

Aternity Customer Experience

Proactively manage the digital journey to deliver a world-class experience

Full spectrum DEM for customer service management

Riverbed Customer Experience provides contextualized visibility and actionable insights into user journeys across complex web environments, enabling organizations to improve satisfaction and drive revenue. Riverbed full spectrum Digital Experience Management covers customers and employees, business outcomes and technical telemetry, performance of employee devices and the cloud-native application service, while capturing and storing every single transaction and monitoring every type of enterprise application.

Improve business outcomes with digital experience insights across the entire user journey

Organizations need actionable insights into the impact of IT performance on revenue, order fulfillment, and customer abandonment to improve customer and employee digital experience. And they need visibility into digital experience across the entire journey – from navigating unique paths across digital services on websites to interacting with employees in the contact center, branch, store, or back office.

But monitoring tools have limitations that prevent organizations from achieving these goals.

- **Customer experience disconnected from employee experience.** Separate domains prevent digital experience insights across the whole customer journey.
- **Floods of technical telemetry.** Performance metrics disconnected from business outcomes don't help IT prioritize where to focus.
- **Reliance on sampling to deal with enterprise scale.** Failure to capture every transaction means that IT will miss performance problems.
- **Limited coverage of business applications.** Provides an incomplete picture of digital experience for the hundreds of applications used to run the business.

“Client personalization is key to segmentation, and Riverbed Customer Experience is a huge plus. Riverbed helps us drill down into individual client experience on our health and wellness program to identify and resolve issues with their experience. Our business team loves the insight into conversion by path. They can get the big picture, but also see what to improve.”

Senior Support Manager,
Global Healthcare

Full spectrum DEM for customer service management

Riverbed Customer Experience provides contextualized visibility and actionable insights into user journeys across complex web environments, enabling organizations to improve satisfaction and drive revenue.

Riverbed is the only vendor in the market to provide **full spectrum Digital Experience Management**:

- Insights into the digital experience of both customers **AND** employees.

- The impact of digital experience on business outcomes **AND** technical telemetry.
- Unified performance visibility of both employee devices **AND** the application service, including cloud- native environments.
- A big data approach that captures and stores **ALL** transactions without sampling.
- The ability to measure actual employee experience for **ALL** types of applications.

Deliver excellent digital experience across the entire customer journey

Riverbed unifies Digital Experience Management for customers interacting with the digital services on your website and for employees servicing customers in the contact center, retail branch, or back office.

- Follow every path your customers take on your website, converting and non-converting.
- Track the digital experience of every user at each step of the journey across your site.

- Guide users along the highest- converting paths and optimize the ones that cause drop-offs.
- Monitor actual employee experience for **EVERY** type of business-critical application your employees use to support customers.
- Reduce friction along the customer journey due to broken links and out of stock items.

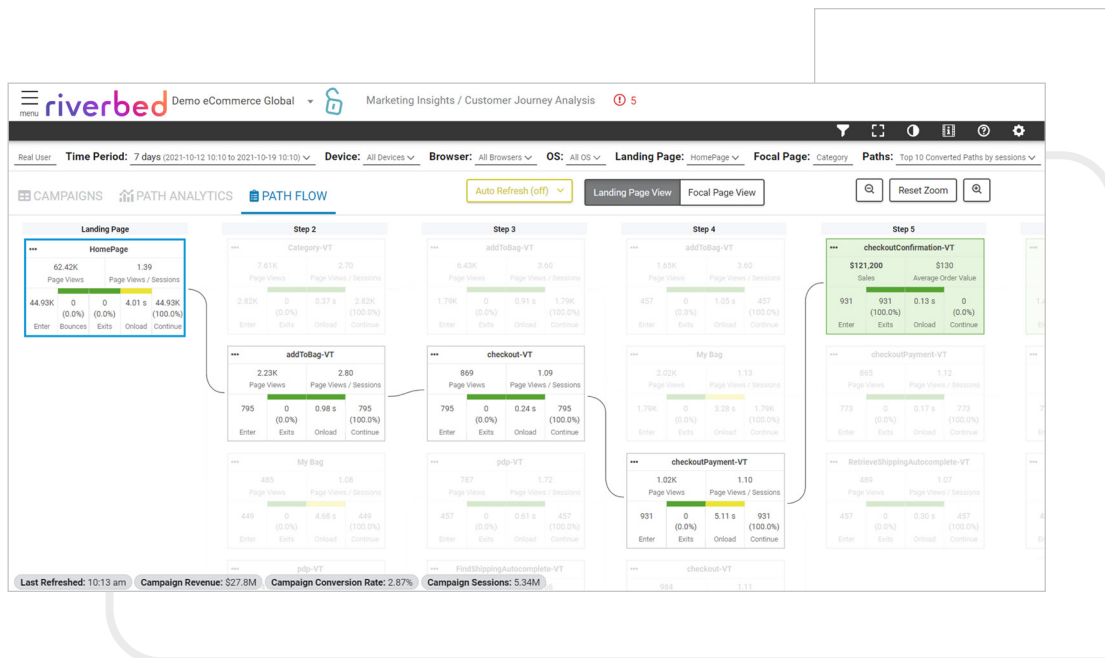


Figure 1: Riverbed Customer Experience enables you to track the digital experience of every user at each step of the journey across your site.

Analyze the impact of digital experience on business outcomes

With Riverbed Customer Experience, you can monitor users' digital experience along their journey across your site and associate performance to business metrics like revenue, conversion rate and abandonment rate.

- Increase engagement by optimizing the performance of high converting journeys.
- Cost-justify improvements where poor experience results in drop-offs.
- Accurately calculate the business impact of Core Web Vitals and understand how visitors are experiencing your website.

- Prioritize optimizations by web page, device, browser, geography, user persona, traffic source and medium, etc.
- Leverage business outcome anomaly detection to make real-time adjustments to scenarios like conversion rates falling below the weekly trend.
- Automatically locate broken links and prioritize the business impact of repairing those links to improve business metrics and the digital customer experience.
- Identify when pages have out of stock inventory and quantify the loss of sales to restock the most in-demand items and reduce sales bottlenecks.

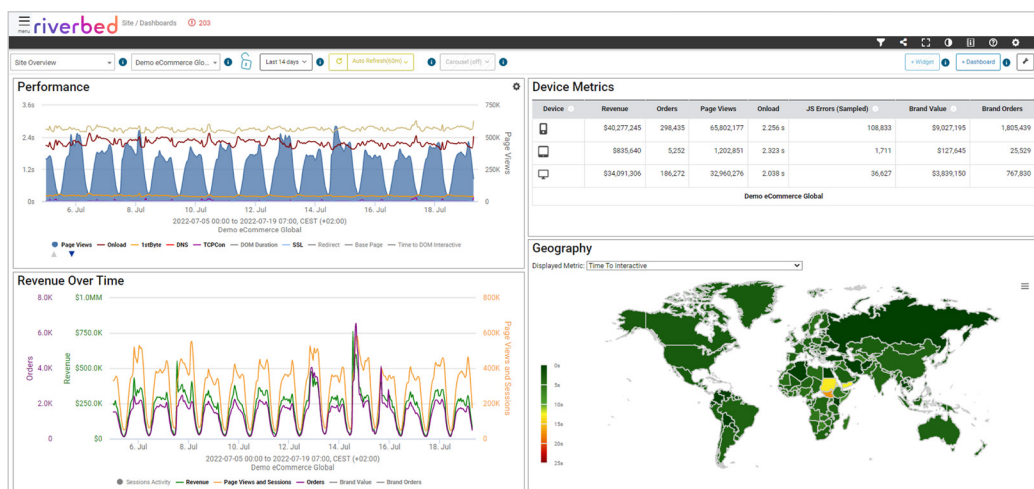


Figure 2: Riverbed enables you to associate user journeys and performance to revenue, conversion rate and abandonment rate to increase engagement and optimize business results.

Proactively detect and resolve issues, 7x24

Leverage Riverbed's synthetic transaction monitoring and Real User Monitoring (RUM) to identify and resolve issues before customers are affected.

- Run synthetic monitoring tests across our global node network or from within your site to detect issues with site availability, response time and errors.

- Optimize web page performance to ensure the most important content loads first, with aggregate performance waterfalls, web page filmstrips and screenshots.
- Identify and resolve issues with the user session by observing and recording every single user interaction with the application.
- Find the slow JavaScript functions that are causing negative user experiences and page-locking code.

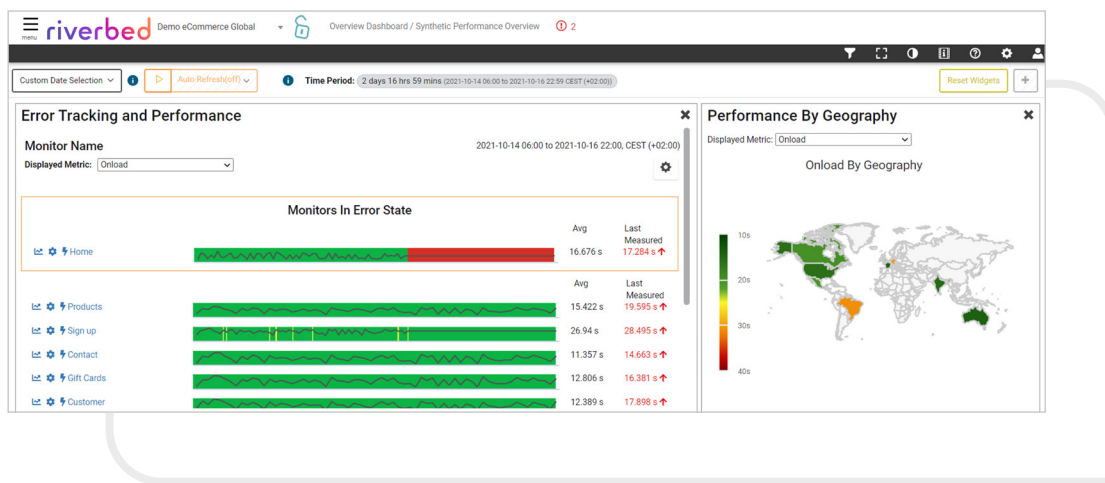


Figure 3: Proactively detect performance and availability issues by running synthetic monitoring tests across our global node network or from within your site.



About Riverbed

Riverbed, the leader in AI observability, helps organizations optimize their users' experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improve IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the *FORTUNE* 100 – we are empowering next-generation digital experiences. Learn more at riverbed.com.