

Tealeaf Proves LV= Treats Customers Fairly

Submitted by: Wildfire

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Leading insurance provider puts customer experience management at the heart of its Web strategy, helping with TCF compliance and fraud reduction

London, UK – 18th December 2008 – LV= has selected Tealeaf, the leader in online Customer Experience Management (CEM) software, to help enhance the experience of its customers using www.lv.com. Tealeaf will work with LV= to meet and exceed compliance criteria under the FSA's Treating Customers Fairly (TCF) initiative and will provide LV='s contact centres with visibility into the online customer experience, by linking both the online and offline channels. In addition, Tealeaf® CX solutions will enable LV= to optimise its website, by identifying, quantifying and removing obstacles that hamper the online visitors' journey.

LV=, previously known as Liverpool Victoria, launched a new brand identity in March 2007 and as part of a new strategy placed an increased emphasis on building the Web channel. With more general insurance sales now made online than through telephone channels, Tealeaf is working with LV= to ensure its website is optimised to deliver the best possible online experience.

Tealeaf's unique technology captures and records what each and every visitor to the site is doing and seeing. This powerful dataset gives LV= insight through both quantitative and qualitative reporting and analysis.

The business areas of LV= that will gain insight from Tealeaf CX™ include:

- Ecommerce and Marketing - Tealeaf cxView™ and cxImpact™ enable these areas to gain insight into the successes (and any potential issues) customers encounter on the site through monitoring of site KPIs. This allows business analysts to quickly find and replay individual interactions for a qualitative view of the experience a customer receives.
- Customer Services - Tealeaf cxReveal™ also empowers LV= customer services teams by allowing them to replay a customer's website visit in order to help improve their experience. With the visual evidence cxReveal provides, LV= customer services teams are able to determine why a user did (or did not) complete a site process successfully. Armed with this information, the customer service team is able to respond effectively to online customers' needs and then pass any necessary details on to the web development team for resolution.
- Fraud Prevention – With the use of Tealeaf, LV= is able to better track fraudulent activity on www.lv.com by identifying any abnormal trends and patterns of visitor behaviour. For example, by monitoring visitors that attempt to reduce the premium by making changes to their no claims bonus in order to manipulate quotations.

Paul Wishman, Group Ecommerce Director at LV=, commented: "Tealeaf offers real-time, intuitive insight and a complete record of what a customer has experienced on lv.com. Tealeaf also helps us meet the FSA's TCF compliance requirements across our online business channel, in support of our overall TCF strategy."

John Lillie, UK Country Manager at Tealeaf, commented: "Giving their contact centres visibility into website sessions further elevates the level of customer care LV= can provide. Linking these two important channels gives the company a comprehensive view of customer behaviour and insight into their experiences. This sort of analysis has been commonplace in contact centres for many years, so bringing the online experience into the frame is a very powerful tool."

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About LV=

LV= is a trademark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies.

LV= employs over 2,700 people, serves more than 2.5 million customers and members, and manages around £8 billion on their behalf. It is also the UK's largest friendly society and a leading financial services provider.

LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

www.LV.com

About Tealeaf

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behaviour analysis. Tealeaf's CEM solutions include both a customer behaviour analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.

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