

Royal Cyber's Functional & Technical Service Portfolio

Improve Online Business, Customer Experience
& Reduce Customer Struggles



Functional Analysis



Perform reactive and proactive analysis



Test the new experience before struggle is reported



Take action on customer service complaints



Conduct annualized business impact analysis & communicate findings



Design, implement and manage customer experience in a disciplined way



Address challenges such as user struggle and emerging technical issues



Develop and present the best practices for customer understanding, measurement, design and strategy

Benefits

- ✓ Improve conversion rates by 3-3.5 %
- ✓ Improve customer retention rates by 1% by better site experience
- ✓ 0.5% improvement in revenue turnover of online services.
- ✓ Report and Block fraudulent transactions
- ✓ 50% reduction in IT and development costs associated with problem reproduction and resolution
- ✓ Report fraudulent, malware and suspicious transactions and create on-going strategy to minimize and block such activities.
- ✓ Constantly provide inputs to improve internal processes to deliver best online customer experience.

Administration & Monitoring



Conduct periodic onsite visits to check how servers are performing, if there is additional load on servers, solution level maintenance is required.



Troubleshoot a variety of issues that may be impacting the capture, evaluation, indexing, storage, and replay of session data and ongoing system audits and upgrades.



Usage of external, publicly available tools that can be used to monitor Tealeaf services and overall performance, as well as Tealeaf database activities and technical support for Passive Capture Appliance (PCA).