

ATG Customer Intelligence

Get a complete view of your ATG-driven e-commerce business with comprehensive reporting and analysis tools



• **ATG Customer Intelligence** offers business and IT users a single solution for monitoring the success of your e-business. By providing a holistic view of customer interactions — across systems, channels and customer lifecycle — ATG Customer Intelligence enables businesses to make smart decisions about how to best attract, retain, and satisfy customers.



ATG Customer Intelligence is a completely integrated set of datamart reporting capabilities that give you the insights you need to fully understand and act on key customer intelligence and Web site analytics.

Experts predict that the number of customer service inquiries handled over the Web will more than double by 2010. The industry is bracing for some 7 billion inquiries yearly.

The tools companies use to analyze the expanding electronic side of their business need to come up to speed, and fast. Currently, keeping track of e-commerce results is a responsibility divided among different divisions — typically marketing, IT, and executive management. But the information they collect is not shared and used holistically across functions.

You can no longer expect to take full advantage of the e-marketplace and maintain a siloed, inflexible approach to managing all your e-commerce data. You need to centralize and make sure all key players have access to the full range of key data items being tracked across all customer touch points — from marketing, to e-commerce conversions, to customer care.

With ATG Customer Intelligence, you will:

- Measure the effectiveness of sales promotions.
- Analyze sales results, conversions, order sizes, purchases by customer segment, and escalations from the Web site.
- Review campaign results, and analyze the reactions of individual customers to your campaigns.
- Gain visibility into site visits, page views, customer purchase activity, and agent productivity.

By combining data from all the systems that support electronic business—from ATG's e-commerce, marketing, and commerce service applications to third-party CRM, ERP or POS systems—ATG Customer Intelligence gives executive and business managers a dashboard to monitor the overall health of your e-business. As a result, you can act on key customer intelligence and initiate activity across e-commerce systems to drive faster decisions, revenue growth, and overall ROI.

Speeds Time to Decisions and Action

Monitor, report, and analyze complete cross-process, cross-functional trends and business metrics, by combining data from all e-business systems into a single, centralized reporting center. For example, to see the effect of a Web-based promotion on in-store pickups and real-time inventory levels, you could include data from ATG Commerce and Merchandising applications integrated with information from your ERP and POS systems. You can either import this kind of data into your datamart or, alternatively, export the ATG-related data into your already existing standard business intelligence tool such as Cognos, Business Objects, or MicroStrategy.

The best way to analyze and improve your e-commerce success



ATG Customer Intelligence provides an easy-to-use Web-based interface to help business users easily track metrics like orders and conversion rates; agent productivity; solution use; and SLAs. Configurable dashboards provide an at-a-glance view of e-commerce status.

Empower your business users while reducing it burden

Enable any user to view, share, or extract information relevant to his or her own responsibility. An intuitive, drag & drop Web-based interface lets business users use ad-hoc queries to produce their own easy-to-read reports, rather than relying on IT to produce a custom report for every query. By placing this power in the hands of the business user, IT can focus on more complex data needs to support specific company initiatives. Ad hoc reporting features include scorecarding and charting on the fly. Terminology and labels geared for business users help make data browsing easy.

Flexible reporting capabilities offer answers to all questions

Expand the datamart with additional data from ATG or other enterprise sources. ATG Customer Intelligence is completely open and customizable. As a result, companies can easily change the logic of a calculation, or bring in related data, to get the specific answers needed to support their business.

Right for any level of user ability

Meet the needs of multiple users with varying skill levels. Business users can use report viewers or business report designer capabilities to monitor and analyze cross-solution trends in standard reports, interactive reports, or dashboards. Developers can use the Professional Report Designer to create any custom reports requested by business or executive users. By manipulating or editing the metadata framework, developers can ensure that all the key topics needed for customized reporting are included, standardized, and available.

The bottom line

With the ability to combine key ATG application data on outcomes (such as purchases, searches, escalations, clickthroughs) with behavioral data from Web traffic analysis, and demographic data such as age, gender, and geography, ATG Customer Intelligence offers business and IT users a single solution for monitoring the success of your e-business. By providing a holistic view of customer interactions—across systems, channels and customer lifecycle—ATG Customer Intelligence enables businesses to make smart decisions about how to best attract, retain and satisfy customers.



ATG's e-commerce suite gives marketers, merchandisers, and customer service agents everything they need to attract new online customers; increase conversion rates and average order size; and continually improve customer loyalty. Consumers gain an online shopping experience that quickly connects them with the products that are just right for them, at just the right time.

about ATG

ATG (Art Technology Group, Inc., NASDAQ: ARTG) makes the software and delivers the on demand solutions that the world's most customer-conscious companies use to power their e-commerce Web sites, attract prospects, convert them to buyers and ensure their satisfaction so they become loyal, repeat, profitable customers. Our e-commerce suite is ranked the #1 current offering and #1 in strategy by the industry's most influential analyst firms, and powers more of the top 300 internet retailers than any other vendor. Our eStara brand provides customer interaction solutions to enhance conversions and customer support, and delivers the world's most widely used click-to-call service. ATG's solutions are used by over 900 major brands, including Amazon, American Eagle Outfitters, AOL, AT&T, Best Buy, B&Q Cabela's, Carrefour, Coca Cola, Continental Airlines, CVS, Dell, DirecTV, El Corte Ingles, Expedia, France Telecom, Harvard Business School Publishing, Hewlett-Packard, Hilton, HSBC, Intuit, J. Crew, Macy's, Meredith, Microsoft, Neiman Marcus, New York & Company, Nokia, OfficeMax, PayPal, Philips, Procter & Gamble, Sears, Sony, Symantec, Target, T-Mobile, Urban Outfitters, Verizon, Viacom, Vodafone and Walgreens.