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DATA SHEET / **WEBTRENDS CRM INTEGRATION SOLUTION**

# Deliver the Information-Rich Service Your Customers Demand

Price is no longer king with your customers. Service is, according to a December 2009 report by Forrester Research.<sup>1</sup> But good service requires collective understanding of your customers' needs and interactions with your company over the years and across an ever-growing number of online and offline communications and business channels.

Webtrends CRM Integration helps you connect disparate interactions throughout your CRM system and gain a holistic view of your customers as unique individuals. This dedicated solution provides holistic view of customer-level behaviors and actions over time – not the isolated behaviors and offline actions most organizations rely on today.

This solution will enhance your CRM records with context-rich online behavior and actions that no other web analytics solution offers today, including:

- Key behaviors likely to produce conversions and purchases.
- Content and products individual customers and prospects are interested in.
- Behavior indicators of service or support needs.
- Connect campaigns to sales opportunities.
- Online navigation paths to your web site.

## **BETTER CUSTOMER SERVICE, FUELED BY MULTIPLE ONLINE DATA SOURCES**

Webtrends CRM Integration uses online behavioral data and actions captured and enriched by Webtrends Visitor Data Mart. This enterprise-scale database offers highly detailed insight about your customers and/or prospects, including:

- Behavior across visits and time.
- Accumulated lifetime values for unique individuals.
- Attributes from offline sources, incorporated with online behavioral data.

## **Sophisticated CRM Integration**

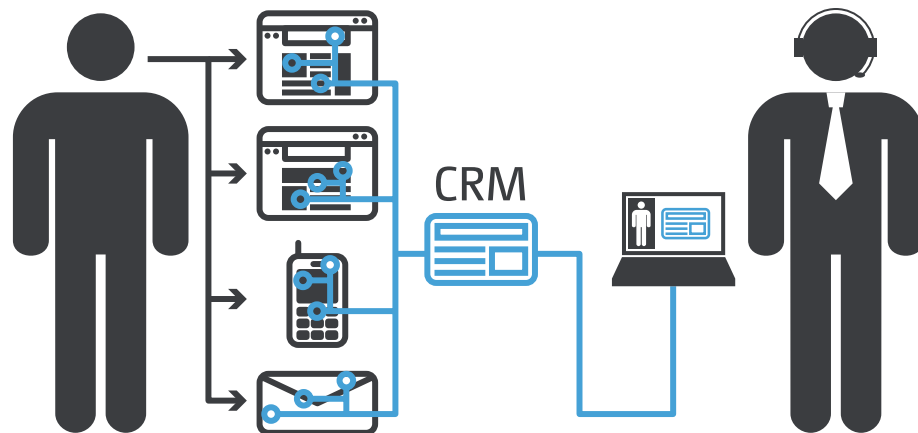
*Webtrends CRM Integration combines technology and services not found in other CRM integration solutions:*

- Consulting to uncover your business needs.
- Data collected and enriched by Webtrends Visitor Data Mart, an enterprise-scale, visitor-centric database.
- Advanced data extraction capabilities, including scheduling and queries.
- Professional services to set up configure and schedule extracts.

## **SERVE THE WHOLE CUSTOMER**

Customer service teams struggle to understand and address issues when they only have access to a fraction of a customer's interactions with their organization. In reality, customers are broadcasting their needs and concerns across a variety of online and offline channels, from online user ratings to product-related blogs.

<sup>1</sup> "Consumers Expect Poor Service Experiences," Forrester Research, Dec. 2, 2009.



“Customer support needs to evolve to better serve customers who no longer rely on one venue for receiving information but instead engage multiple sources,” Forrester analyst Elizabeth Herrell concluded in her Nov. 11, 2009 report Next-Generation Contact Centers. “Unfortunately, many customer support managers still approach customer communications in the same old way, with an emphasis on managing telephone interactions separately from other forms of contact.”

Webtrends CRM Integration provides a more holistic view of the visitor to help more accurately serve the needs of your customers, based on a broad range of behaviors and actions, including:

- Browsing history.
- Online store transactions.
- Web site and search engine queries.
- Online survey responses.
- Online forum discussions.
- Interactive media activity.
- Mobile activity.

### About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry’s most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers’ online experiences. You can learn more about Webtrends products and services at <http://www.webtrends.com/> or call 1.877.932.8736.