

Alluvio Aternity

User Journey Intelligence for Retail

Proactively manage the digital journey to deliver a world-class experience for both customers and employees

Full spectrum DEM for customer service management

Alluvio User Journey Intelligence provides contextualised visibility and actionable insights into user journeys across complex web environments, enabling organisations to improve satisfaction and drive revenue. Alluvio 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

Organisations 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 organisations 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 prioritise where to focus.
- **Reliance on sampling to deal with enterprise scale.** Failure to capture every transaction means that IT will miss performance problems and service desk tickets will increase.
- **Limited coverage of business applications.** Provides an incomplete picture of digital experience for the hundreds of applications used to run the business and service customers.

“Aternity enables us to see exactly what users see as they engage with apps. So rather than the user complaining, we get to know in advance and will see what the hiccups are. We can correlate the user experience. It makes troubleshooting easy.”

Team Lead - IT Collaboration at a Retailer with 10,001+ employees

Full spectrum DEM for customer service management

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

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

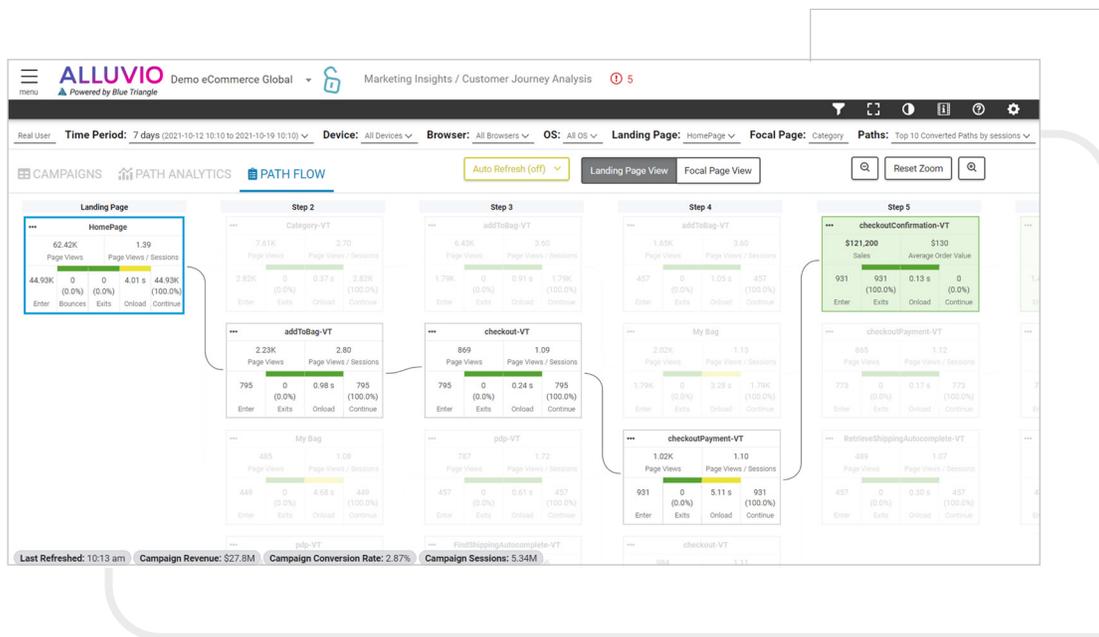
- The impact of digital experience on business outcomes **AND** technical telemetry.
- Unified performance visibility of both employee devices **AND** the application service, including cloud- native environments.
- A big data approach that captures and stores **ALL** transactions without sampling.
-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

Deliver excellent digital experience across the entire customer journey and an improved customer shopping experience

Alluvio 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 optimise 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.



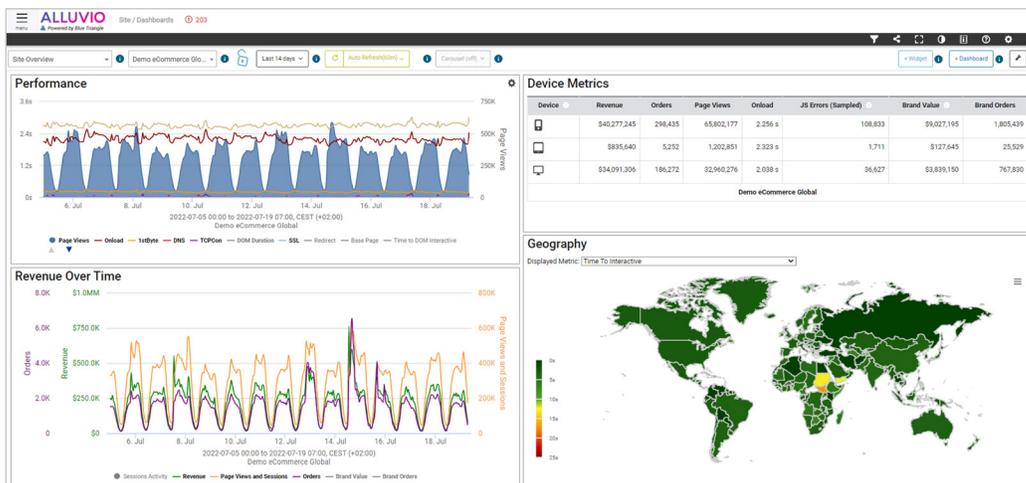
Alluvio User Journey Intelligence enables you to track the digital experience of every user at each step of the journey across your site.

Analyse the impact of digital experience on business outcomes

With Alluvio User Journey Intelligence, 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 optimising 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.

- Prioritise optimisations 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 prioritise 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.

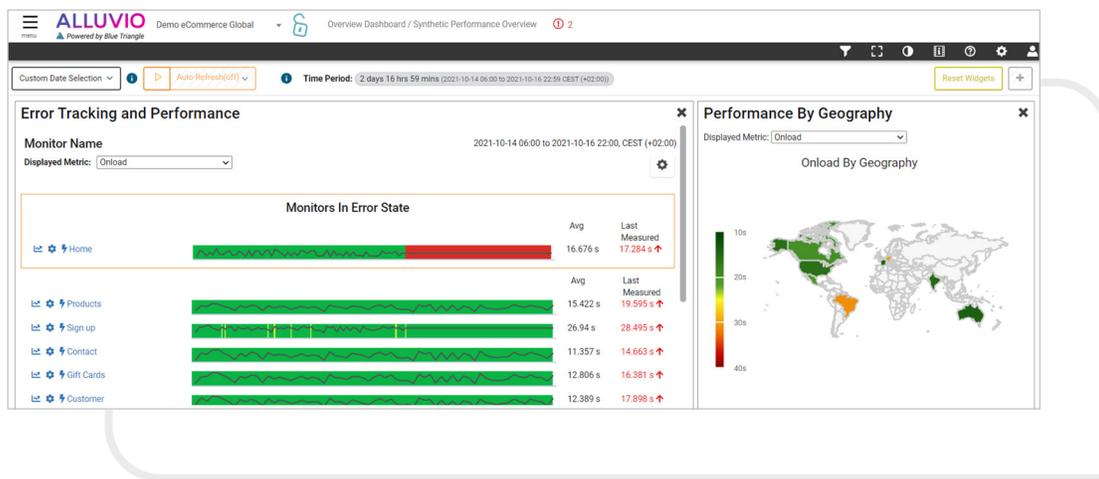


Alluvio enables you to associate user journeys and performance to revenue, conversion rate and abandonment rate to increase engagement and optimise business results.

Proactively detect and resolve issues, 7x24

Leverage Alluvio'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.
- Optimise 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.



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



Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed offers two industry-leading solution areas – Alluvio by Riverbed, an innovative and differentiated Unified Observability portfolio that unifies data, insights, and actions across IT, so customers can deliver seamless digital experiences; and Riverbed Acceleration, providing fast, agile, secure acceleration of any app over any network to users, whether mobile, remote, or on-prem. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com/unified-observability.