Digital Experience Analytics for the Agentic Era

Moving beyond traditional digital experience analytics, digital experience monitoring, and application monitoring for true insight into the impact of AI agents for improving customer experience

An Intellyx eBook for Conviva

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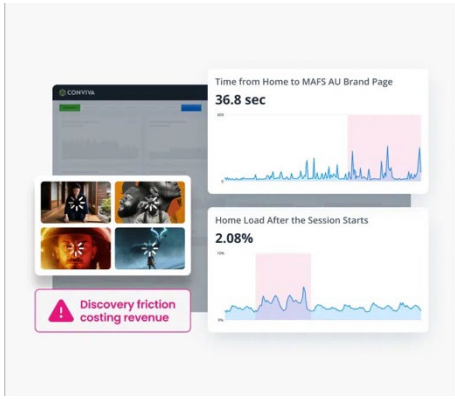
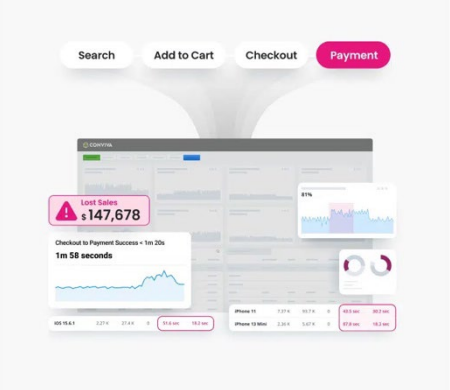
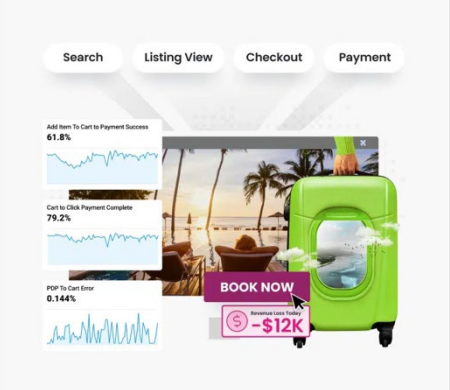




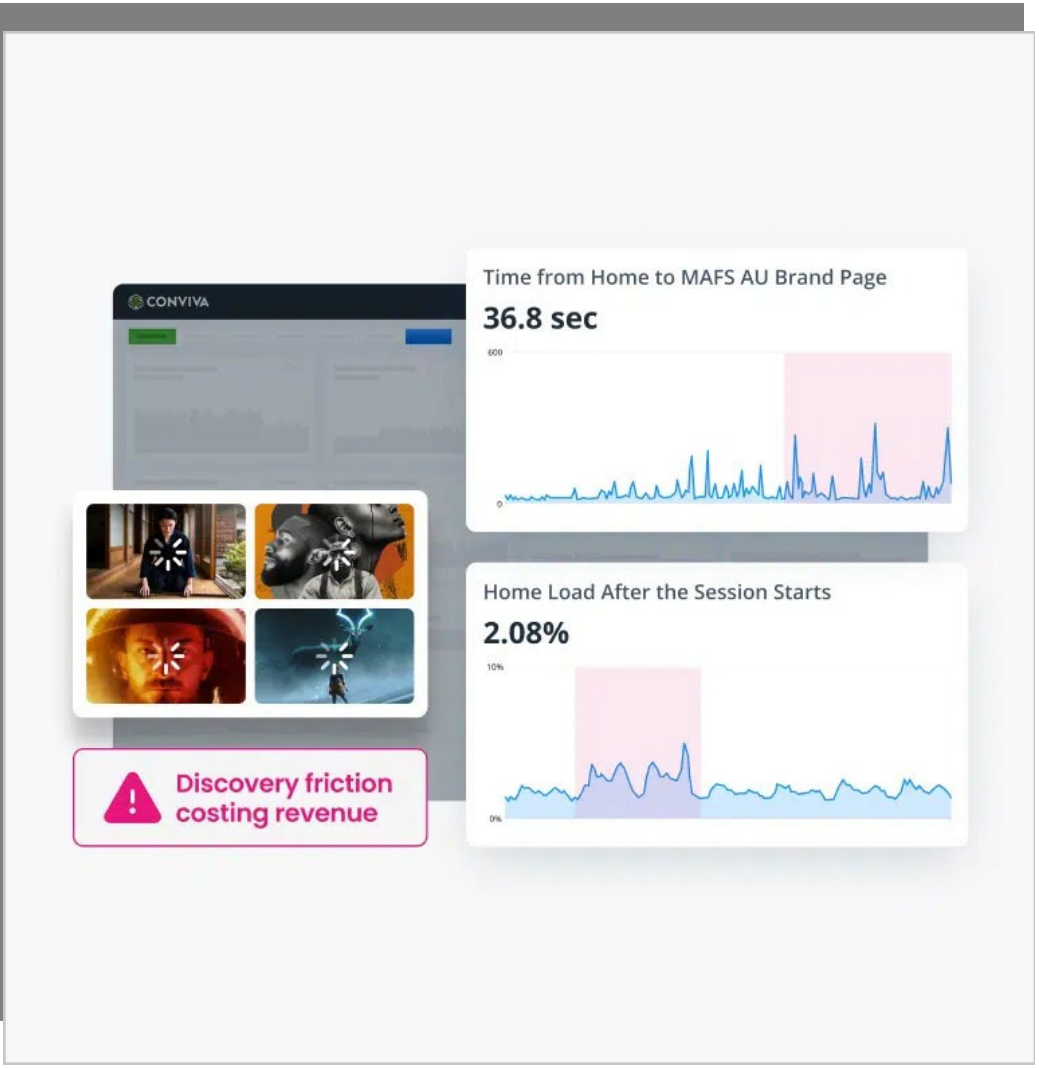


Introduction: Answering the Digital Experience Imperative

There's no question that businesses must digitally transform to keep pace with customer demand.

To meet this imperative, the technology industry continually comes up with better mousetraps for monitoring digital operations to make sure everything in the enterprise application estate is running and scaling without issues. There are already mature digital experience monitoring (DEM) tools on the market that can look for such alert signals.

However, when a customer fails to find what they want, or abandons a purchase, the root cause can't be reliably blamed on a specific network outage or API connection failing. Too much focus on the events seems to distract us from the changing nature of customer's digital experiences across highly distributed hybrid cloud applications. Each customer has their own hyper-personal approaches, desired outcomes and conversational patterns that aren't surfaced by conventional monitoring and analytics tools.



Now that we're bringing AI agents into the mix to better help teams improve both front-end personal interaction and back-end service operations, it's going to further shatter the customer journeys and usage patterns we knew and upend our expectations of digital experience.

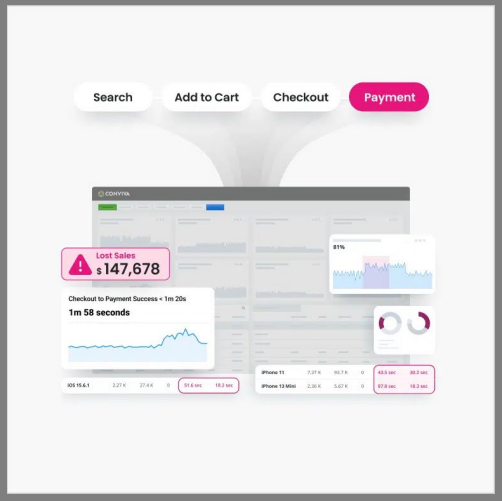
In this guide you will learn how organizations will deal with the uncertainties of bringing agents into the mix with a practice we'll call Digital Experience Analytics (or DXA), which provides an essential lens for aligning the comprehensive monitoring of front-end interfaces and back-end infrastructure with achieving desired customer outcomes.

Challenges: Life at the End of the Funnel

Anyone who has worked inside an organization that markets goods or services understands the basic process of a sales funnel. A lead comes in through a marketing campaign, whether it is a click on an ad, or a search result, or a direct email, or the download of an analyst eBook, like the one you are reading now.

Then, the lead becomes a prospective customer and enters a decision-making funnel, where every touchpoint or interaction with the brand narrows their focus, leading them to either decide to buy something, or go away.

In a sense, the sales funnel worked well enough in the pre-digital era. Think of it as a 'money machine' where the business invested in marketing to feed leads into one end of the funnel. Then, sales engagements or an online process moved them through a customer journey, distilling revenue at the other end.



In a sense, the sales funnel worked well enough in the pre-digital era.

Unfortunately, the traditional sales funnel has become obsolete in the digital age. For one thing, it overemphasizes customer acquisition, which can cost up to 10 times more than retaining existing customers and preventing churn. More important for the purposes of this paper, it cannot scale to keep pace with the rapid change introduced by distributed applications and agentic AI.

Is the customer journey broken?

When a customer doesn't get the outcome they expected from a digital experience, what actually happened?

- *Did a particular system slow down? Or was a whole cloud region out?*
- *Is our application frustrating to use? Are customers bouncing back and forth between the app, website, and agents to find what they want?*
- *Did a customer abandon the sales process for slow app performance, or because they didn't like the cost or selection that resulted from a natural language AI prompt?*
- *Are AI agents trying to use our system on behalf of partners or customers? Are they helping or harming the customer's ability to complete work?*
- *Are we missing out on opportunities for growth, by failing to recognize shared characteristics and preferences of certain cohorts of customers (by location, demographic, channel, industry, etc.)?*

We can no longer continue treating customer journeys as mechanical, step-by-step processes, where each step can be executed serially, and monitored for failures, in order to find a specific bottleneck. The introduction of natural language AI interfaces and non-deterministic agent workloads into our application ecosystems has created too much complexity and noise for that sort of point-in-time thinking.

Instead, we need to gain better visibility into the intentions and achieved outcomes of customers and agents that interact with our applications, an advanced version of the concept we once knew as *intent-based computing*. This requires us to maintain the time/state value of each significant interaction, in the context of its intended outcome.

Changing the Digital Experience Practice

Any meaningful digital transformation journey will bring continuous change for people, process, and technology – in that order. Your organization isn't a simple machine. You can't optimize customer experience by adjusting one process or technology with agentic workflows, as it exists within a complex business and technology ecosystem.

With that said, who owns the digital experience now that agents are in the mix?

Is it ***marketing teams***, who drive customer-facing sales and support efforts, with their customer segmentation, traffic metrics, support requests, surveys and NPS scores?

Is it ***product teams***, who attempt to predict future needs, and take in user engagement metrics and feedback in order to design, develop, and improve products with features that meet customer demands?

Or, is it ***IT Ops and delivery teams***, who try to keep everything running smoothly, including agents and AI models, using system-wide monitoring, performance metrics, and incident tickets?

While we often see one group leading the charge for agentic AI adoption, all three groups need to help drive digital experience optimization, and each has a critical role to play in bringing agents into play as team resources.

Balancing agent risk versus opportunity

To avoid potential risk, many companies will attempt to impose strict controls on the adoption and use of agents, which can inhibit the very agility we expected from the transformation, as well as encouraging 'shadow AI' among individuals who want to move forward anyway.

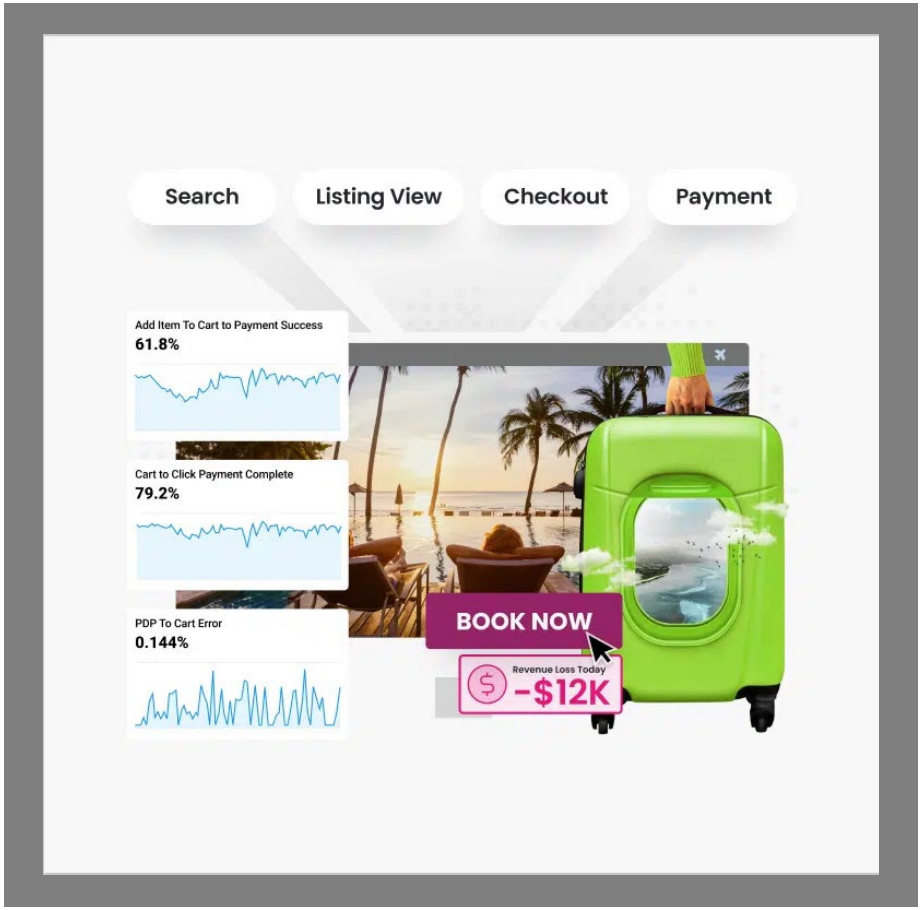
We recommend a more loosely governed approach. Companies need to secure and appropriately authorize the use of agents, while still allowing autonomy for groups wanting to build and adopt agents, with lighter guardrails.

The DevOps movement encouraged agile cross-team collaboration and shared goals, supported by platform engineering for self-service provisioning of tools and environment resources across teams. Organizations that shifted toward DevOps practices reported exponential improvements in release frequency – sometimes on the order of 100-1000 times faster daily releases – over old waterfall development practices, with far greater operational resiliency.

In that DevOps spirit, our agentic transformation initiative should establish a self-service platform, providing not just agent libraries and build tools, but visibility and a shared context. The end goal: Optimize outcomes, while retaining the flexibility for marketing, product, and delivery teams to experiment with agents.

Solutions: How to get there

To realize DXA, we will need to measure and understand the context of every significant conversation in an extended application estate, especially the interactions between end user cohorts and agents as they communicate with apps, websites, and external services.



Conviva offers a Digital Product Insights solution uniquely differentiated from existing DEM tools in that it was built from a quality of experience (QoE) perspective. Their platform understands the continuously shifting patterns of customer intent and outcomes across digital products, rather than viewing consumer interactions with each channel in a silo or focusing strictly on event-centric metrics and point-in-time system telemetry.

As it turns out, their customer experience-first approach is also ideal for measuring and analyzing the end-to-end lifecycle of consumer interactions with AI agents working in a connected experience across multiple channels, applications and websites.

Changing the way we think about DXA for agentic AI adoption

There are a few unique practice changes, or "healthy habits" that we want to encourage when applying DXA to agentic AI-based functionality.

- **Priming the pump with pre-chat intelligence.** Before the first prompt comes in, inform the model with full-census web and app sessions that clearly define existing user cohorts, their intent, current friction points, and digital experience measurement history. A solution like Conviva provides a solid pre-intelligence DXO baseline for demonstrating future customer success from the agentic AI initiative, which will prove critical for continued marketing spend and project investments.

- **Getting to the heart of intent**. Automatically identify and group the emerging intent and experience patterns of customer conversations and gauge the relevancy of autonomous agent responses and results, in order to discover specific high-value customer cohorts and agents that exhibit desired outcomes, including conversions, revenue, and attrition.

Much like non-verbal language can indicate frustration in person, potential customers will present negative behavioral cues when an agent seems slow and unresponsive, or if they don't find the outcome they are looking for.

- **Discovery and attribution of behavioral and performance cues**. What if you could not only capture and dig into a past incident to find a root cause, but predict and avoid a customer experience issue before it happens? Much like non-verbal language can indicate frustration in person, potential customers will present negative behavioral cues when an agent seems slow and unresponsive, or if they don't find the outcome they are looking for.

- **Feedback into agent design.** DXA shouldn't just tell teams what is broken. Optimizing digital experience means going beyond alerts and "find and fix" incidents. A modern solution surfaces mismatches between customer intention and outcome. Such forward-looking insights offer extremely valuable input into the next generation of agents, opening new avenues for improvement and revenue growth.

- **Training agents based on real-world interaction**. Agents are only as good as the training data they consume. Actionable customer interaction data and agent workflows can inform model training and refinement, improving an agent's ability to respond to real-world behavior or flag potential friction points as they arise. anyway.

Employing pattern-centric DXA in real-world agent scenarios

For marketing delivery teams

Virgin Wines, a UK-based wine distributor and e-commerce retailer, uses Conviva to identify and measure intent-based demographic segments of shoppers. By then pairing them with hidden customer journeys that are not captured by conventional static funnels, they can understand the positive cues that lead to successful outcomes such as purchases and positive reviews, as well as the behavioral cues of confusion and frustration that lead to friction.

Now, they are employing "virtual sommelier" agents to make personalized recommendations based on expert wine evaluation knowledge and reviews from similar customer segment taste profiles, for a far greater likelihood of relevance and success.

"At Virgin Wines, we're constantly evolving how customers discover and buy wine online. Our ambition is to reinvent how people shop through experiences that feel personal and seamless. To do that well, we need analytics that don't just measure what happens but reveal the behavioral and technical reasons why, helping us remove friction, optimize performance, and create more effortless journeys. Conviva's approach to experience insights aligns with that vision and is helping us lay the foundation for what's next."

-- *Stuart Brown, Head of E-Commerce, Virgin Wines.*

For agentic AI delivery teams

Salesforce, well-known as the leading cloud-based CRM and service delivery platform, is going all-in on helping enterprises build and deploy conversational AI agents on its Agentforce platform to improve digital experiences for both employees and end customers.

Using Conviva, Salesforce is able to tie each agent conversation to specific user cohorts and behavioral patterns within its own rich real-time and historical account data. Agent builders and managers get an analytics feed showing quantifiable success results for each cohort directly within their Agentforce dashboard. This helps teams decide which agents are helping to deliver positive outcomes such as conversion, customer satisfaction, and issue resolution, and where to prioritize model improvements.

"As AI agents become central to digital experiences, reliability and outcomes matter more than ever. Conviva provides an additional lens into how consumers move through our website and agent interactions, helping us deepen our understanding of emerging patterns."

-- *Joe Inzerillo, EVP & Chief Digital Officer, Salesforce*

For product teams

A leading gaming company in one of the world's fastest growing market segments encompasses end customers in professional athletics, sporting-related brands, media production, and gaming sites – to a whole new league.

Virtually any statistic or measurable attribute of sport, from news about players and historical patterns, to real-time viewership statistics, prediction markets, and even in-game health and performance stats, can be captured in a real-time data lake. This could result in cognitive overload when the firm's customers want to extend new decision analysis features, including conversational assistant agents, to cover so many unique end customer audiences.

Conviva's ability to combine these tight segment definitions with each new feature offering provides a way for them to go deeper than usage stats. Behavioral understanding allows them to evaluate which features are actually generating positive revenue and engagement outcomes, and which could be causing friction and attrition, all the way down to the micro-interactions of agents and end users.

The Intellyx Take

Whether you are using agents to reach and service customers, to build better product and solution offerings, or to deliver an agent workforce that matches the needs of the organization, the success of your agentic AI initiative will depend on optimizing the customer experience in a repeatable fashion.

Customer journeys were never really deterministic, rigid decision workflows to begin with – they are rife with intentions, emotions, and the unpredictability of interacting with multiple distributed systems.

The introduction of agents, with their non-deterministic behaviors, will make customer interactions more variable and volatile than ever, unless we find a better way to understand how each interaction fits into the experience of our most valuable customers, from intention to outcome.

Understanding the implications of agentic AI workflows is not just about resolving functional and performance issues. It is about keeping existing customers satisfied and renewing, discovering new customers you may not have known existed, and helping them succeed consistently in their journeys with the support of agents.

About the Author

Jason "JE" English is a Director & CMO Analyst at Intellyx. Drawing on more than 25 years of expertise in designing, marketing and selling enterprise software and interactive services, he is focused on covering how agile collaboration between customers, partners and employees accelerates innovation amidst constant change. Follow him on LinkedIn.

About Intellyx

Intellyx is the first and only industry analysis, advisory, and training firm focused on customer-driven, technology-empowered digital transformation for the enterprise. Covering every angle of enterprise IT from mainframes to cloud, process automation to artificial intelligence, our broad focus across technologies allows business executives and IT professionals to connect the dots on disruptive trends. Read and learn more at https://intellyx.com or follow them on LinkedIn.

About Conviva

Conviva transforms every digital interaction, across apps, websites, and AI agents, into outcome-based intelligence that reveals how experiences truly perform and drive results. Powered by full-census client-side telemetry and a patented stateful analytics engine, the platform continuously analyzes every session and conversation to expose behavioral patterns, connect them to outcomes, and surface opportunities for growth and improvement in real time. The result is a single, objective view of the digital experience from the consumer's perspective, empowering product, marketing, and engineering teams to build more adaptive, measurable, and outcome-driven businesses in the Agentic era.