

Customer Experience Management Deployment Case

What is it really like to be put on hold for long periods of time? How about not having clear instructions to follow when getting a new product or paying a fee for a service you feel should be free?

Well, if you are a company doing business with the public and do not know the answers to these questions, or many other questions that relate to how the customer perceives his interaction with your company, you are potentially losing the chance to impress your customers and show them you are a great place to do business.

Customer Experience Management (CEM) is about being able to measure that satisfaction of the customer's experience when dealing with your company.

Why do you need to use an access technology solution with your CEM tool?

Like most network tools, CEM appliances must monitor the network traffic. Therefore, they need to have access to the network traffic that needs monitoring. The access method that provides the most visibility to the traffic is a TAP, which will deliver all of the traffic to the CEM appliances so that the customer experience can be meaningfully measured at least from the network/internet viewpoint. Don't forget that CEM, to be most effective, must include the overall customer experience. It goes beyond the boundaries described above, like how delivery was made, whether convenient parking was available and so on.

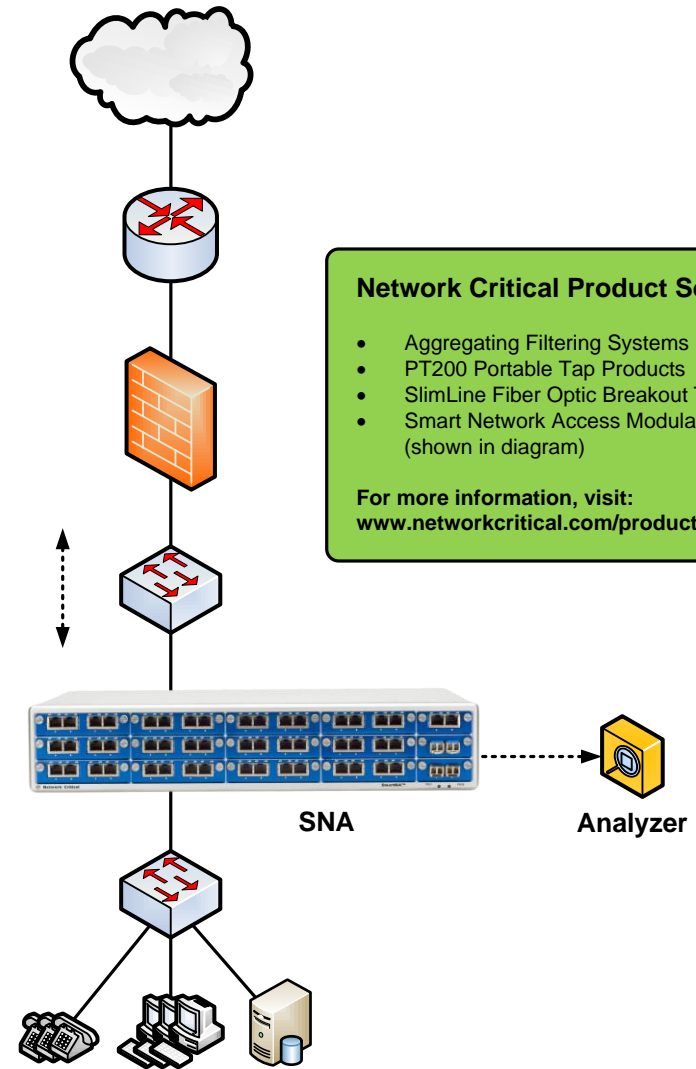
Network Critical solutions for connecting CEM

The problems associated with installing a customer experience management tool can all be solved by implementing a Network Critical access solution into your network infrastructure. Breakout TAP's provide easy single segment monitoring while aggregating and regenerating TAP's allow for the combination for different network segments as well as the ability to copy your network traffic to several monitoring tools at the same time.

Network Critical works with the following vendors that offer CEM products:

Adobe	Cynergy Systems	OpenSpan	TeaLeaf
Arantech	DAX Technologies	Responsetek	Tectronix
Attensity	E-TouchPoint	RightNow	Communications
Charter-UK	Medallia	Strativity	TMNG Global
Clarabridge	Nexus Telecom		

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Network Critical Product Solutions

- Aggregating Filtering Systems (AFS)
- PT200 Portable Tap Products
- SlimLine Fiber Optic Breakout Tap Products
- Smart Network Access Modular Systems (shown in diagram)

For more information, visit:
www.networkcritical.com/products