

# Clicktale's integration with LivePerson

Turn your interactions into a goldmine of insights



Clicktale®



LIVEPERSON

## Integration benefits

Clicktale's two-way integration with LivePerson brings customers' experiences alive by understanding what's happened in their user sessions and revealing "Aha!" insights to improve site usability and performance. Visualize the behavior and in-page experience of visitors that have connected with you via chat. Pinpoint specific website elements that are leading to success or causing visitors to struggle.

### Turn interactions into actionable insight

Continue your analysis from LivePerson into Clicktale by replaying the exact sessions of visitors who had positive or negative interactions via chat. Fill in the blanks and expose the "why" behind visitors' struggle by seeing their 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.

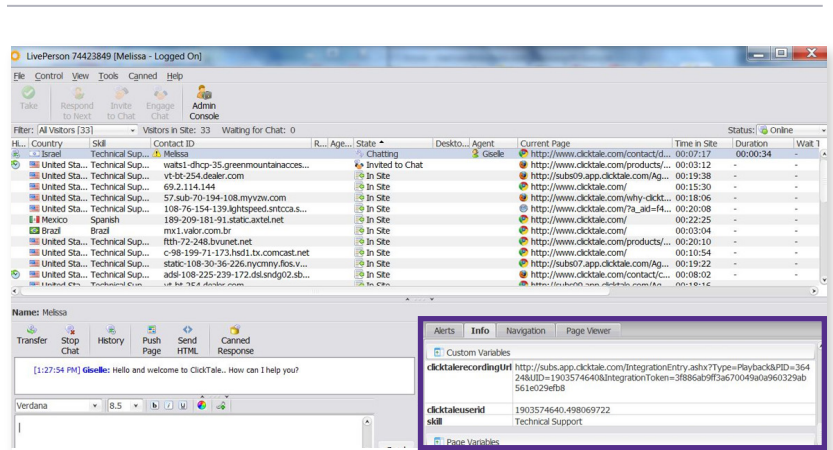
### Resolve barriers that impact customers and reduce call volumes

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 LivePerson 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 connected with you through LivePerson. Pair up every interaction with a session recording to understand the context leading up to the chat.

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



## How it works

The two-way integration is available for core LivePerson and is easy to set up.

1. Clicktale helps configure LivePerson to automatically synchronize chat interactions with their corresponding Clicktale recordings.
2. In LivePerson, replays can be accessed with a single click from each interaction to view the visitor's full experience before, during, and after their chat.
3. Meanwhile, within Clicktale's user interface all analysis and heatmaps can be filtered to sessions that included LivePerson interactions.

## Take advantage of the integration today

The two-way integration of Clicktale with LivePerson makes it easy to turn your interactions into a goldmine of insights for increasing revenues, reducing call center loads, and providing better customer experiences. Contact Clicktale today to have the integration configured for your account, so you can more quickly illuminate and optimize your digital customer experience.

### Global Offices

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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.