



Innovation Matters: Overview of IBM Customer Analytics and Engagement Solutions



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We've Been 'Discovered'

- Recognized as a Top 20 Analytics Company to Watch by CIO Review
- Most Effective Adaption of Technology by a Finance Organization – 2014 ProformaTech Awards for Excellence

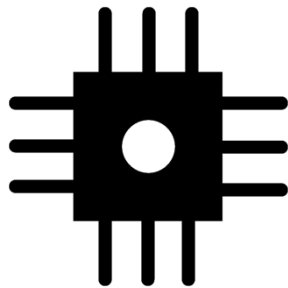




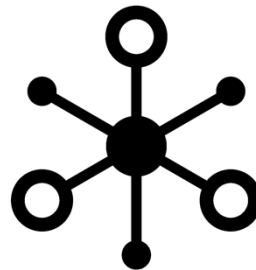
Three transformative shifts are occurring



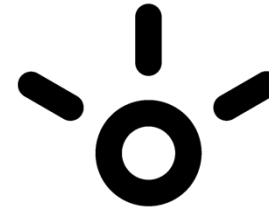
Data



Cloud



Engagement





New buyers, new markets



71%

of CEOs say technology factors will have the most influence on their organizations over the next 3-5 years

8 in 10

More than 80% of new IT investments will be initiated by the Line of Business

35%

of enterprise IT will be managed outside of the IT department's budget



The Rising Voice of the Individual Customer



The emergence of big data analytics



65%

of business are not using big data for business advantage

Increasing consumer expectations



84%

of consumers rely on social networks for purchase decisions

Accelerating pressure to do more with less



32%

Organizations using advanced analytics enjoy 32% higher return on invested capital



The three imperatives of an evolving profession



Understanding each customer as an individual

Creating a system of engagement that creates value at every touch

Designing a brand and culture so that they are authentically one

CMO's and CIO's together in Paris

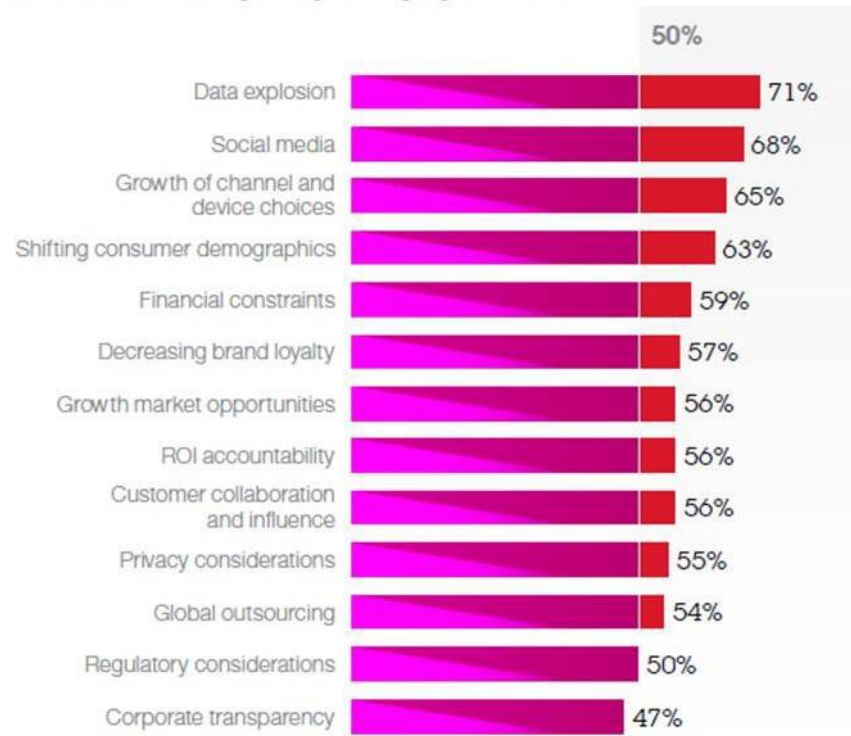


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IBM Global CMO Study



Percent of CMOs reporting underpreparedness

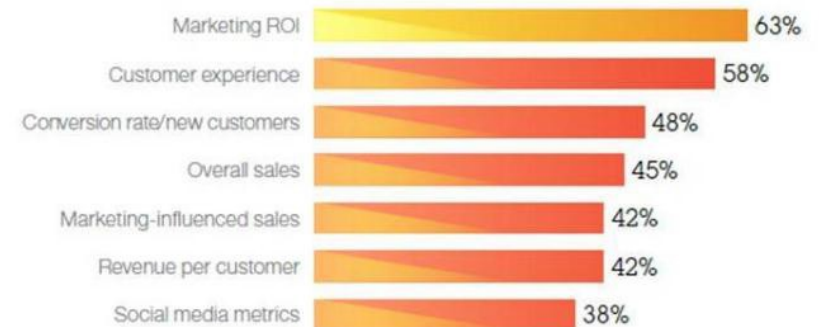


IBM Global CMO Study

63% of Global CMOs want to *measure the ROI* of social media

~ IBM Global CMO Study

Seven most important measures to gauge marketing success





Meet the engaged customer - the CMO's target



Checks an app as soon as he wakes up

Purchases what his social network recommends

Expects a response within 5 minutes when contacting a company via social media

Is willing to trade his info for a personalized offering

Won't return to a company that lost his personalized, confidential information

Would buy more if he trusted more

Mobile

Social

Security

MINDSTREAM



How is the voice of the customer being heard





The discipline of marketing is changing




TIMELESS

Marketers have always been responsible for knowing the customer.


Marketers have always been responsible for defining what to market, and how to market.

Marketers have always protected the brand promise.


2012



Understanding each customer as an individual.



Creating a system of engagement that maximizes value creation at every touch.




Designing your culture and brand so they are authentically one.


2014



Know each customer in context.



Innovate and scale personally relevant and rewarding experiences.



Co-create with customers, employees and partners.



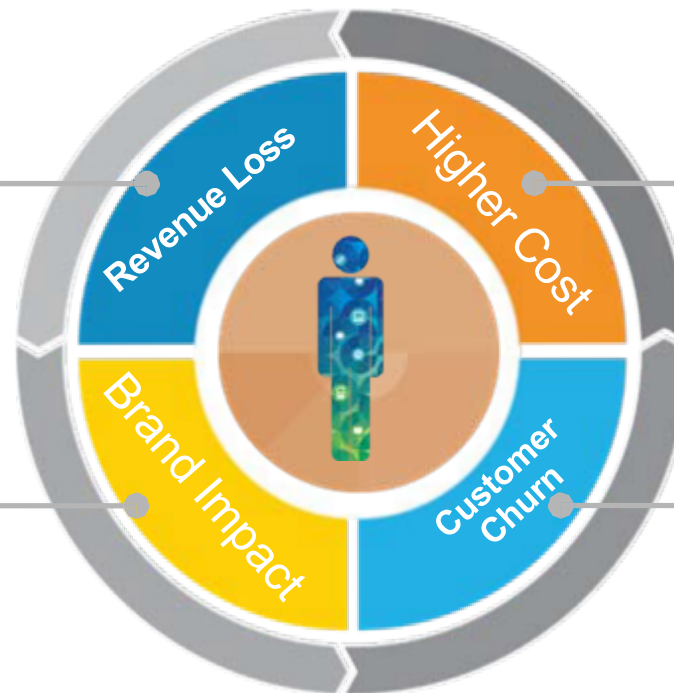
The customer must be at the center of the evolution



Expectations are Exceptionally High - as are Business Impacts

88% of web buyers abandoned an online shopping cart without completing a transaction

75% of consumers move to another (more costly) channel when online customer service fails



41% of Social Media comments about the top mobile companies expressed frustration

63% of all online adults are less likely to buy from the same company via other channels if they experienced a problem with a mobile transaction

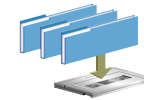


Current state of 'voice of the customer' solutions

They have their challenges



Don't Drive Action



Lack of Pattern Recognition Ability

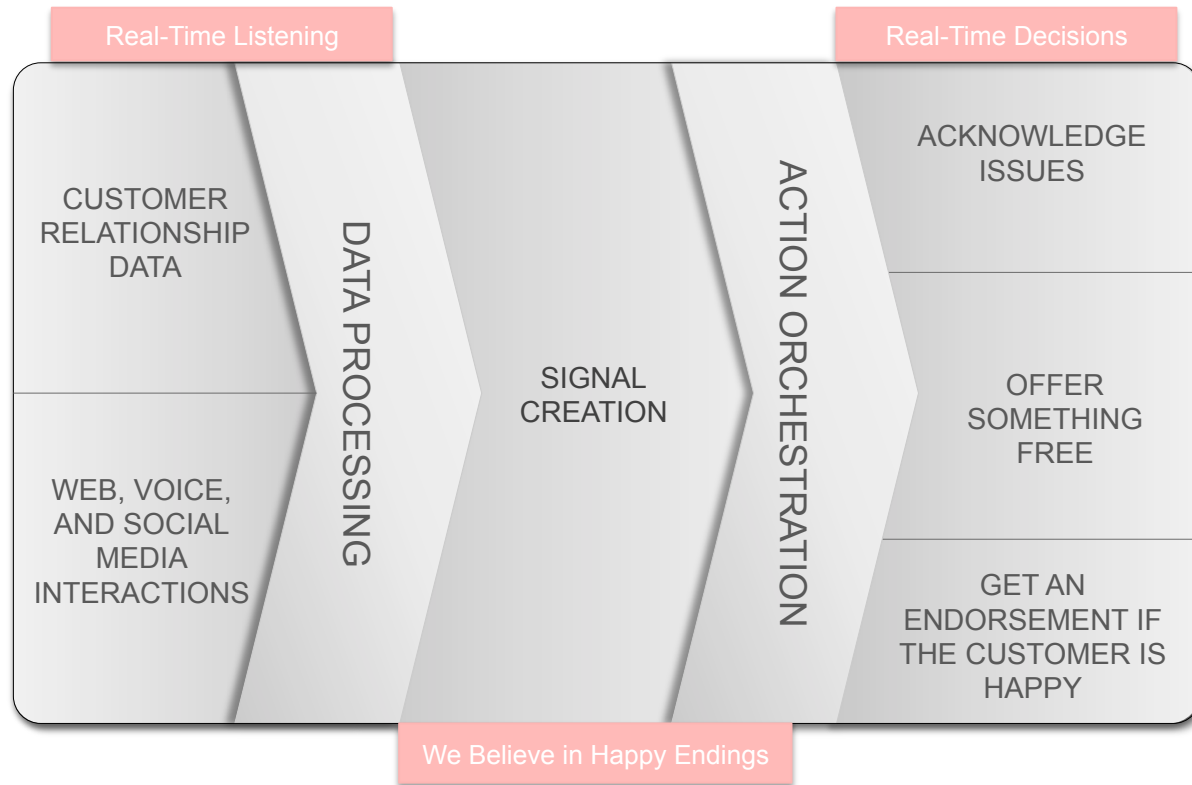


Don't Cover All Touch Points



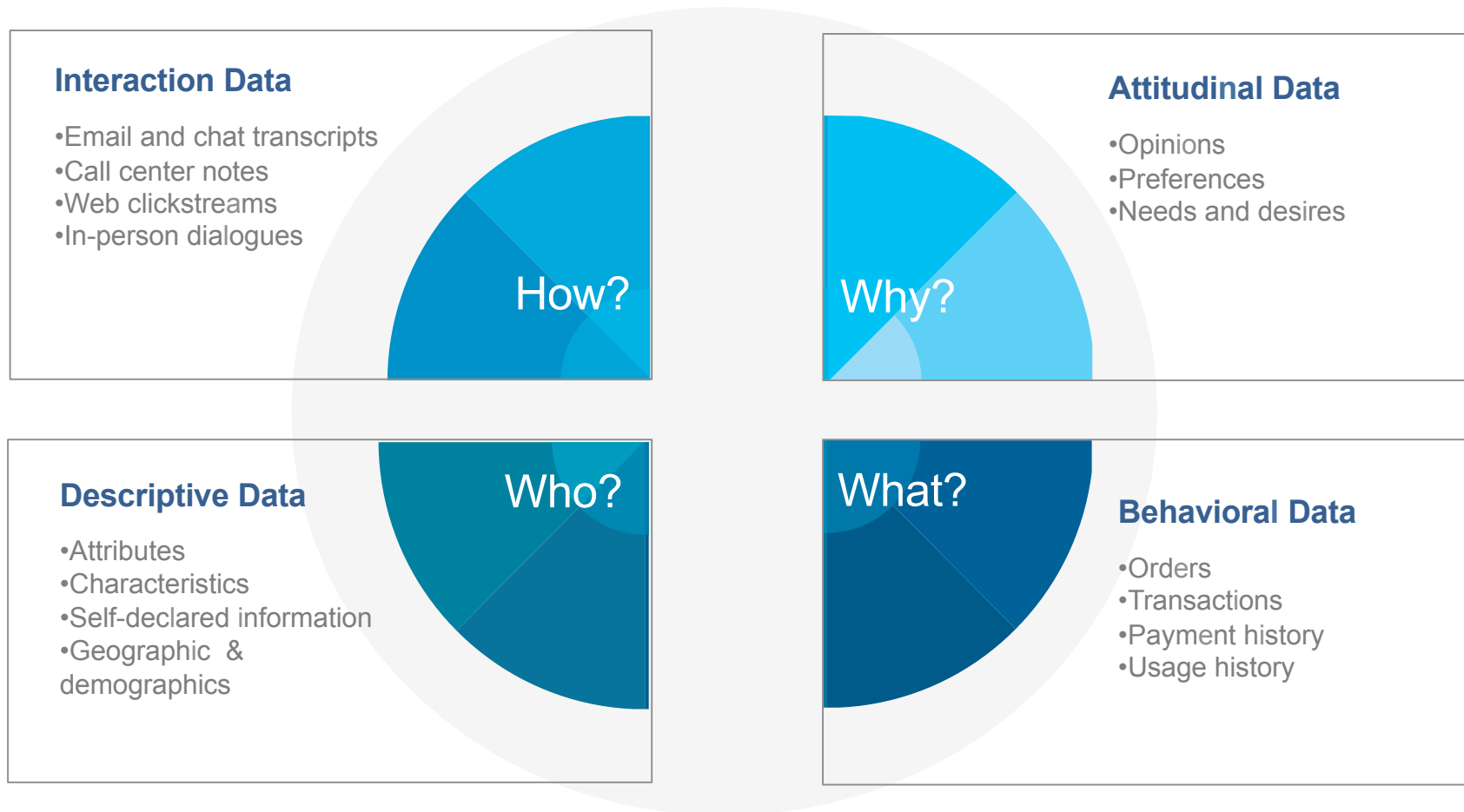


Create Intelligent Voice of the Customer Solutions

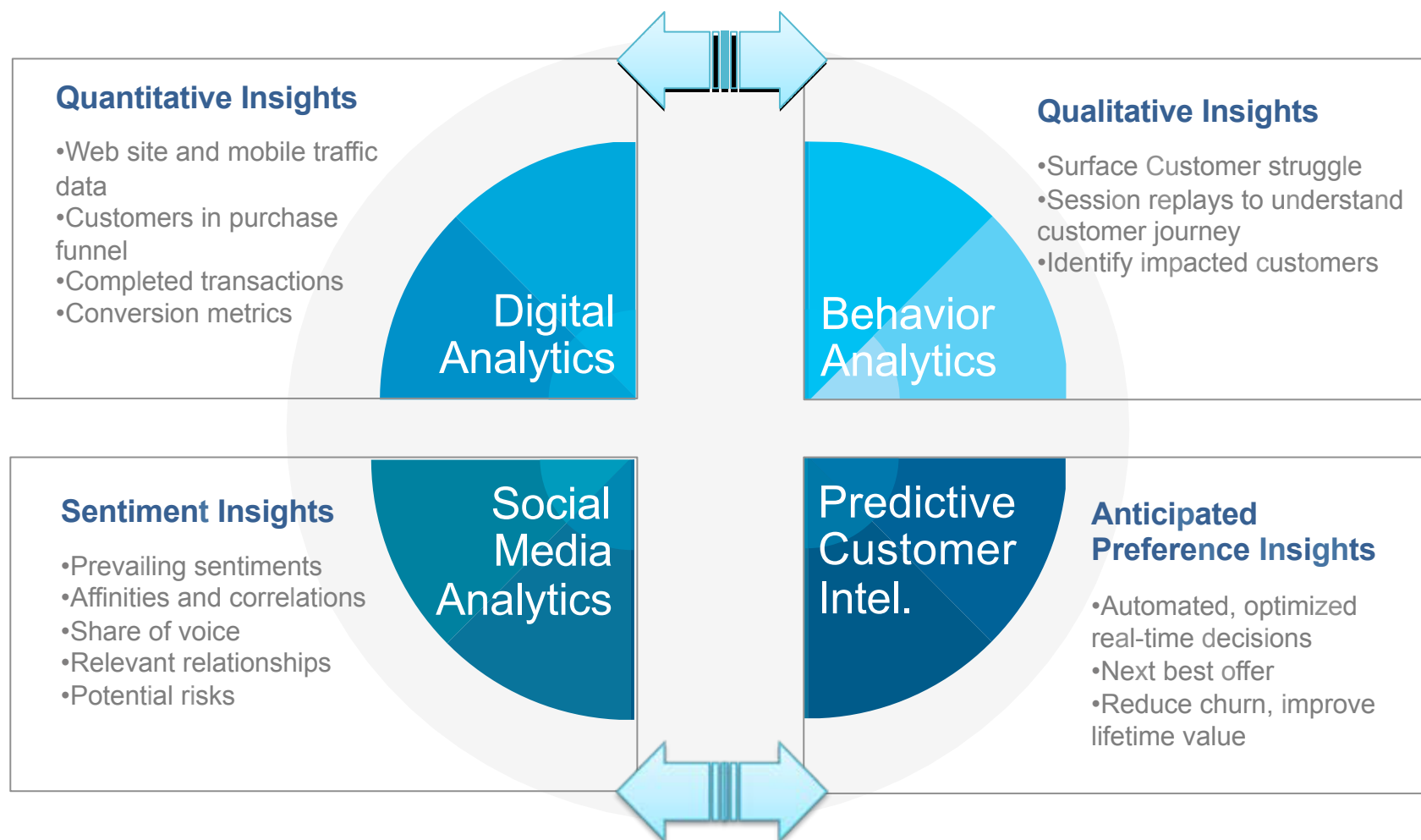




Complete customer insight requires all contextually related information about the customer

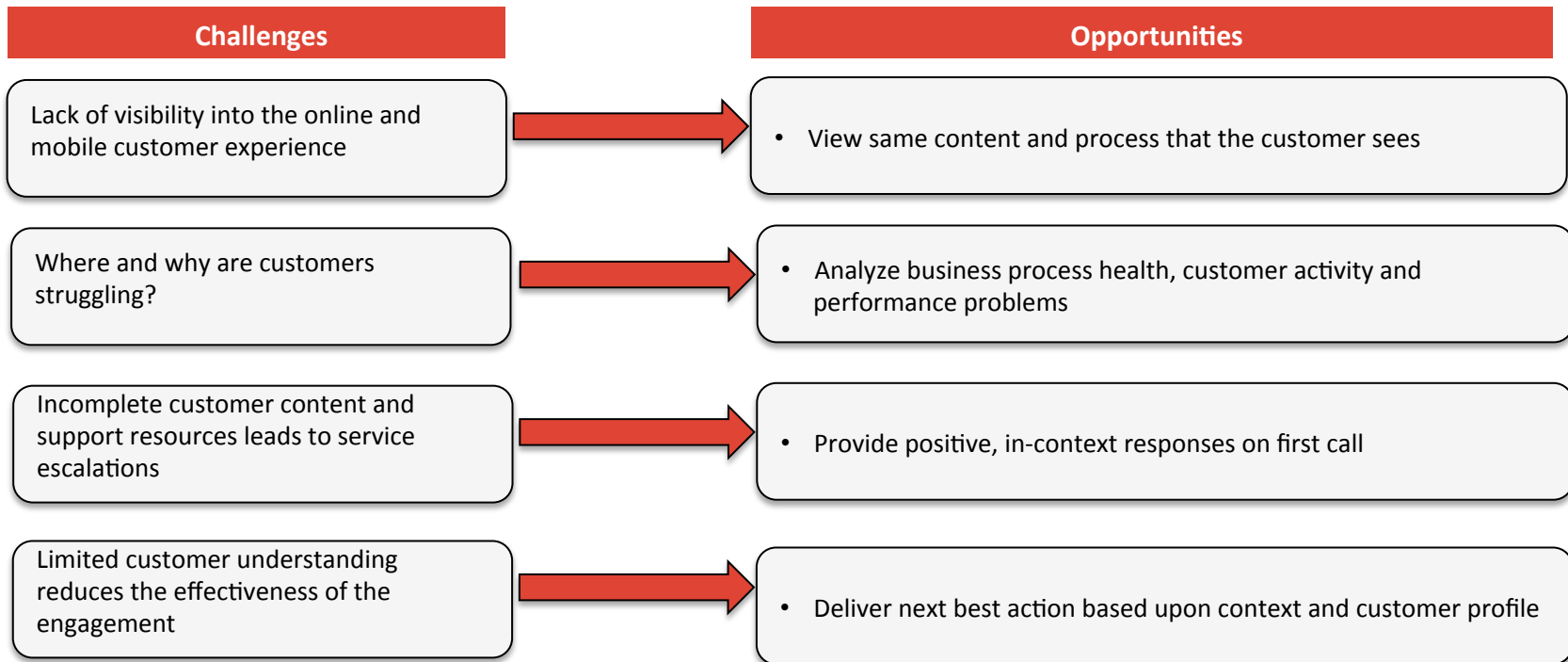


Understanding the customer experience requires combining digital, behavioral, sentimental and predictive analytics



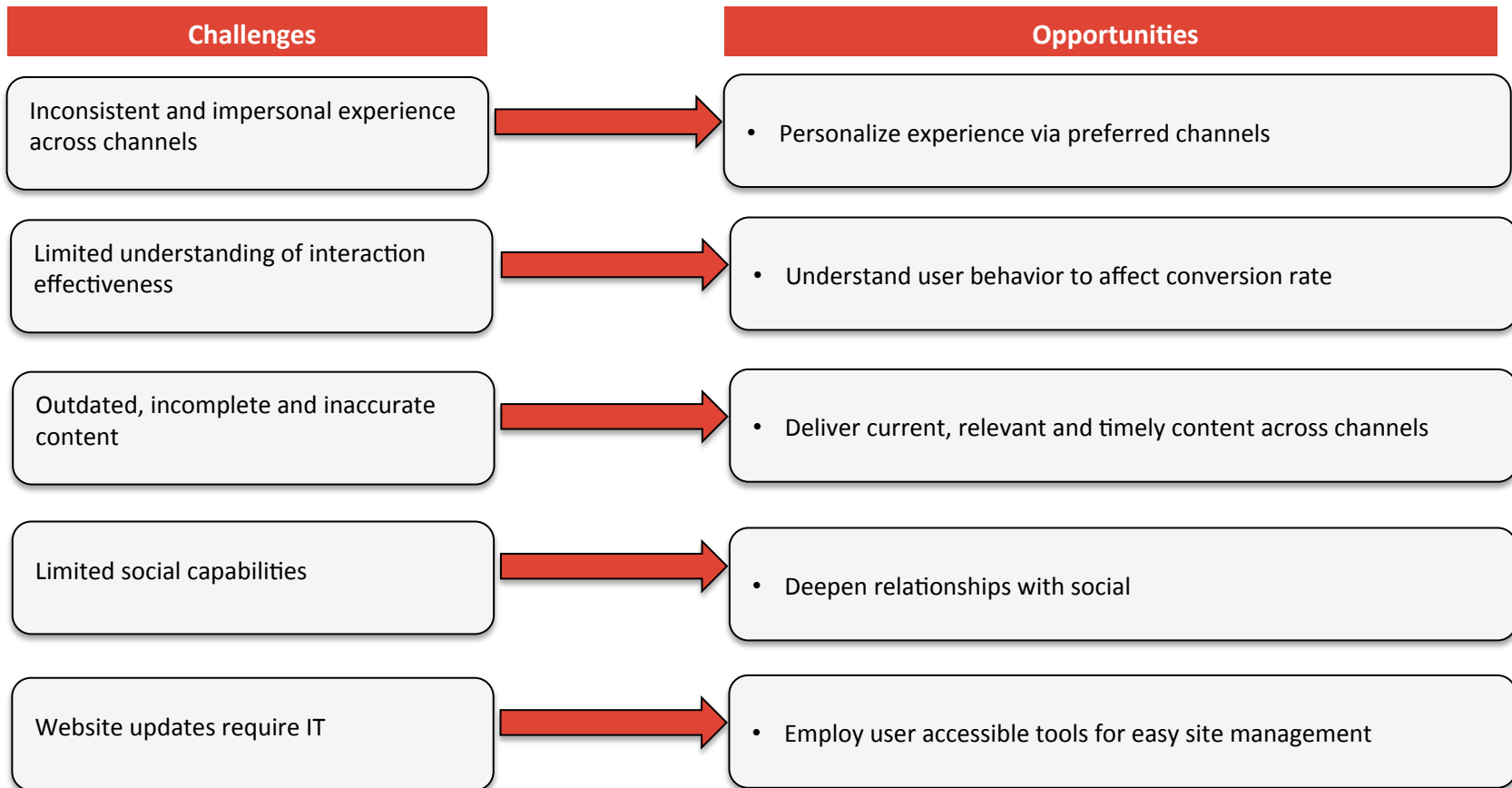


Innovation that matters





Deliver empowering digital experiences





A portfolio of customer engagement solutions



Customer Engagement Portfolio

- **Customer Behavior Analytics**

Understanding behavior

- **Digital Analytics**

Measuring Results

- **Social Media Analytics**

Mapping Attributes and Opinions

- **Predictive Customer Intelligence**

Anticipating Customer Actions

Curate
meaningful
customer
interactions

Exceptional
experiences
across
channels

Personalize
the store
experience

Reinvent
complex B2B
sales
processes

Ignite and
grow
customer
relationships

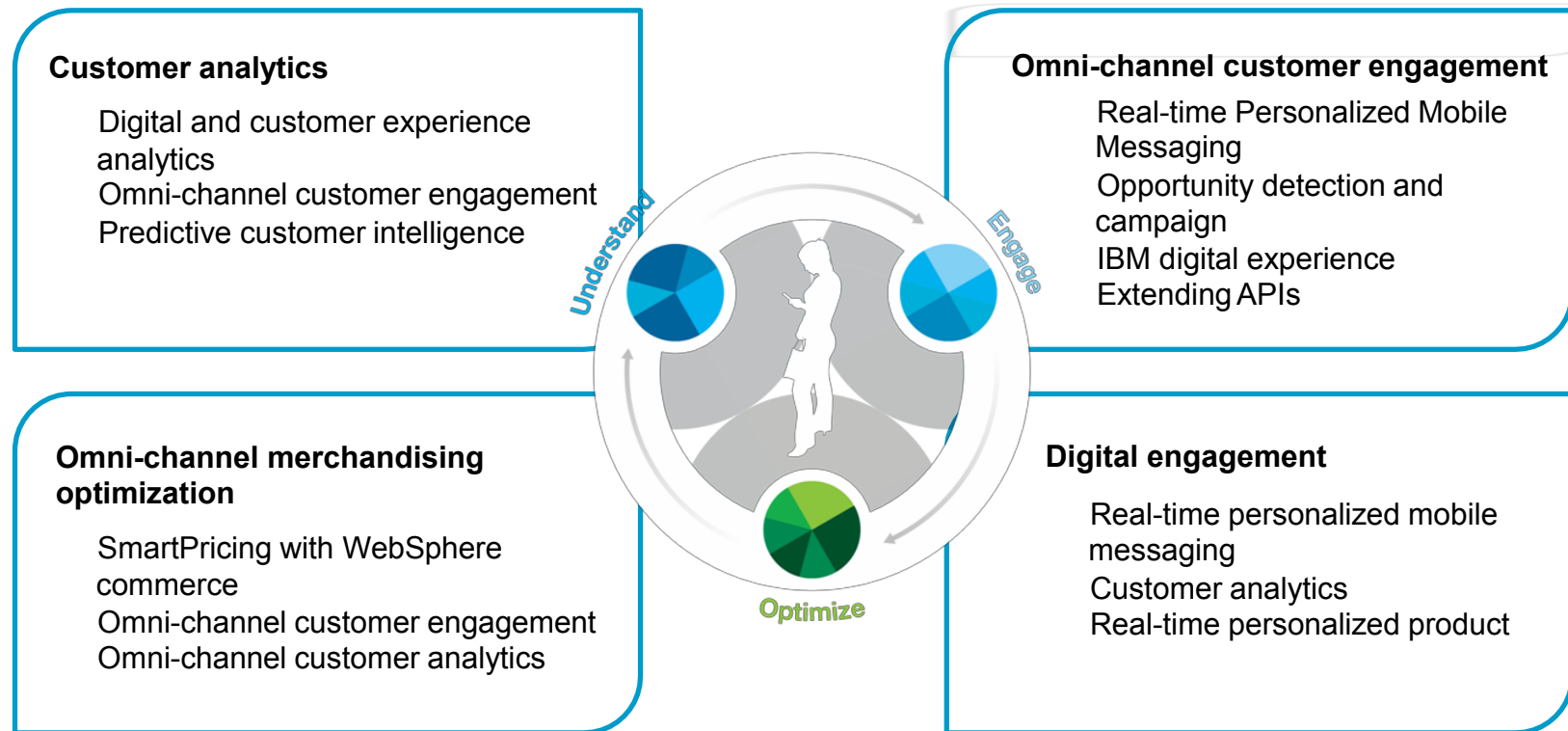
Digital
prospects into
loyal
customers

Maximize
customer
loyalty

Serve and
delight your
customers

Empowering
digital
experiences

IBM ExperienceOne - *Unifying the IBM Portfolio*





Departmental analytic approaches are insufficient



* Econsultancy - 2013



The foundation of IBM's ExperienceOne portfolio



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Make moments matter – IBM Smarter Commerce

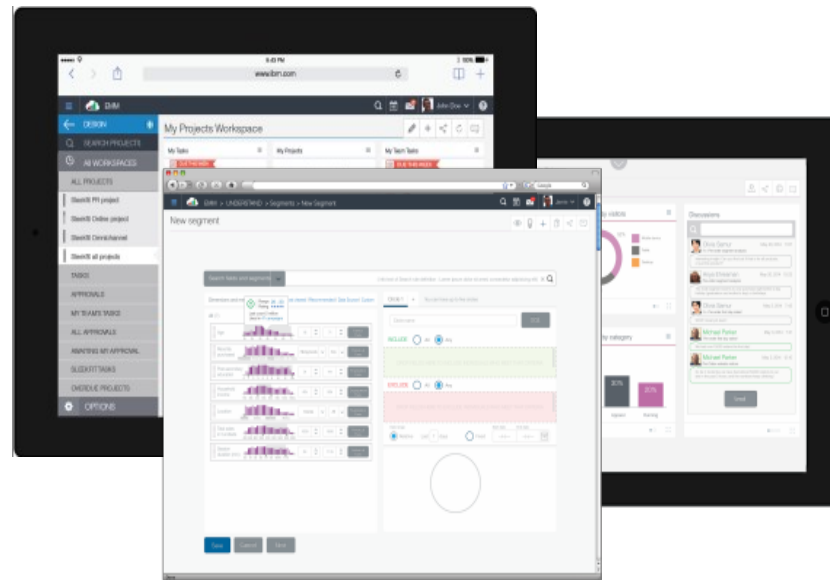




IBM ExperienceOne innovation – user experience



User Workflow and Experience Visualizations
and tool sets which create collaborative experiences that integrate processes
across organizations



IBM ExperienceOne innovation – contextual view



User Workflow and Experience Visualizations
and tool sets which create collaborative experiences
that integrate processes across organizations

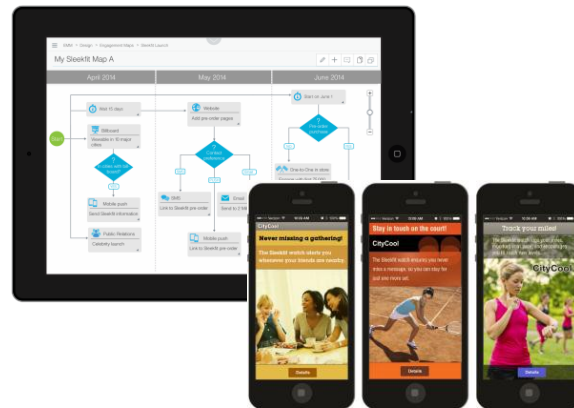


**Contextual View
of the Customer**
synthesize contextual
views of customer
behavior and activities
as they flow across
channels

IBM ExperienceOne innovation – real-time personalization



User Workflow and Experience Visualizations
and tool sets which create collaborative experiences
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Contextual View of the Customer

synthesize contextual
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Real-time Personalization richer
intelligence to deliver relevant, personalized
interactions across channels

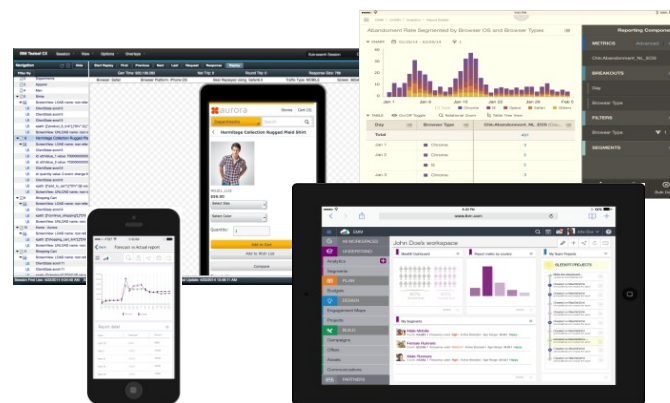


IBM ExperienceOne innovation - mobile



User Workflow and Experience Visualizations
and tool sets which create collaborative experiences
that integrate processes across organizations

Mobile deepen behavioral
insights and harness device
innovations to enable
seamless engagement



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Real-time Personalization richer
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Call to action



The CMO and CIO need to team together

Leverage investments in social and mobile

Focus on business outcomes rather than technology