill-downs get to the heart of the "how" and "why" behind customer behavior. Via session replays, high-fidelity heatmaps, conversion analytics, powerful integrations and in-depth expert analysis, Clicktale provides critical insights needed to remove friction, delight every customer and achieve digital success. With a global customer base that includes Walmart, UBS, The North Face, MetLife, Lenovo, Adobe and CNN, Clicktale is the most advanced, robust enterprise-grade solution on the market, analyzing over 100 billion in-screen behaviors per month.