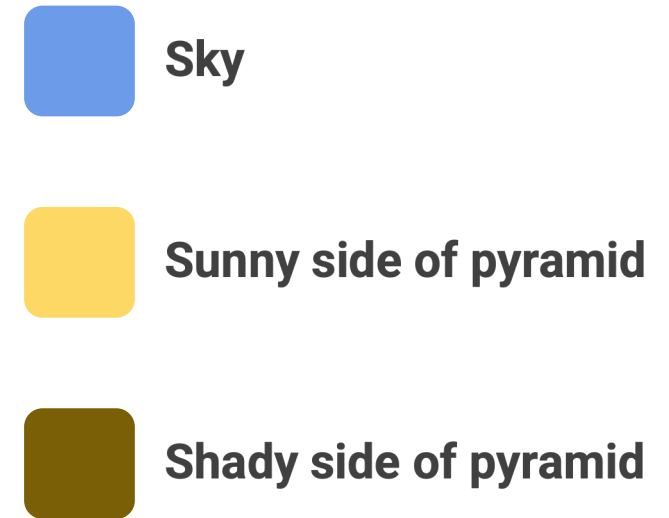
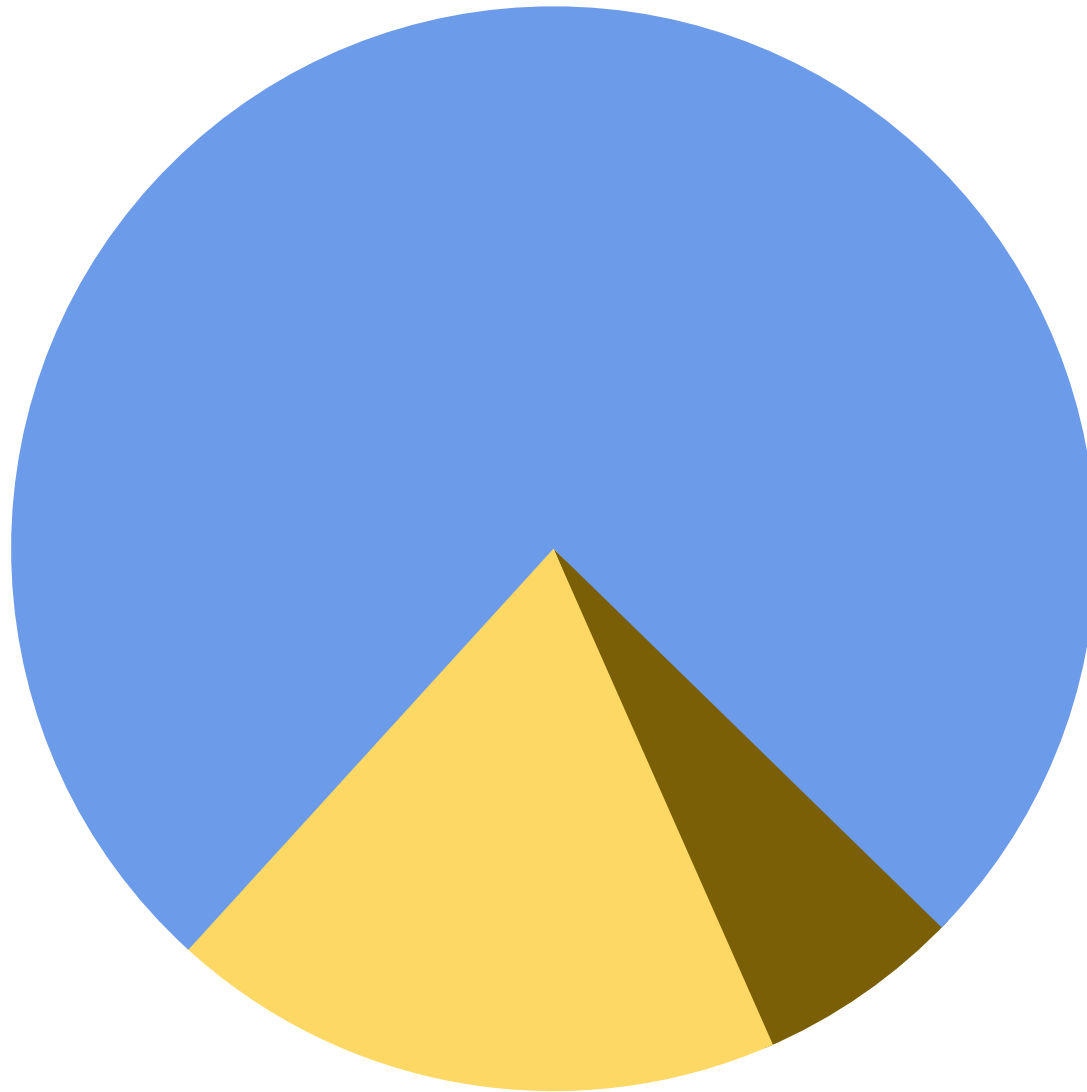


Managing Customer Experience in an Omnichannel World

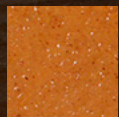
Jon Hodgson

VP of Product Management





Pie I have eaten



Pie I have not yet eaten

WHY ARE WE HERE ?

LOADING...
PLEASE WAIT





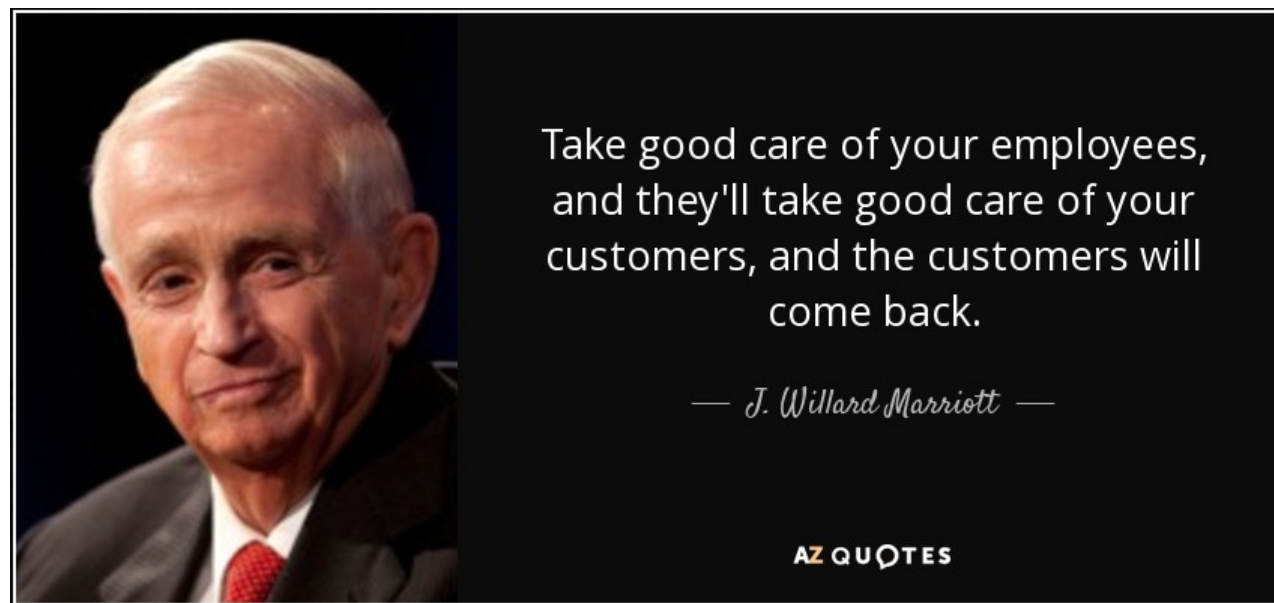
WHAT IS A “CUSTOMER” ?





TAKE CARE OF YOUR EMPLOYEES,
AND THEY'LL TAKE CARE OF YOUR
BUSINESS. IT'S AS SIMPLE AS THAT.
HEALTHY, ENGAGED EMPLOYEES ARE
YOUR TOP COMPETITIVE ADVANTAGE

**Richard
Branson**



Take good care of your employees,
and they'll take good care of your
customers, and the customers will
come back.

— *J. Willard Marriott* —

AZ QUOTES

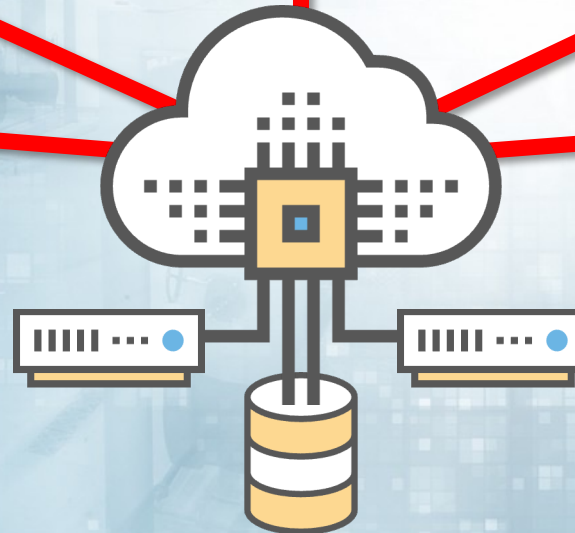








Omnichannel Experience – It's all connected



self-service









NAME PARTIAL: 1000-0000-0000
QTY PARTIAL: 1000-0000-0000
CUST PARTIAL: 1000-0000-0000

QTY	NO	PCS	DATE	AL-000-0000
1000	0000	0000	0000	0000

1000-0000-0000













Self Service
(Web, Mobile)

Self Service
(Kiosk etc.)

**On-Location
Associate**

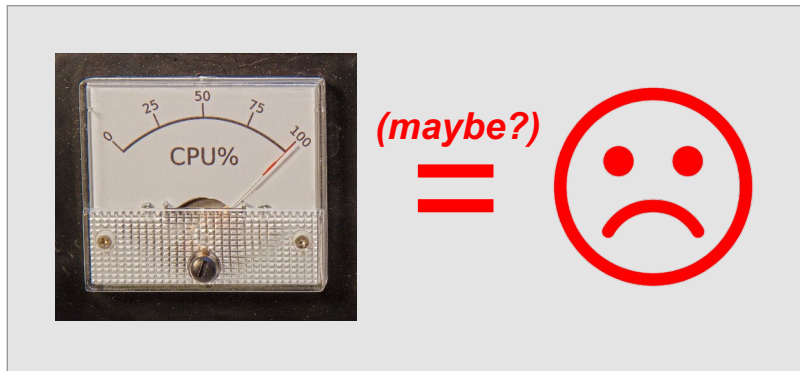
Indirect
(Supporting Services)

**Phone
Agent**

Back Office

HOW DO YOU MEASURE EXPERIENCE?

Different approaches to EUE



Inferred EUE

“Mary might be unhappy with something”



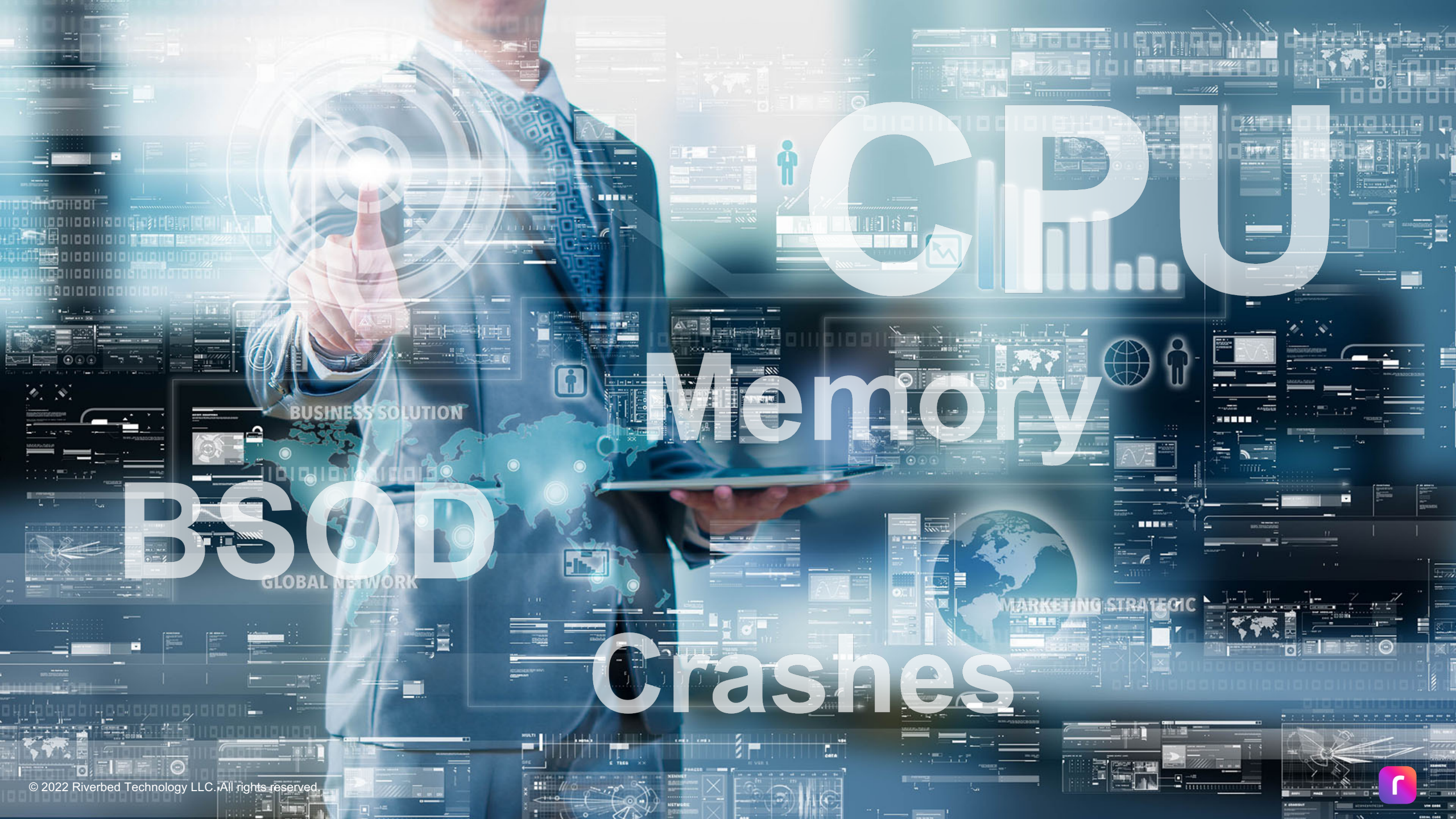
Objective EUE

*“Salesforce was slow for Mary,
so she’s probably unhappy”*



Subjective EUE

“Mary says the app is awful”



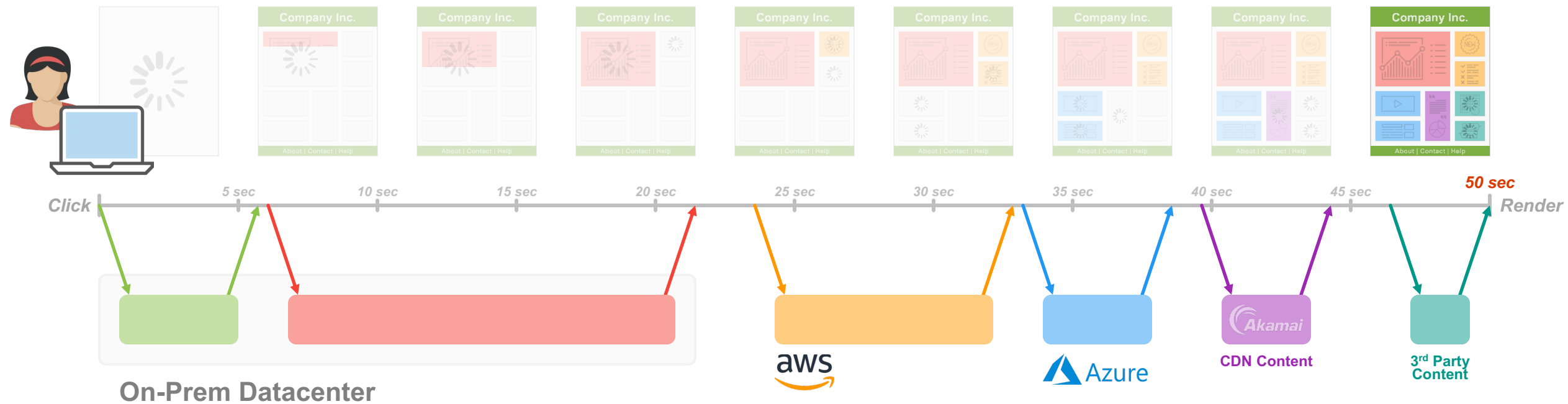
CPU

Memory

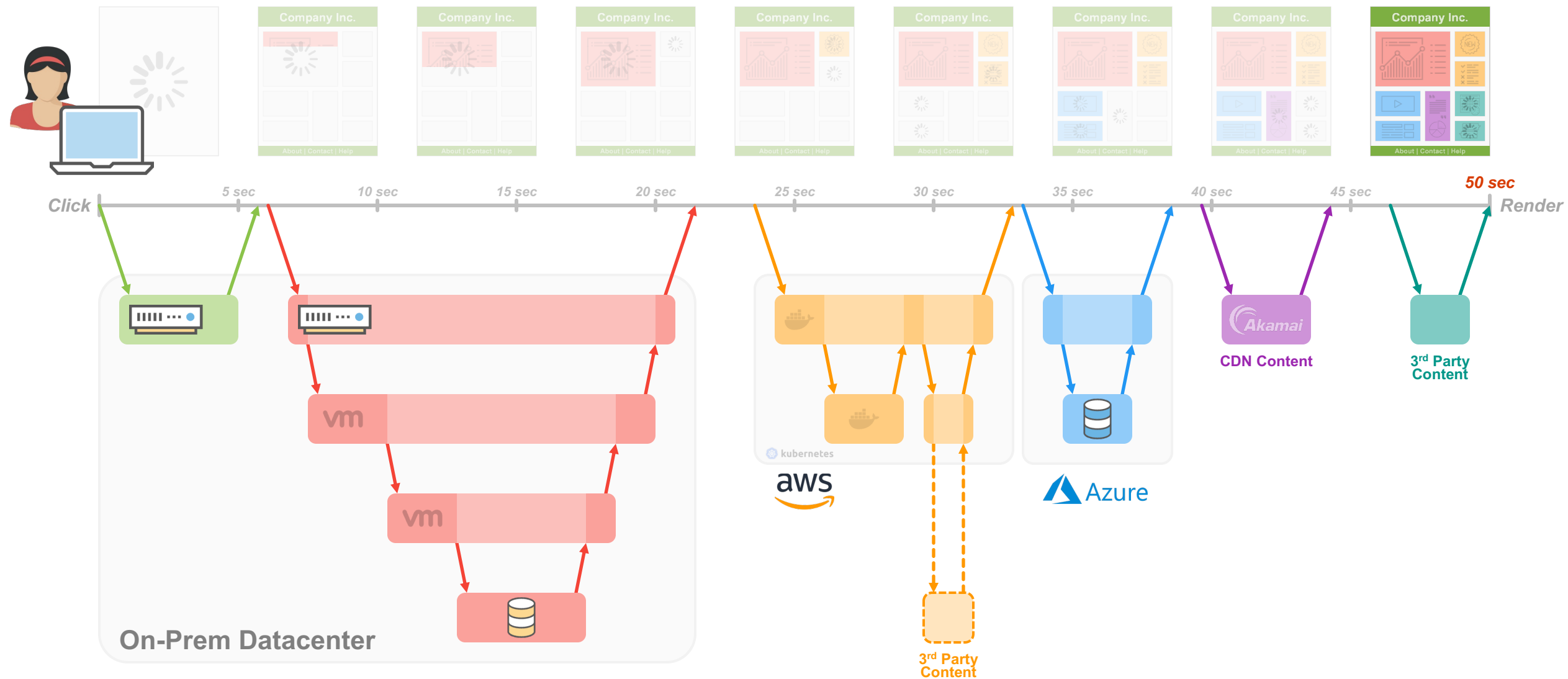
BSOD

Crashes

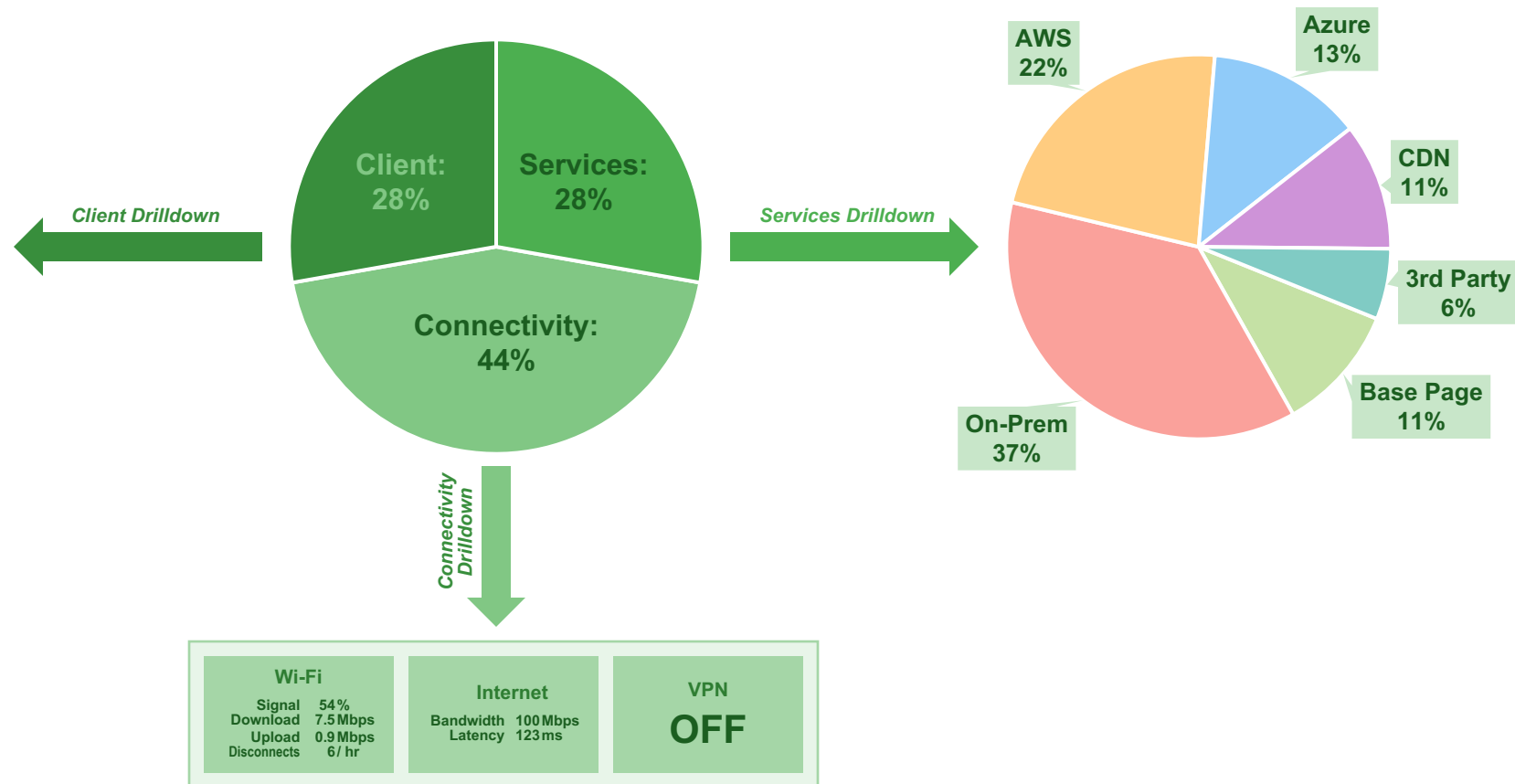
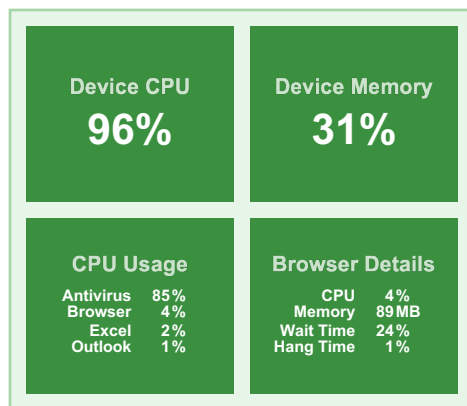
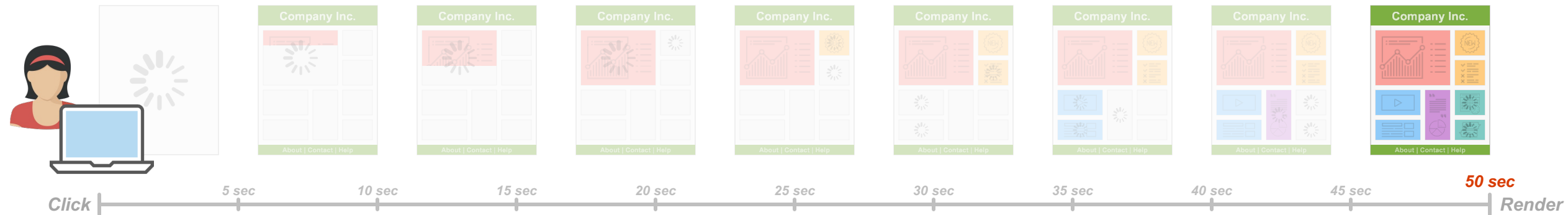




A single page load may be assembled from hundreds of sub-components across many different sources

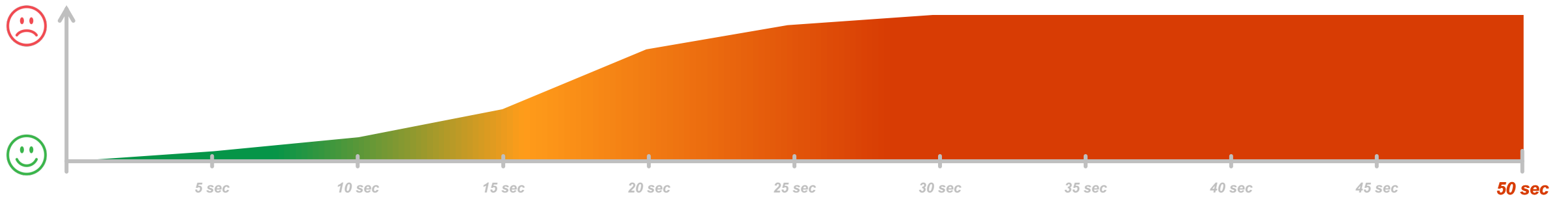


A single page load may be assembled from hundreds of sub-components across many different sources





Objective vs. Subjective



50 sec





Step-1

Home page			
21		1.62	
Page Views		Page Views / Sessions	
4	1	8.12 s	8
(30.8%)	(7.7%)		(61.5%)
Bounces	Exits	Onload	Continue

Enter	Exits	Onload	Continue
...			
Portfolio page			
3		1.50	
Page Views		Page Views / Sessions	
2	0	5.54 s	2
	(0.0%)		(100.0%)
Enter	Exits	Onload	Continue
...			
Order Confirmation			

Step-3

...			
Login			
2		2.00	
Page Views		Page Views / Sessions	
1	0	0.23 s	1
	(0.0%)		(100.0%)
Enter	Exits	Onload	Continue

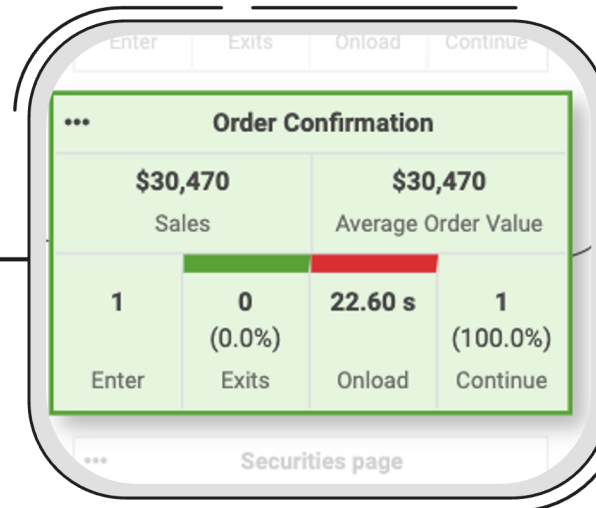
Step-4

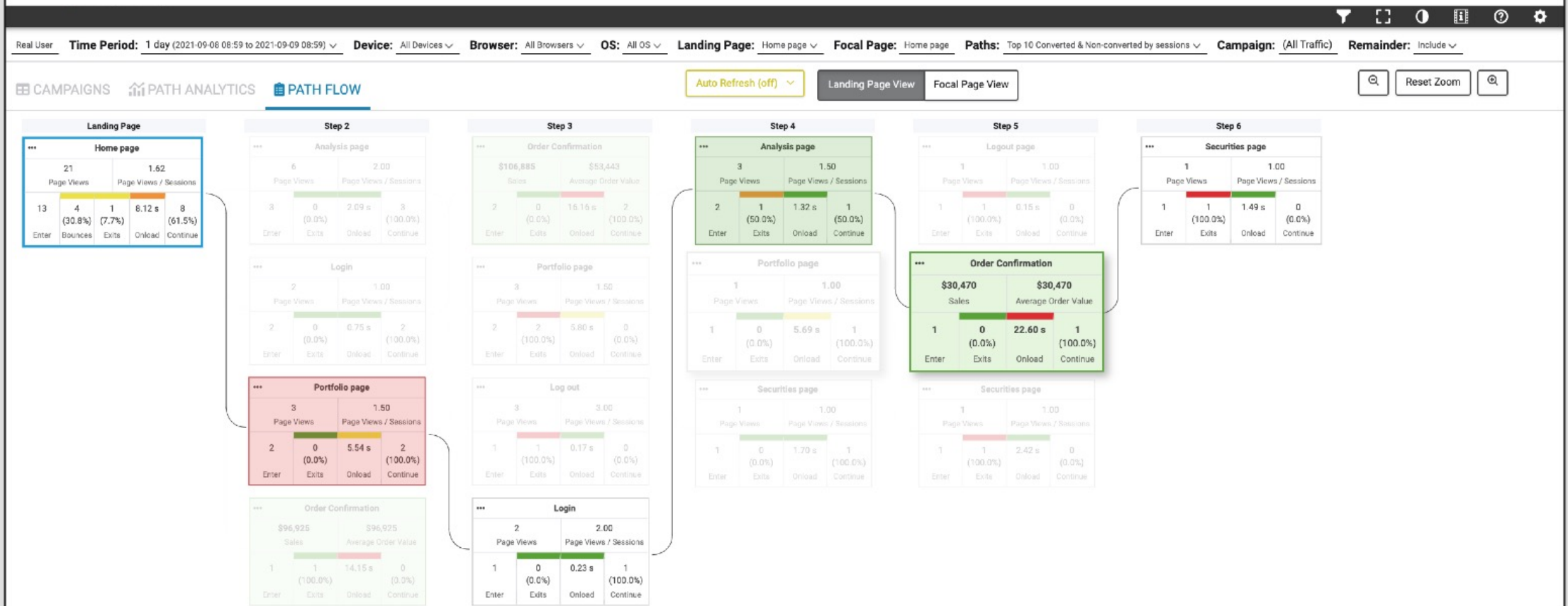


Step-6



Step-5







VER. 5.365.215F

CHARGE	5241 MB
RECHARGE	121 MB/B
POWER-EFFICIENCY	130%
STRUCTURAL INTEGRITY	65%
TEMPERATURE	1501 C
COOLANT	84%
SYSTEM STABILITY	40%

ENERGY READINGS

FILE 27	-1000000+0
FILE 28	-1000000+0
FILE 29	-1000000+0

Barcode and technical drawing of a mechanical part.


A complex network diagram with numerous nodes (circles) and connecting lines (edges). The nodes are arranged in a somewhat circular pattern, with lines radiating from a central area. The lines are color-coded, with red and blue being prominent. The diagram appears to be a visualization of a large dataset or a complex system.

15:05:34

SYSTEM
OPERATIONAL

A ●●●●●●●●○○○○
B ●●●●●○○○○○

R000000

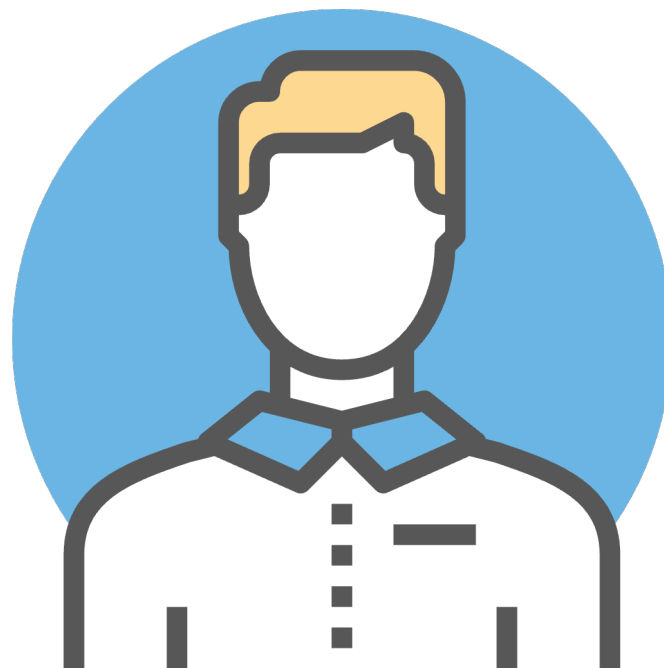


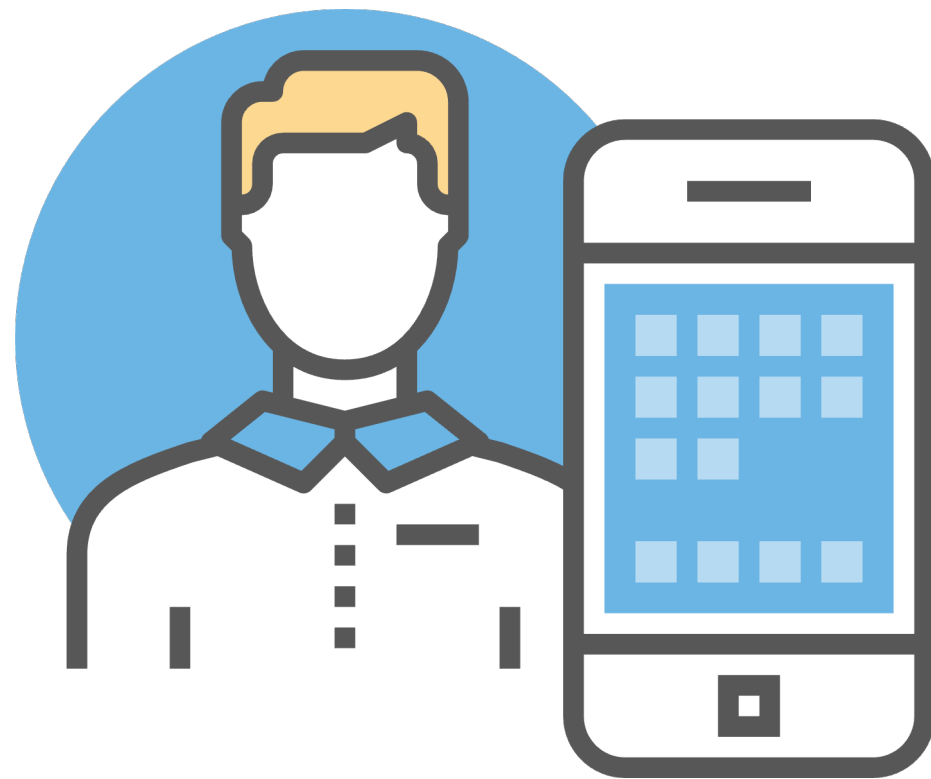




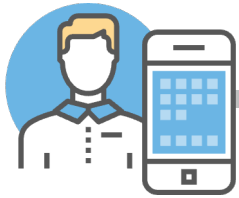


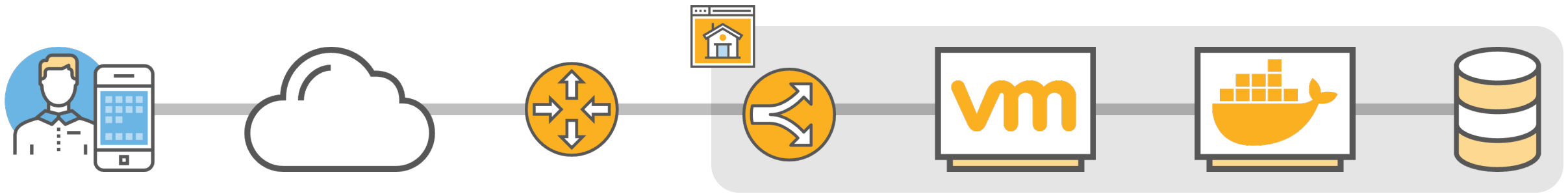
Scope of the CX/EX Challenge

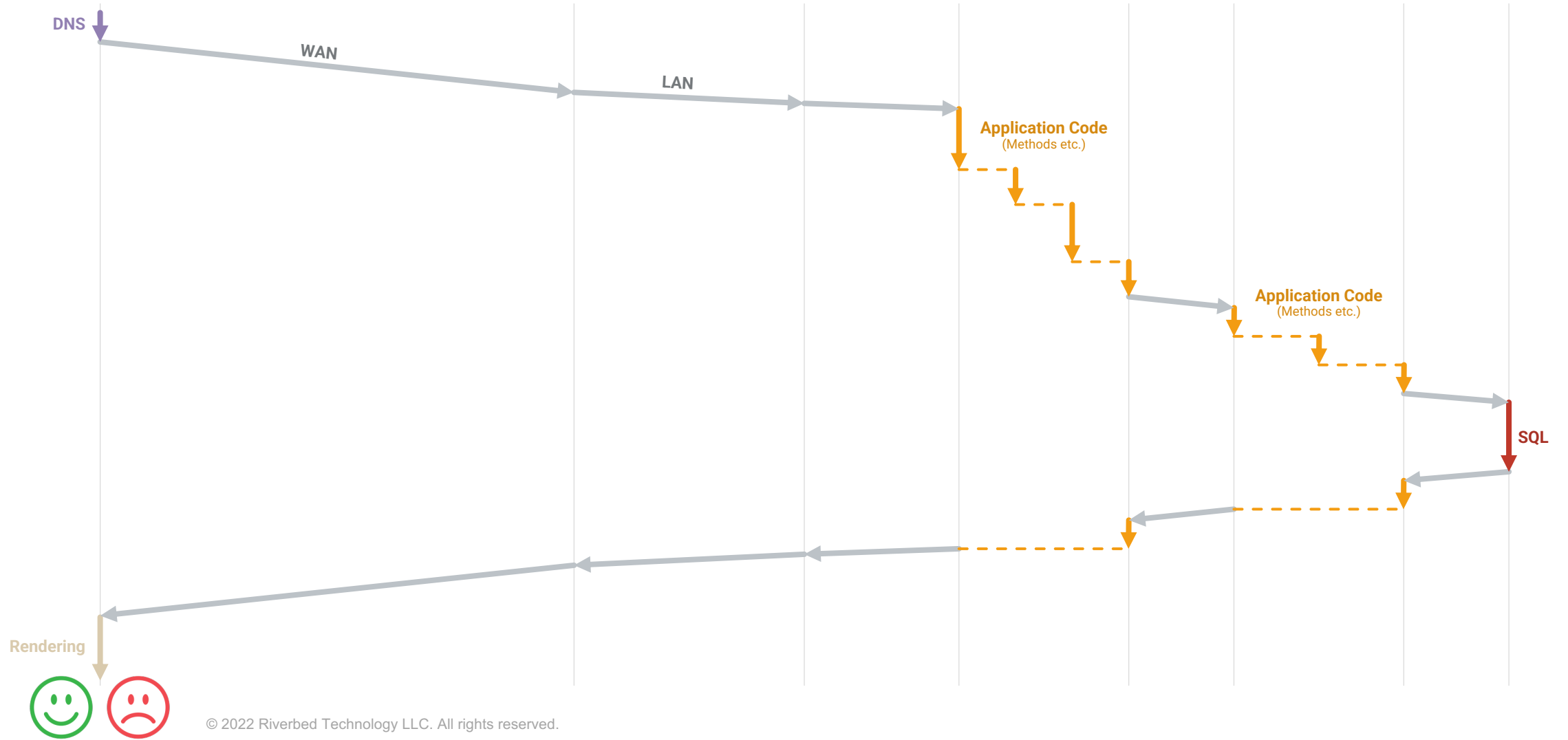


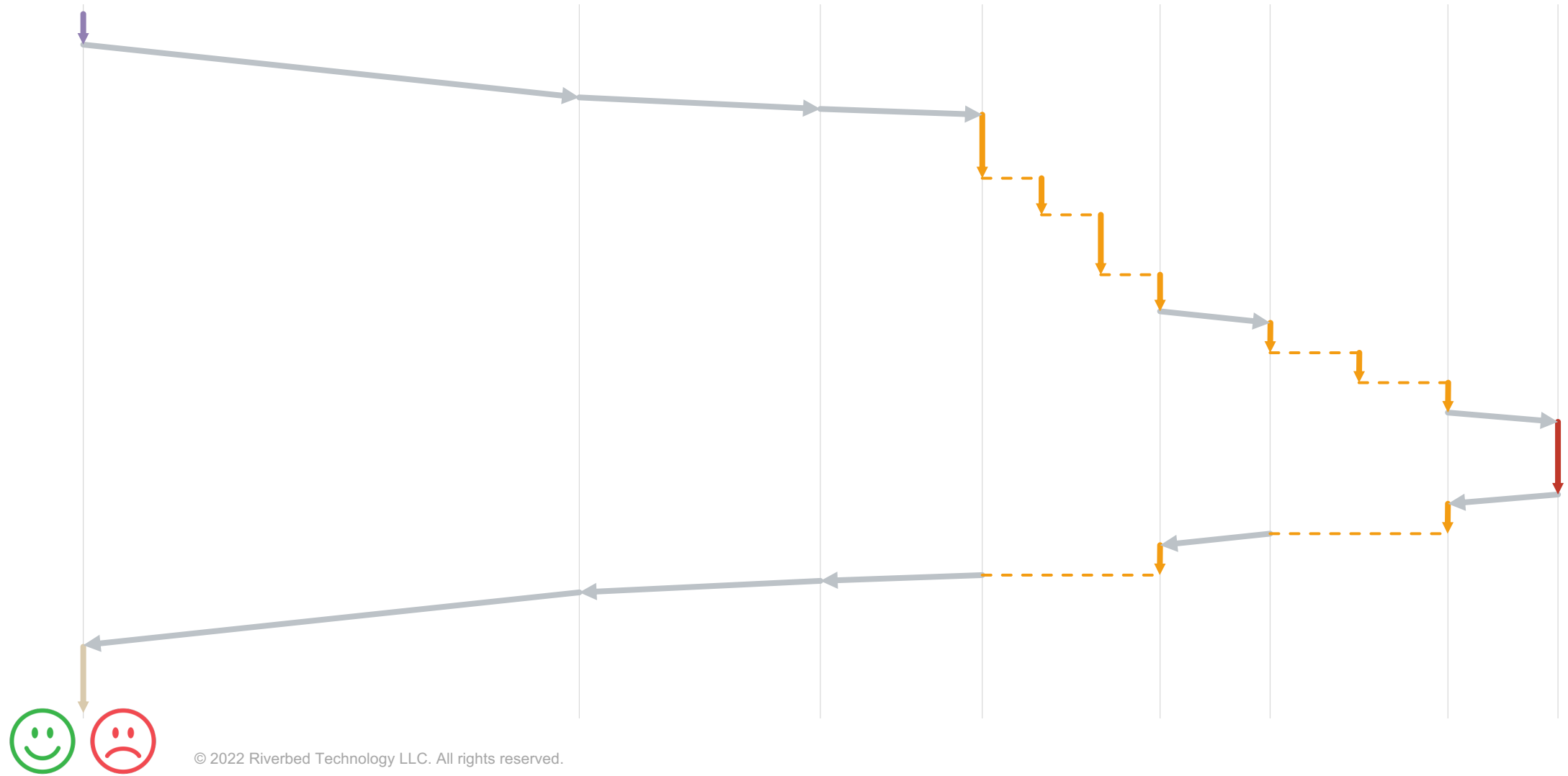


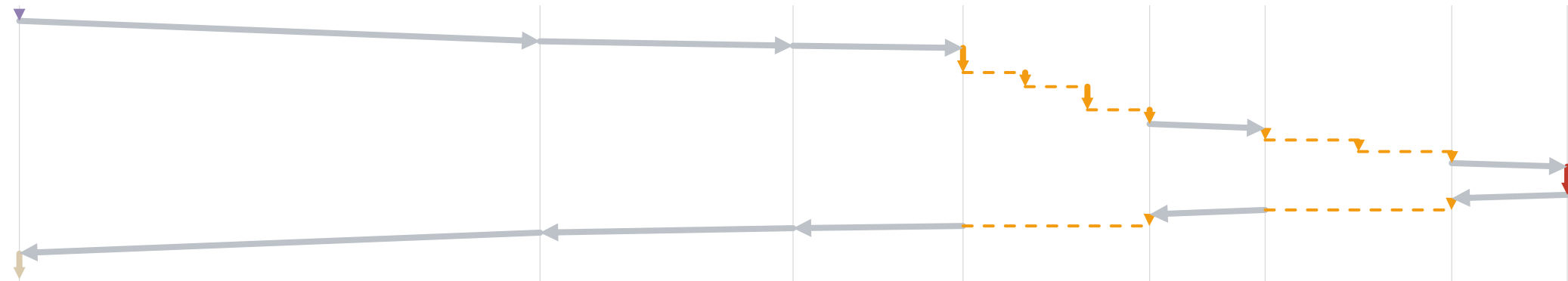
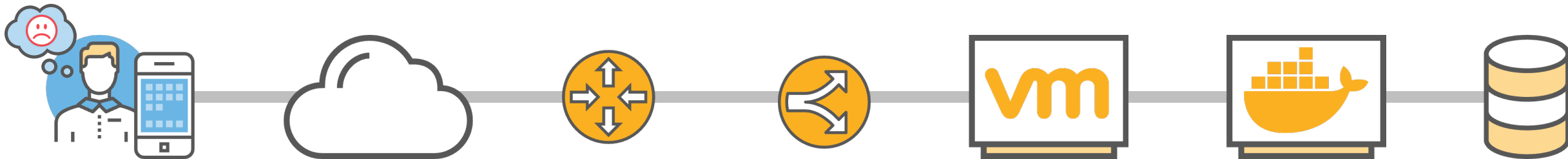


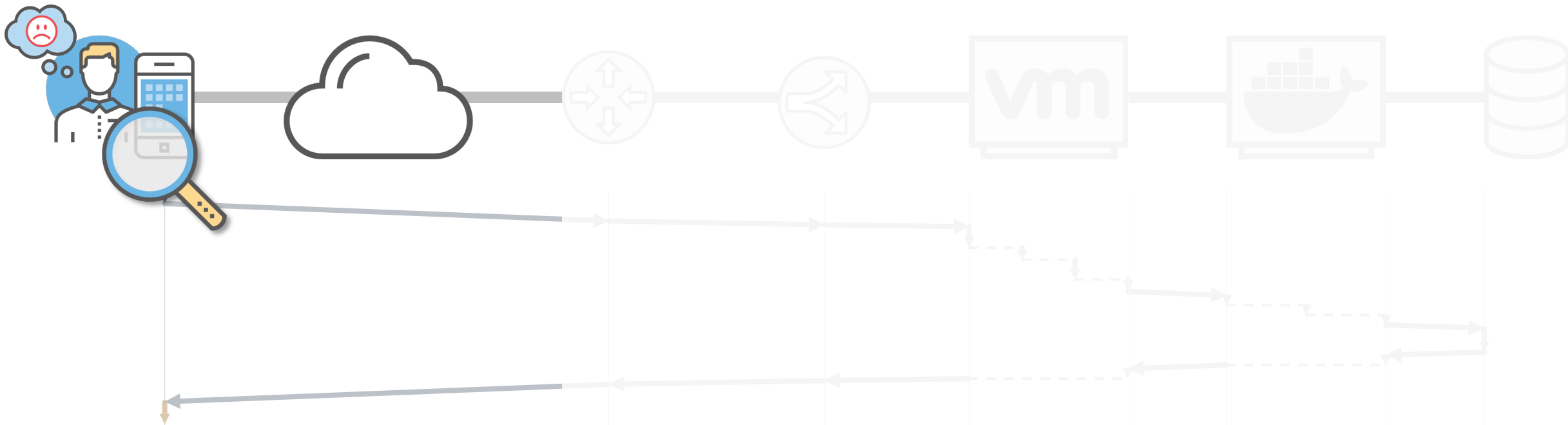






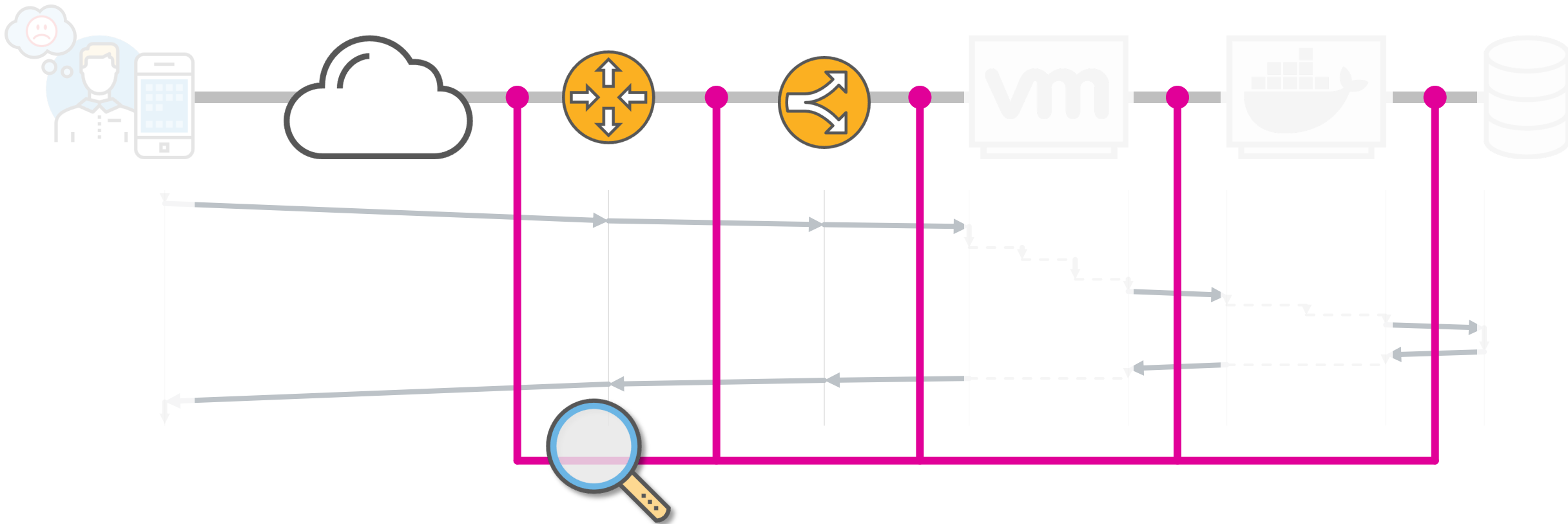






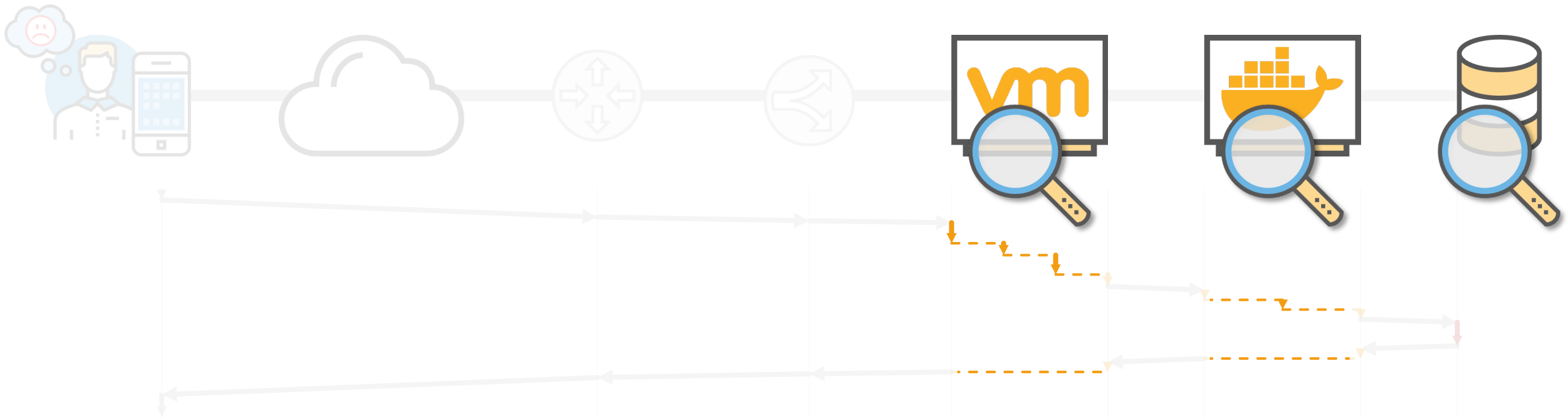
End User Experience Management (EUEM)

- EVERY Transaction captured from the Device/Browser
- True End-User Experience with Sentiment Analysis
- User Journey Analytics
- Can be followed through all downstream tiers
- OS/Device/Connectivity Details



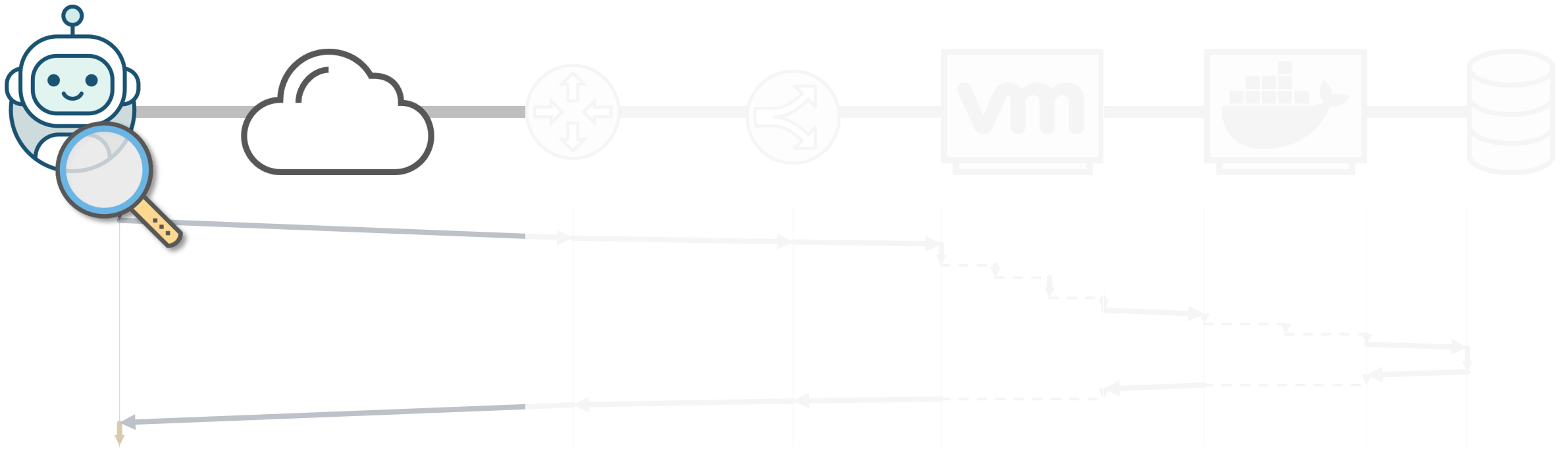
Network Performance Management (NPM)

- EVERY Transaction captured from the Network
- All Packets & Flows
- Analyze latency/bandwidth/payload effects



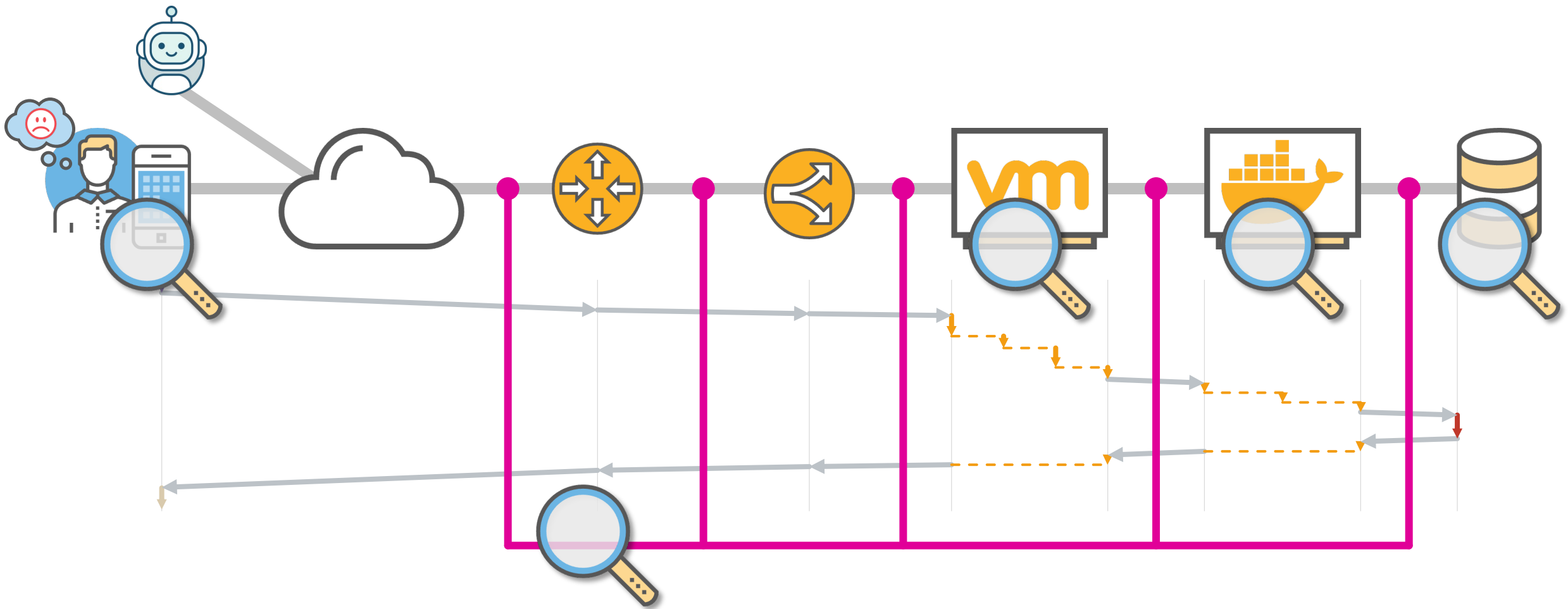
Application Performance Management (APM)

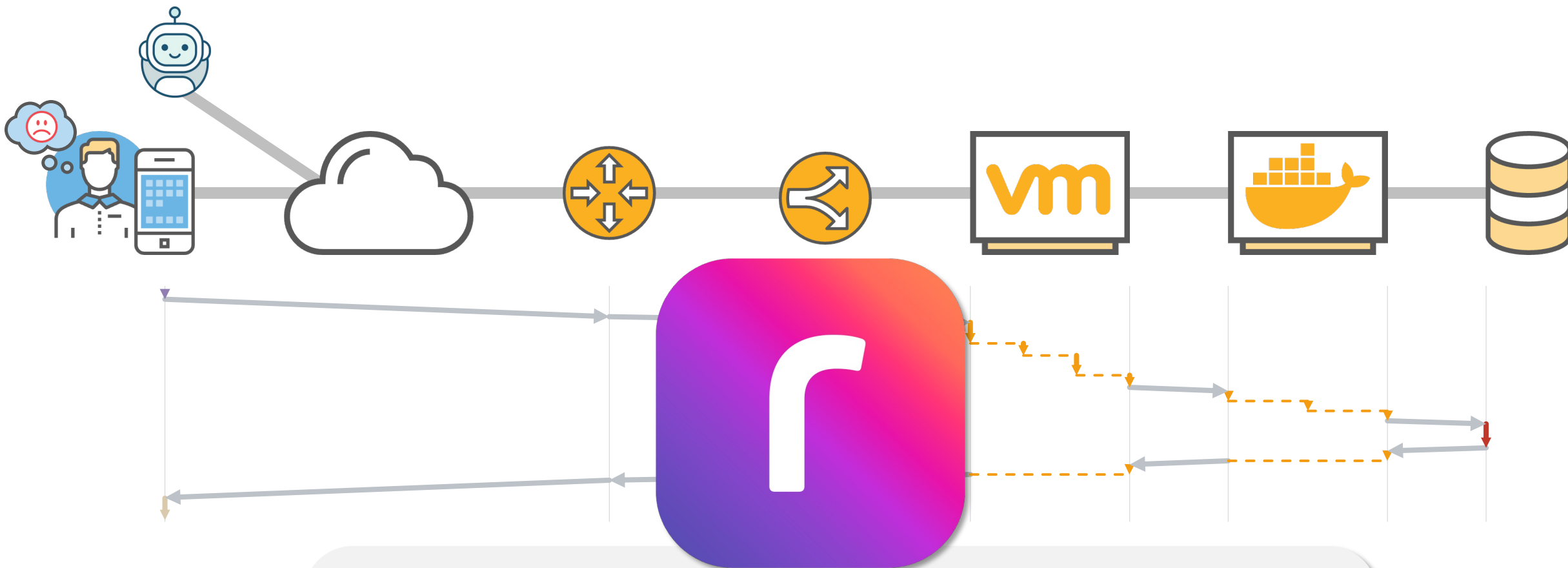
- EVERY Transaction captured from the Server
- OpenTelemetry & Native Instrumentation
- Detailed call stack with methods/SQL/parameters
- Stitched from the End User through downstream tiers
- OS/VM/Container Performance at 1-second granularity



Synthetic Web Monitoring

- 24x7 Global Availability & Performance
- Detailed Resource Waterfalls (Ajax/CSS/JS/Images/etc)
- Screenshots & Filmstrips
- Client JavaScript Profiling

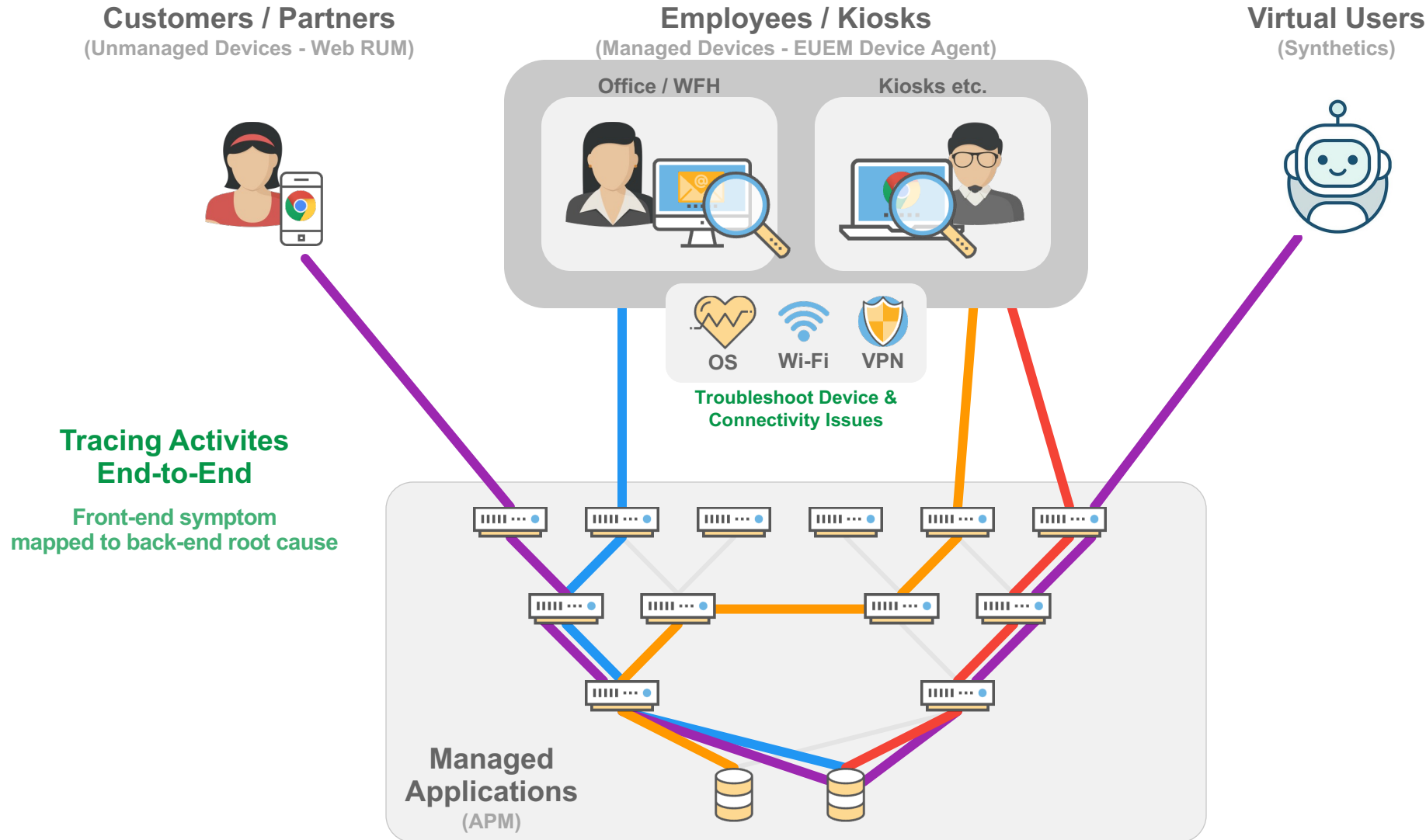




Alluvio Unified Observability

- EVERY Transaction captured from the **Device/Browser**
- EVERY Transaction captured on the **Network**
- EVERY Transaction captured inside **Server/Application**
- **End-to-End Digital Experience Management**

Omnichannel Experience – It's all connected



THE IMPORTANCE OF FULL-FIDELITY DATA









Thank You!

riverbed[®]