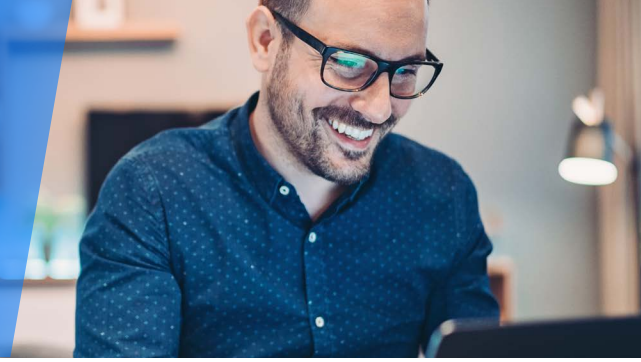# Verint Digital Behavior Analytics

Now You Can:

- Optimize the digital customer experience across websites and mobile apps with UX insights.

- Increase conversion rates by connecting customer behaviors with important KPIs to find and size potential impact of improvements.

- Connect web session replays with customer feedback to remove barriers and make truly customer-centric decisions.

Customer feedback alone isn't always enough to paint a complete picture. Undiscovered or misunderstood customer experience issues can have deep and long-lasting negative effects — from site abandonment to low satisfaction. Digital leaders need the full context of interactions to drill down and quickly identify pain points that negatively impact the digital experience and turn those insights into action.

Verint® Digital Behavior Analytics™ unlocks high-quality insights from millions of interactions across diverse journeys so you can build better experiences and create enduring relationships. By analyzing millions of clicks, gestures, taps, and other actions as they happen, the solution allows you to visualize and act quickly on customer experience with web and mobile applications.

As a critical capability of Verint Experience Management™ for Digital, companies can leverage Verint Digital Behavior Analytics to gain a richer view of the customer experience by combining session replays with direct feedback. Digital and marketing leaders can quickly identify and action improvements to the digital customer journey.

Scroll and click maps analyze what customers see and how they navigate, taking the guesswork out of optimizing web or mobile app design. Conversion maps and form analysis explain where customers struggle or abandon so you can uncover opportunities to improve the experience and increase conversion and loyalty. With Verint Digital Behavior Analytics, you can:

- Record and play back all interactions as real-time videos.

- Create heatmaps of clicks, mouse movement, and page scrolling, with optimization recommendations for forms.

- Trace quality problems as user videos and identify vulnerabilities quickly and securely to prioritize fixes.

- Detect struggles across your website in real-time and act in the moment to address anomalies and repair the customer experience.

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Verint Digital Behavior Analytics

Understand Behaviors, Improve Experiences

With Verint Digital Behavior Analytics, digital and marketing teams can integrate replays with customer feedback as well as broader experience management insights for a holistic picture of the customer experience.

By natively integrating replays as a part of the Verint Experience Management for Digital solution, you can use advanced analytics to put customer feedback into context, connect those replays to important KPIs such as conversion and traffic, and drill down to focus on user interactions that lead to drops in NPS or CSAT scores.

Prioritize and Optimize Digital Process Improvements

Insights from Verint Digital Behavior Analytics allow digital teams to better understand customer issues and then directly influence website or mobile app experience. Your digital teams can be confident that their product roadmaps and prioritization align to broader organizational goals around conversion rates or digital customer satisfaction rates.

Operations and technology teams can move past reactive responses to customer complaints and implement the right digital tools and self-service capabilities to proactively improve the customer experience.

Visualize and Analyze User Behavior Across All Digital Assets

By quickly reproducing customer problems on your website or standalone mobile application, your teams can accelerate internal approvals for CX and digital changes. Your teams can leverage heatmaps and form analysis, filter data based on page names, segments, visible text, or gestures, and use click maps to analyze navigation patterns or usability problems. With scroll maps, you can analyze exactly what the visitor is seeing as they interact with your website or mobile application.

Part of Verint Customer Engagement Cloud Platform

Verint Digital Behavior Analytics is part of a patent-protected portfolio of cloud solutions for building enduring customer relationships. With a full set of solutions for digital-first engagement, Verint helps the world's most iconic brands efficiently connect work, data, and experiences to consistently deliver differentiated experiences at scale.

Learn more at
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