

Acoustic Experience Analytics Holiday Readiness Guidelines

Right now is a good time to start making your internal preparations for the upcoming busy holiday season. Below are some Acoustic Experience Analytics tips to consider while your organization gets ready.



Preparing your team for the holidays

- Ensure all business users are enabled and know how to open a case with our Support team on our Support site <http://www.ibm.com/mysupport>
 - If needed, request the following support enablement to assist with this effort (SaaS clients only):
 - Customer Analytics Support Overview (see offerings menu below for details)
- Bookmark the Acoustic Support guide for useful information, such as contact numbers and escalation processes: <https://developer.ibm.com/customer-engagement/wp-content/uploads/sites/106/2019/05/Acoustic-Support-Handbook.pdf>
- Sign up for Tealeaf product [subscriptions](#) at:
 - <https://www-945.ibm.com/systems/support/myview/subscription/css.wss/?scope=openid&code=BpVJROMQODIlycoNMGsr060IDN6tSDA&state=WjtPuyHJctydyB9UkzZ2zq122Zff0nhqCu0IJsWN3OU#/>
- Sign up to receive Tealeaf email notifications at:
 - On prem clients: <http://www.pages03.net/ibm-supportstrategyandsvcs/TealeafonpremOptIN>
 - SaaS clients: <http://www.pages03.net/ibm-supportstrategyandsvcs/Tealeaf-manage-subscriptions>
- Bookmark how to troubleshoot Tealeaf CX issues through the Portal (on prem clients only): https://www.ibm.com/support/knowledgecenter/en/SS2MBL_10.0.0/Monitoring/PerfTroubleshoot/TroubleshootingTealeafCXIssuesThroughThePortal.html



Acoustic Experience Analytics

- Create a business plan specific to your organization, industry and geography.
 - How will you be utilizing Tealeaf?
 - What type of data are you expecting to pull from Tealeaf?
 - Have you implemented and tested all applicable analysis modules from the Tealeaf Suite that you will be utilizing during the holiday season (Portal, CX RealTea Viewer (RTV), cxReveal, CX Mobile, etc.)?
 - Details on how to upgrade Tealeaf if desired (on prem clients only): https://www.ibm.com/support/knowledgecenter/en/SS2MBL_10.0.0/Upgrading/Upgrading_container.html
 - Have you set up your business specific scorecards and dashboards in cxView to track your holiday performance? (on prem clients only)
 - Will you be utilizing cxOverstat to audit page based activity/challenges?
 - Will you be extracting and archiving specific visitor sessions for further analysis down the road?
- Understand the expected challenges during the holiday season.
 - Data variations in trends



- Data peaks especially during specific holiday campaigns and promotions
 - Communicate with your Marketing team on when campaigns are released and when to expect higher traffic
 - Understand which thresholds are acceptable within your geography and industry
 - Adjust your thresholds and alerts to acceptable data peaks during the holiday season
 - Are you expecting traffic peaks that exceed the maximum capacity your environment is currently sized for? If so, consider adding capacity beforehand or developing a strategy for selectively discarding non-essential data or managing the expected spooling. (on prem clients only)
- Work with Support and Services to resolve all items that will impact holiday traffic.
- Open Cases/Issues
 - Planned upgrade/fix pack (on prem clients only) (<https://www-945.ibm.com/support/fixcentral/swg/selectFixes?parent=Enterprise%20Marketing%20Management&product=ibm/Other+software/Tealeaf+Customer+Experience&release=9.0&platform=All&function=all>)
 - Upgrade of the UI SDK
- Complete all required Eventing prior to the start of your holiday season.
- Are your events capturing what they are supposed to?
 - Did you test your events against multiple sessions with positive and negative outputs?
 - Are the correct dimensions attached to your events?
 - Are the desired reference values being captured for reporting?
 - Promotional holiday codes, etc.
 - If needed, request the following support enablement(s) to assist with this effort (SaaS clients only):
 - Advanced Eventing Program (see offerings menu below for details)
 - Advanced Eventing Enablement
- Complete all required Report set-ups prior to the start of your holiday season.
- Are your reports generating the desired data?
 - Have you tested the events your reports are based on?
 - If needed, request the following support enablement to assist with this effort (SaaS clients only):
 - Advanced Report Assessment (see offerings menu below for details)
- Administration
- Use the report scheduling feature to schedule distribution of reports through email for easy data distribution.
- Business Support Offerings Menu with further details on enablements can be found at: <https://www-01.ibm.com/support/docview.wss?uid=ibm10748801&aid=1>
- It is recommended to complete all enablements prior to the start of your busy holiday season.

