

Companies that understand how their customers shop gain a competitive edge. Using the intelligent Web tools that SAP supplies with its mySAP.com solutions, such as Tealeaf from Tealeaf Technology, you can learn what your customers do on the Internet – and why.

FOLLOWING THE TRACK

Enhanced e-Selling features to capture your customer's Web usage

Selling over the Web can greatly reduce selling and transaction costs while maintaining a high level of customer satisfaction. The danger, however, is building a Web site and then never optimizing it to meet customers needs and expectations. There is no face-to-face customer interaction over the Internet. Customers rarely provide feedback, and direct contact with Web visitors is difficult. That makes finding out what customers want and personalizing and optimizing your Web site to match much more difficult – and much more important. At the same time, you must distill the high volume of data captured into information of a manageable size and protect the privacy of your online customers. Intelligent Web tools can help you track customer trends.

Gaining e-intelligence

Different parts of your organization need to know different things about the Web site and how customers use it:

- Sales and marketing wants to develop a targeted marketing strategy. When and where do customers abandon the site? How often do customers view a product or put it into the shopping basket, but do not buy it?
- Product management wants to gather requirements to influence product features. Are there many requests for detailed information on certain products? Which combinations of a configurable product are customers viewing?
- Catalog content and Web designers want to place the products in an optimal position and to provide the appropriate product detail. How often do users seem lost when navigating through the site? Which key words are being used to search for products?
- IT wants to tune the Web site so that customers will not leave because of frustration with the technical performance. Which pages took the longest time to load?

The answers to these and related questions constitute a comprehensive view of the customer behavior on your site. Web intelligence tools allow you to answer these questions, and they allow you to correlate current buying behavior of customers in the Web shop with prior contacts, which helps create a focus on the customer relationship.

Different categories of reports are possible using this consolidated information. Attraction reports show how customers arrive at the site. Conversion reports analyze the ratio of “browsers” to “buyers.” Retention reports describe the “stickiness” of the site – how often

customers come back to visit the site. Service usage reports, such as order status, show whether it pays to provide these services. Finally, site metric reports focus on the technical health of the site.

The complete solution

Tealeaf Technology, an SAP spin-off, provides the kind of Web intelligence described above, by capturing “events,” or customer actions on a Web site. Tealeaf is delivered with mySAP CRM's e-Selling scenarios, ensuring seamless integration into the architecture. The combined solution requires the e-selling features of mySAP CRM, the Internet Transaction Server, and Release 2.1C of SAP Business Information Warehouse (SAP BW).

Tealeaf can replay users' Web sessions step-by-step. The information obtained by the replay helps to locate usability problems on your site. Customer service representatives can access stored sessions to help them help customers with complaints or problems on the site. Marketing may then do a wider analysis of particular complaints or errors to proactively direct campaigns toward customers who had similar problems.

With SAP BW as the final analysis tool, you can combine customer session information with data available from mySAP CRM and SAP R/3. This includes business partner and product information, as well as a complete sales history. Access to this wealth of data makes it possible to analyze all contacts with a customer, contacts that occur through the Internet, and contacts that occur using other channels. Once all this data is combined with the behavioral data from the Internet, you can slice and dice the results any way you want.

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