



IBM BusinessConnect 2014

A New Era of Smart

5th May 2014 | Armani Hotel Dubai



IBM BusinessConnect 2014

A New Era of Smart



Smarter Marketing & Digital Customer Experience

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Middle East & Africa





WHAT IS MASAFI GOLD iCASH?

Masafi brings to its existing customers an innovative pre-payment service, to enhance their purchase experience. Masafi Gold iCash will make the system cashless and convenient!

HOW DOES IT WORK?

1

Recharge your Masafi Gold iCash in advance and use it to buy any product from Masafi!

Receive SMS notifications and e-statements to keep a track of your account

2

Recharge with **AED 150** and **get AED 20 extra!!**

Recharge with **AED 400** and **get AED 60 extra!!**

HOW IS THIS BENEFICIAL FOR ME?

NO MORE COUPONS!*

GET MORE WITH EACH RECHARGE!

NO NEED TO BE HOME TO RECEIVE THE ORDER!

NO HASSLE OF KEEPING CASH HANDY AT THE TIME OF DELIVERY!

GET NOTIFIED INSTANTLY BY MAIL AND SMS!

* Current coupons will be valid till the 30th of September 2014

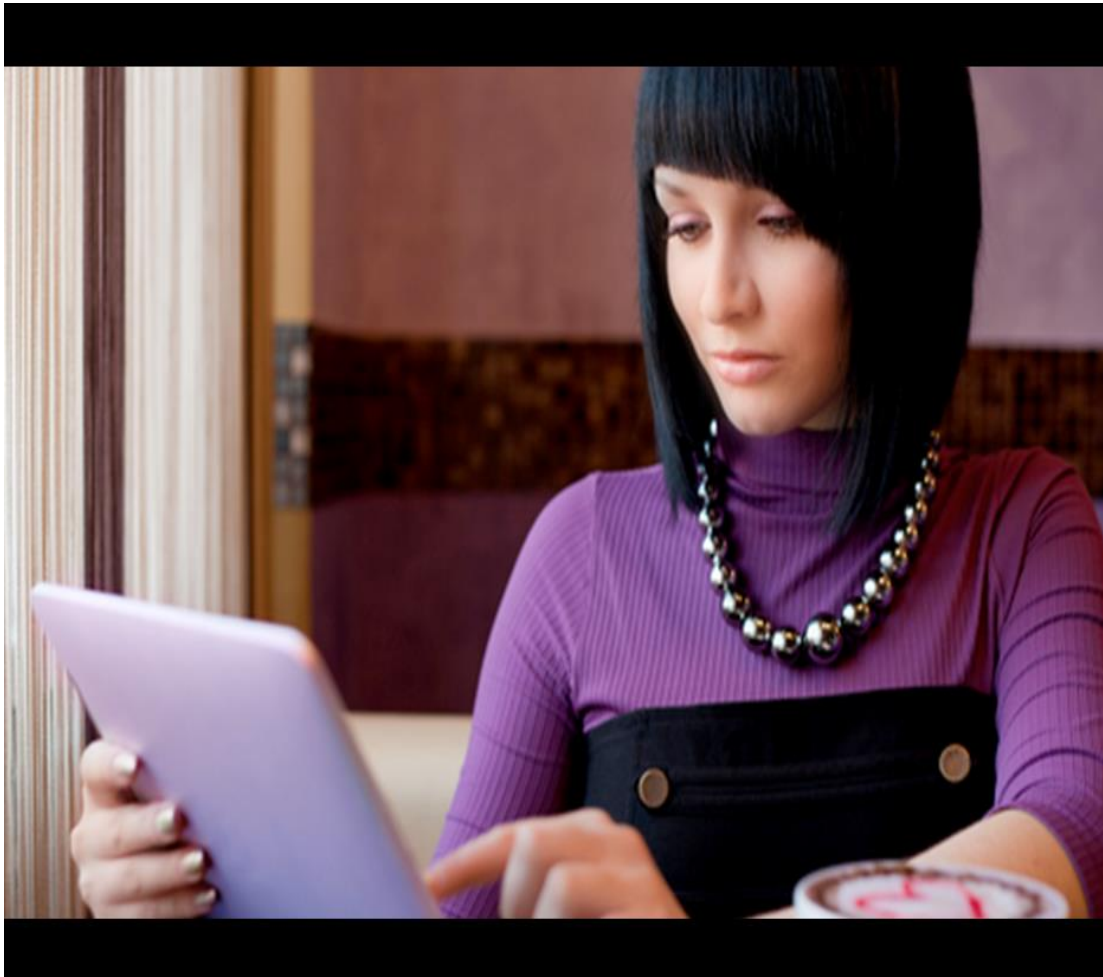
NOT AN EXISTING MASAFI CUSTOMER?

Get yourself registered through:

- **CALL CENTRE:** Call Masafi toll free number and get yourself registered.
- **ONLINE:** Visit www.masafi.com and follow simple registration process. Recharge online anytime, anywhere!
- **SALESMAN:** Register with the Masafi salesman visiting your building/area.



FOR MORE INFO:
CALL US ON **8005455**
OR LOG ON **masafi.com**



The Future
of customer
relationships is
defined through
“the experience”



The role of the CMO is changing—from leading marketing to driving growth and transformation across the business

Expected level of complexity and preparedness to handle it

79%

Expect high/very high level of complexity over 5 years

49%

Feel prepared for expected complexity

31%
complexity gap

Four core challenges

- Data explosion
- Social media
- Growth of channel and device choices
- Shifting consumer demographics

Source: 2011 IBM Global CMO Study



The % of brands rated as having “excellent” customer experience declined from 11% to 3%.

Forrester Research, “The Customer Experience Index, 2012”



Today's One point Agenda

1

How Multichannel Marketing can create a superior brand experience?

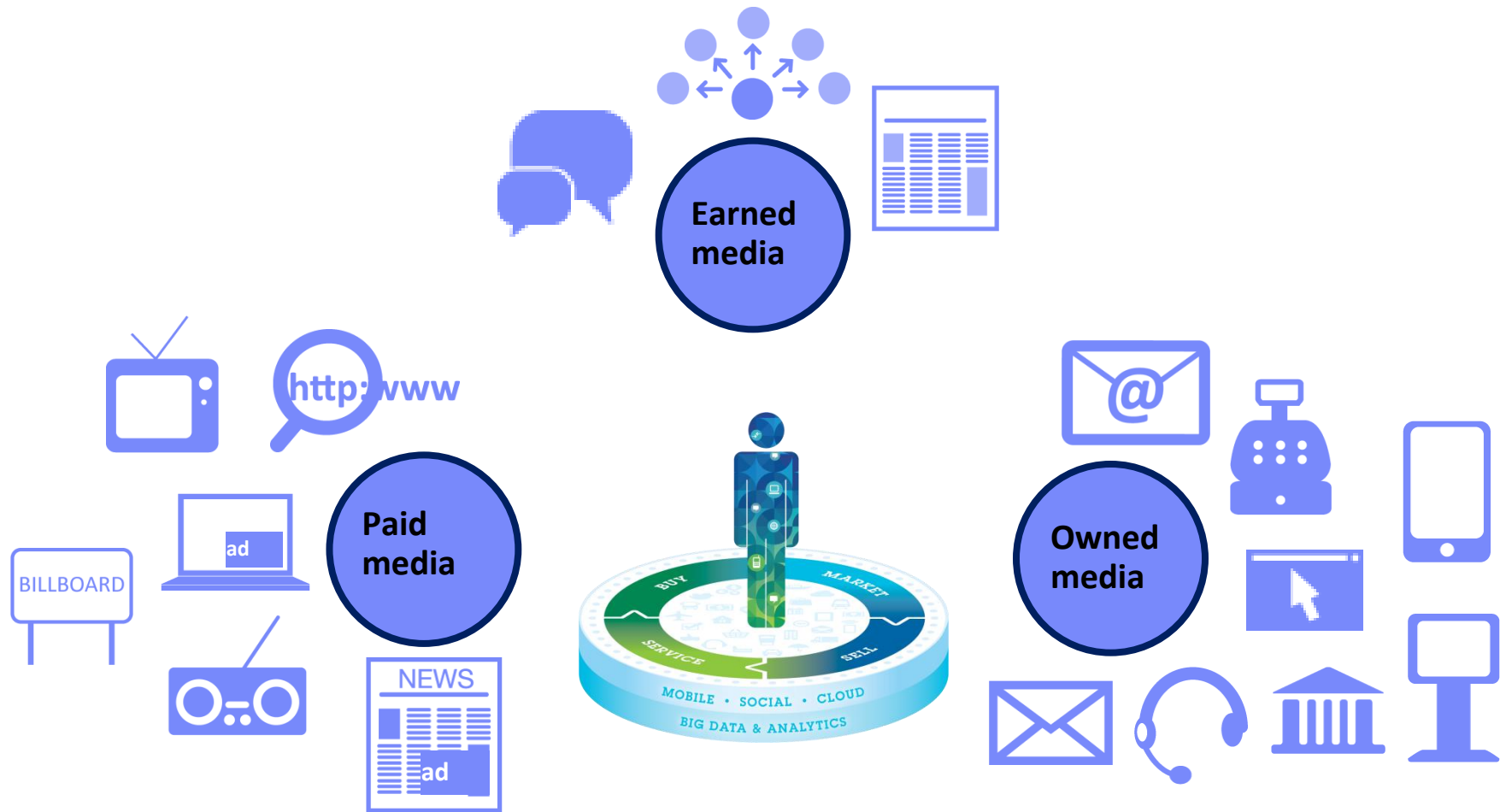


Multichannel marketing requires an integrated process...





... and spans all media types





Understanding each customer as an individual



In February of 2012, The New York Times published an article that gave us a glimpse of the future practice of marketing.

NATE SILVER ON WHAT OBAMA SHOULD DO NEXT, P. 44 DON'T MOCK THE ARTISANAL PICKLE MAKERS, P. 14 A NANNY'S VIEW OF THE WORLD, P. 47 MANAGEMENT TIPS FROM 'DOWNTON ABBEY,' P. 52 GREECE CONFRONTS ITS SPARTAN FUTURE, P. 38 *It's the real thing! What's going on? News & analysis.* P. 32

The New York Times Magazine

February 19, 2012

How your shopping habits reveal even the most personal information. By Charles Duhigg



Andrew Pole had just started working as a statistician for Target in 2002, when two colleagues from the marketing department stopped by his desk to ask an odd question: "If we wanted to figure out if a customer is pregnant, even if she didn't want us to know, can you do that?"

Pole has a master's degree in statistics and another in economics, and has been obsessed with the intersection of data and human behavior most of his life. His parents were teachers in North Dakota, and while other kids were going to 4-H, Pole was doing algebra and writing computer programs. "The stereotype of a math nerd is true," he told me when I spoke with him last year. "I kind of like going out and evangelizing analytics."

As the marketers explained to Pole — and as Pole later explained to me,

back when we were still speaking and before Target told him to stop — new parents are a retailer's holy grail. Most shoppers don't buy everything they need at one store. Instead, they buy groceries at the grocery store and toys at the toy store, and they visit Target only when they need certain items they associate with Target — cleaning supplies, say, or new socks or a six-month supply of toilet paper. But Target sells everything from milk to stuffed animals to lawn furniture to electronics, so one of the company's

primary goals is convincing customers that the only store they need is Target. But it's a tough message to get across, even with the most ingenious ad campaigns, because once consumers' shopping habits are ingrained, it's incredibly difficult to change them.

There are, however, some brief periods in a person's life when old routines fall apart and buying habits are voddlesly in flux. One of those moments — the moment, really — is right around the birth of a child, when parents are exhausted and overextended and their shopping patterns and brand loyalties are up for grabs. But as Target's marketers explained to Pole, timing is everything. Because birth records are usually public, the moment a couple have a new baby, they are almost instantaneously barraged with offers and incentives and advertisements from all sorts of companies. Which means that the key is to reach them earlier, before any other retailers know a baby is on the way. Specifically, the marketers said they wanted to send specially designed ads to women in their second trimester, which is when most expectant mothers begin buying all sorts of new things, like prenatal vitamins and maternity clothing. "Can you give us a list?" the marketers asked.

"We knew that if we could identify them in their second trimester, there's a good chance we could capture them for years," Pole told me. "As soon as we get them buying diapers from us, they're going to start buying everything else too. If you're rushing through the store, looking for bottles, and you pass orange juice, you'll grab a carton. Oh, and there's that new DVD I want. Soon, you'll be buying cereal and paper towels from us, and keep coming back."

The desire to collect information on customers is not new for Target or any other large retailer, of course. For decades, Target has collected vast amounts of data on every person who regularly walks its store's aisles. Whenever possible, Target assigns each shopper a unique code — known internally as the Guest ID number — that keeps tabs on everything they buy. "If you use a credit card or a coupon, or fill out a survey, or mail in a refund, or call the customer help line, or open an e-mail we've sent you or visit our Web site, we'll record it and link it to your Guest ID," Pole said. "We want to know everything we can."

Also linked to your Guest ID is demographic information like your age, whether you are married and have kids, which part of town you live in, how long it takes you to drive to the store, your estimated salary, whether you've moved recently, what credit cards you carry in your wallet and what Web sites you visit. Target can buy data about your ethnicity, job history, the magazines you read, if you've ever declared bankruptcy or got divorced, the year you bought (or left) your house, where you went to college, what kinds of toys you talk about online, whether you prefer certain brands of coffee, paper towels, cereal or apple sauce, your political leanings, reading habits, charitable giving and the number of cars you own. (In a statement, Target declined to identify what demographic information it collects or purchases.) All that information is meaningless, however, without someone to analyze and make sense of it. That's where Andrew Pole and the dozens of other members of Target's Guest Marketing Analytics department come in.

Almost every major retailer, from grocery chains to investment banks to the U.S. Postal Service, has a "predictive analytics" department devoted to understanding not just consumers' shopping habits but also their personal habits, so as to more efficiently market to them. "But Target has always been one of the smartest at this," says Eric Siegel, a consultant and the chairman of a conference called Predictive Analytics World. "We're

This article is adapted from "The Power of Habit: Why We Do What We Do in Life and Business," by Charles Duhigg, to be published by Random House on Feb. 28

living through a gloom we can figure out at

The reason Target has spent two decades, instead of research in neuroimaging or major medical or financial corporations, says Andrew Pole. "Mathematicians grow more and more influential in our clinical research, and their conscious decisions every day, and the way we think about anxiety, depression

This research function across the country, focusing on how to become a healthcare, Alcoa, and less attacking in turn caused a habit shop new voting patterns. Researchers living and living the

ago, which it's possible are reprinted

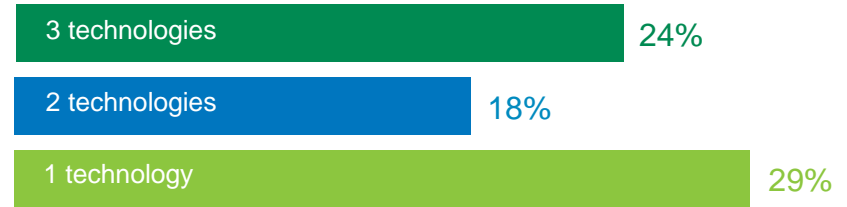
n. M. T. s.

sensors that r. An M.I.T. colleague he wired rats into structured so after a loud cally wander sniffing in corridors but couldn't rat's meander.

The problem animal wants time a rat sniffing animal's behavior, again



Consumers are more connected than ever.



150 times



The number of times the average mobile user checks his or her device per day²

More than
52%



of adult cell phone owners used their devices while in a store to help with purchasing decisions³

More
than \$650B



of store sales are mobile influenced⁴

1 IBM, *Winning over the empowered consumer: Why trust matters*, April 2012. (Study n= 28527 [global] C01 Which of the following would you be willing to use to shop and to make purchases, assuming they are available?)



Individuals are demanding that we know them as more than a transaction, more than a demographic, more than a segment, and they are willing to share information about themselves



Willingness to share



42%



of consumers want personalized promotions in-store based on what they scan

58%



of retail customers want to access relevant product information in-store

83%



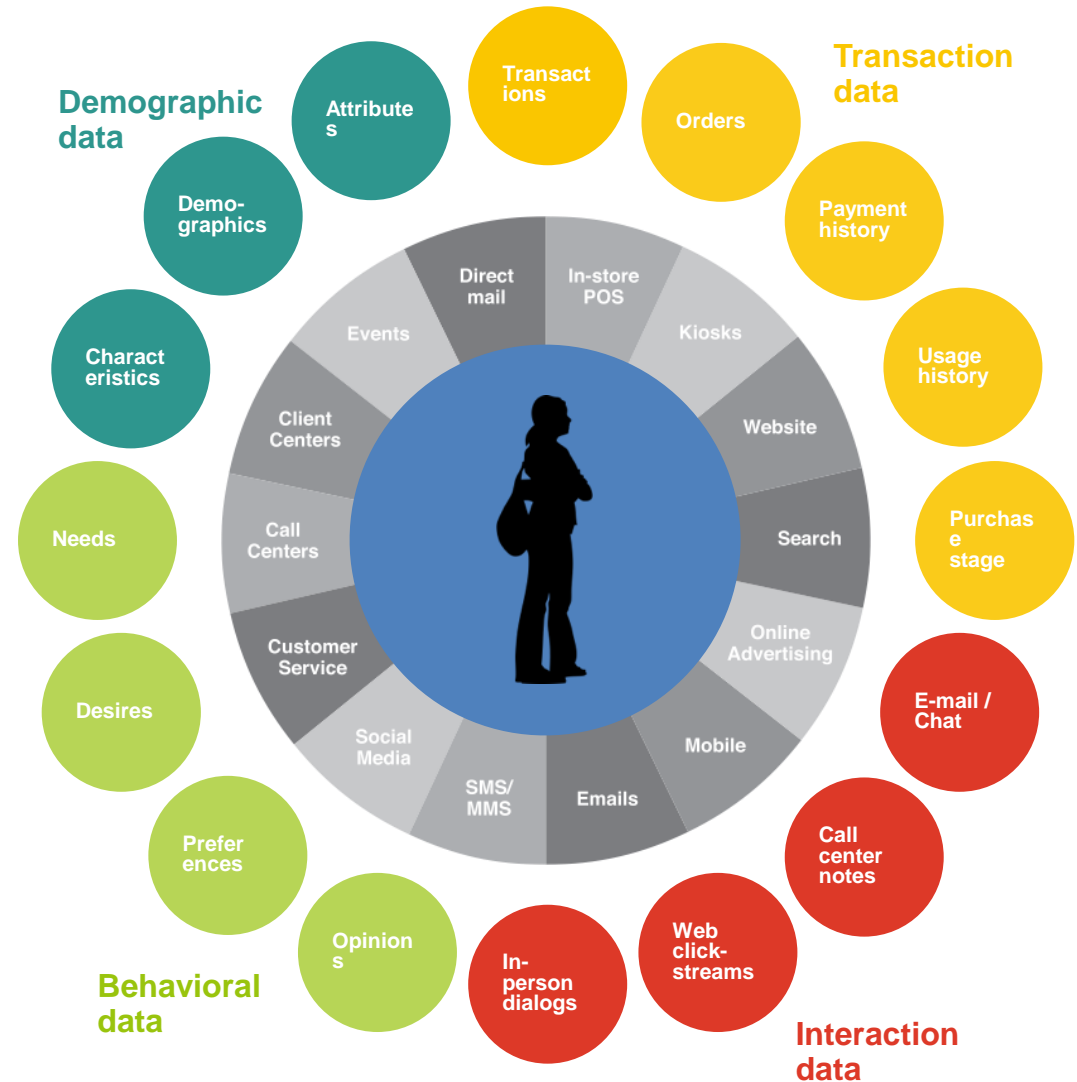
of consumers are more likely to do business with brands that allow them to control where, when and how they interact



What is our instrumentation strategy to learn more about customers as individuals?

What is our strategy for attracting data from beyond our borders?

How predictive must our insights about customers be?



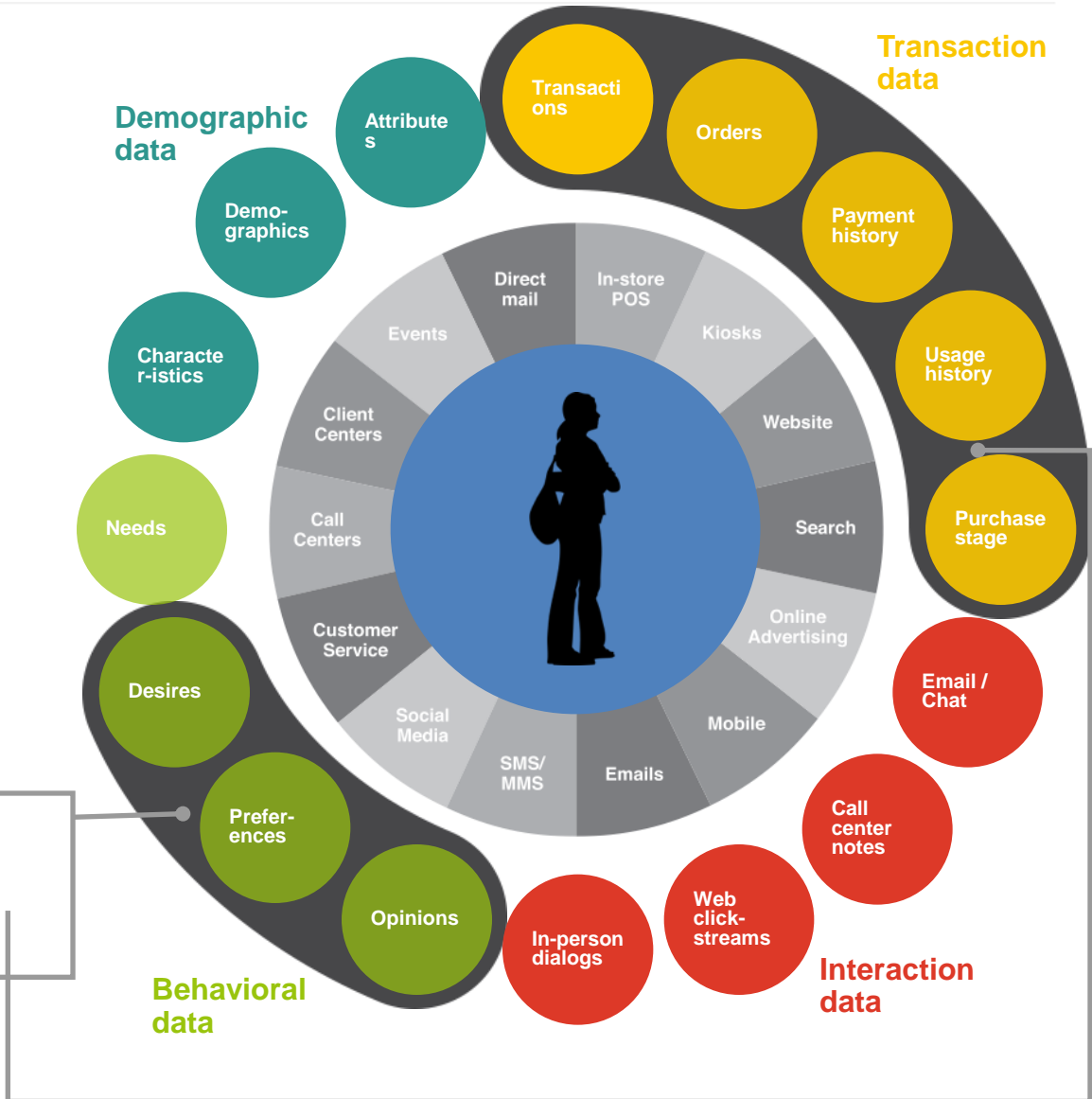


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How predictive must our insights about customers be?

Descriptive analytics
 Predictive analytics
 Prescriptive analytics



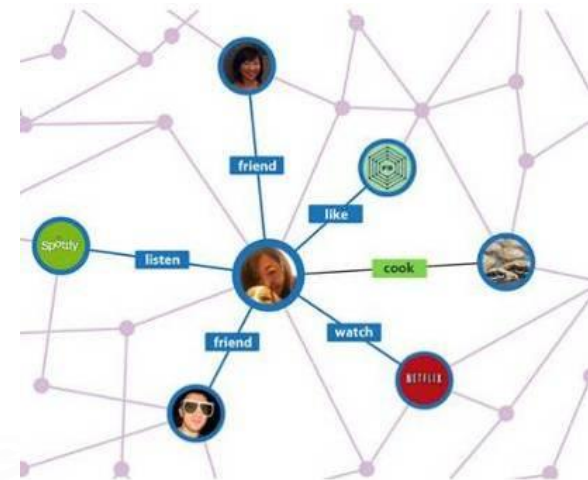


Creating a system of engagement
that maximizes value creation at
every touch



Facebook understands personalization. Do you?

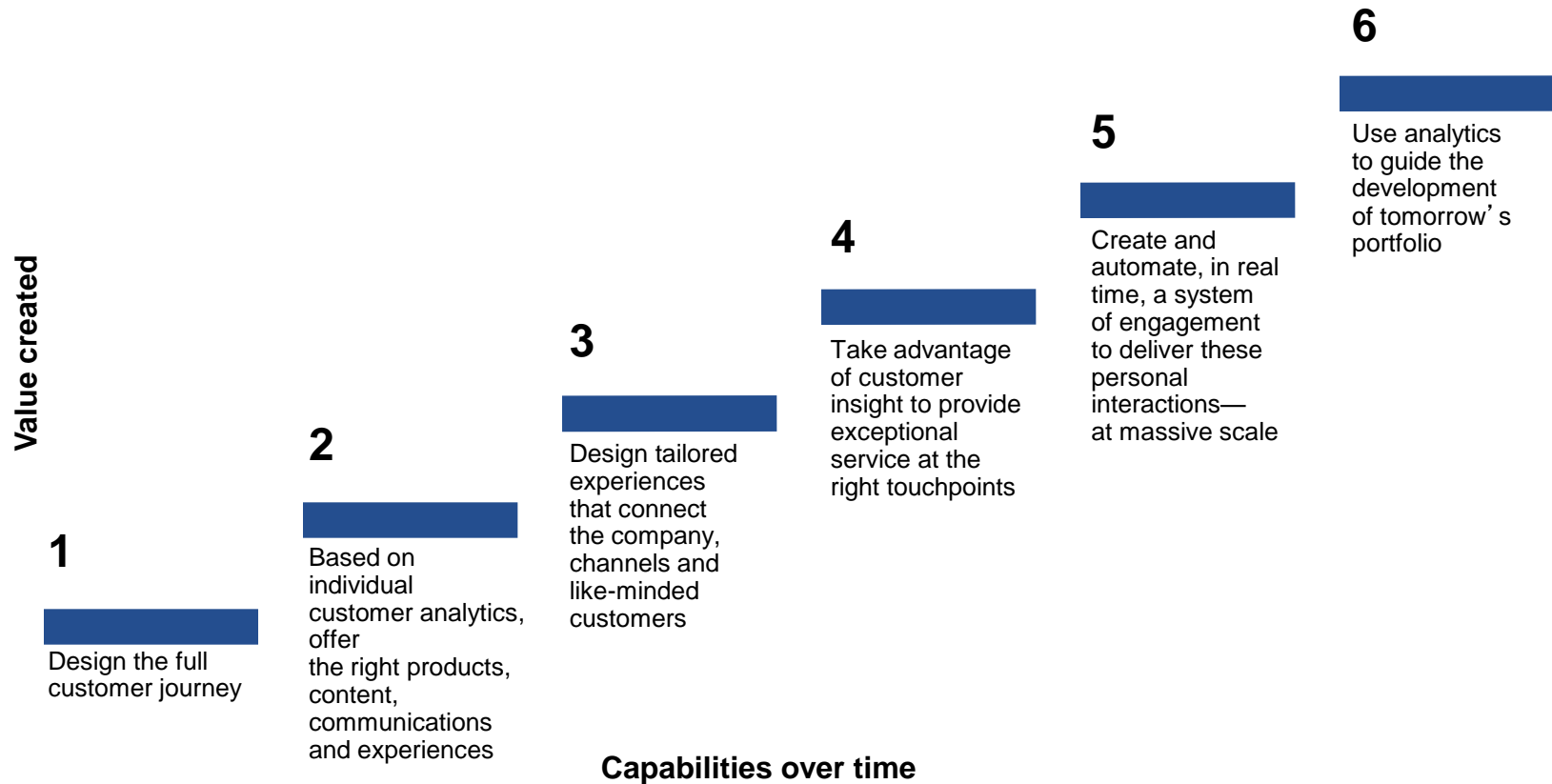
“Facebook builds a custom Web page every time you visit. It pores over all the actions your friends have taken—their photos, their friends, the songs they listen to, the products they like—and determines in two-hundredths of a second which items you might wish to see, and in what order.”



<http://www.businessweek.com/articles/2012-10-04/facebook->



A progression path for creating a system of engagement.

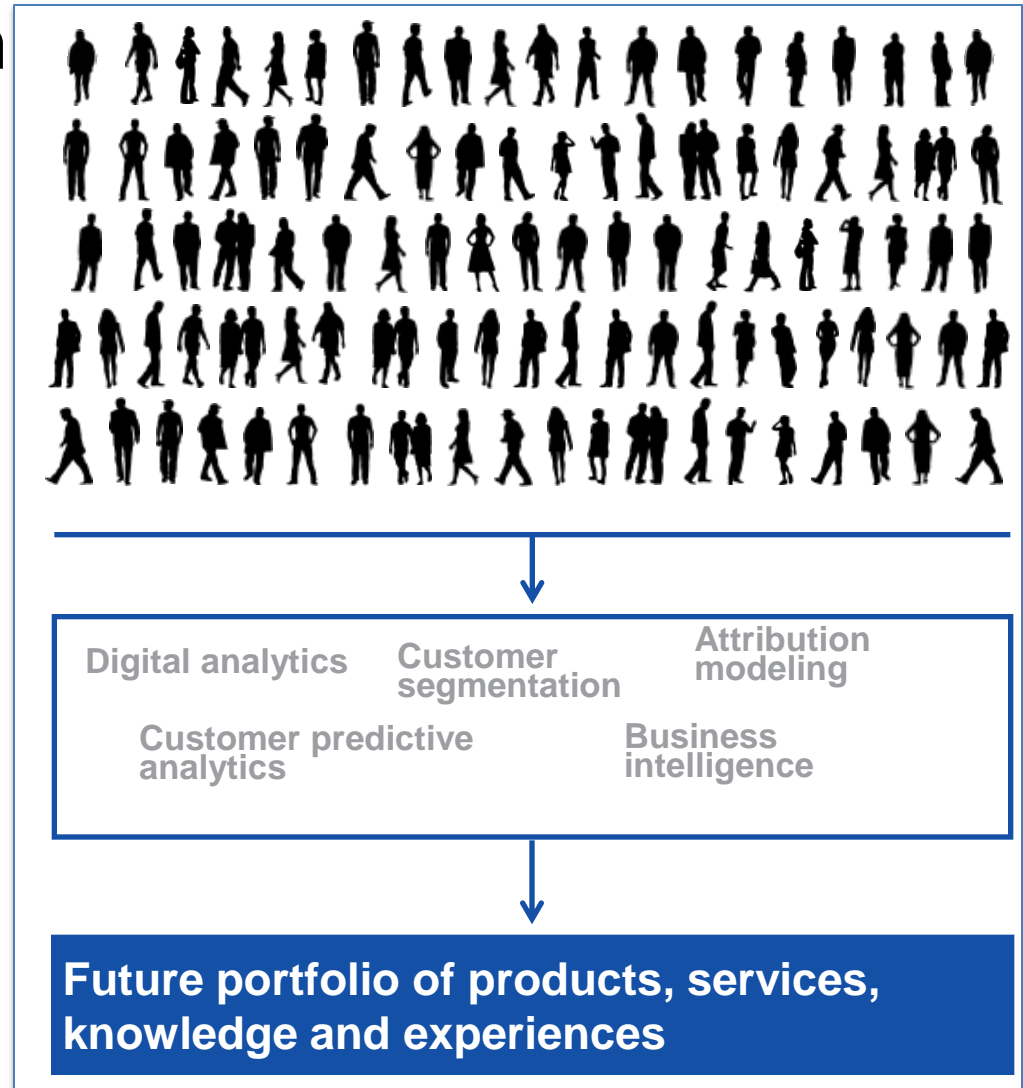




An Engagement system that drives competitive advantage is:

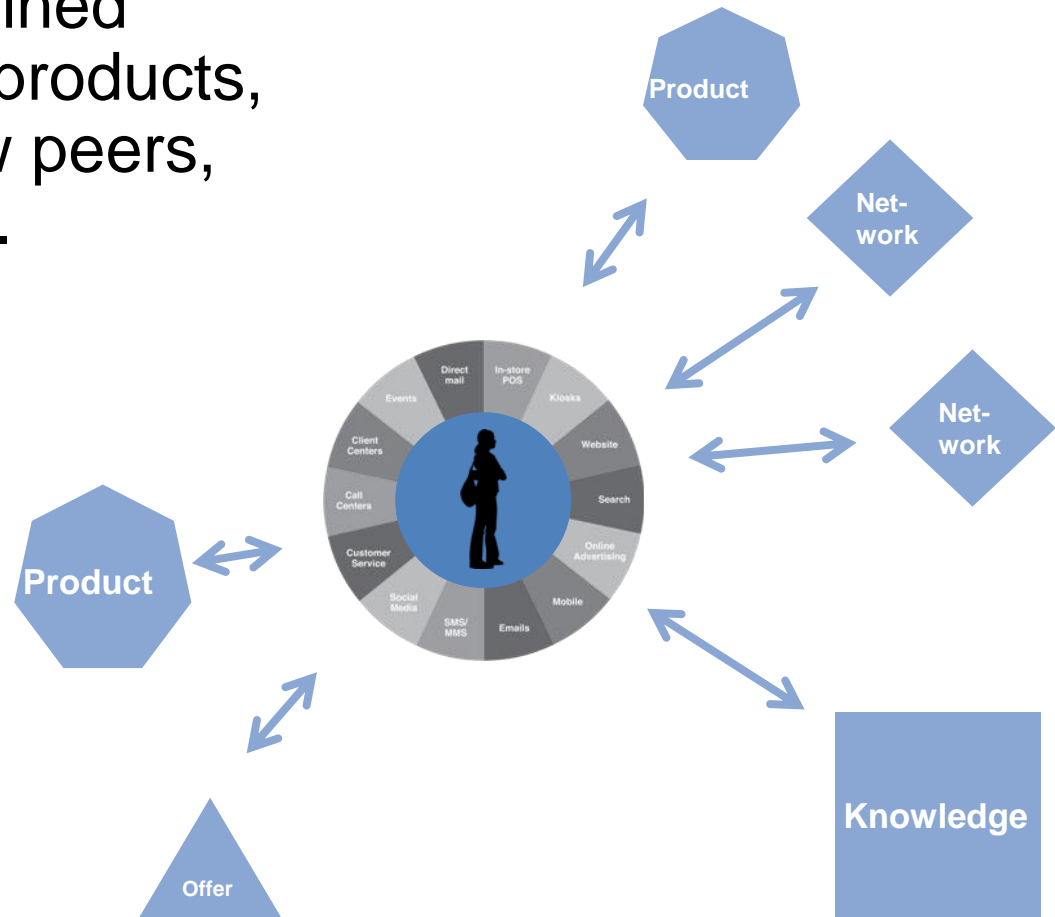
- Individualized
- Scalable
- Provide insight into future product portfolio

Which of these three points do we need to work on?





The most successful systems of engagement are defined broadly—they include products, but also expertise, new peers, connection and advice.



What will we put into that system of engagement?



weightwatchers

Home | Find Us On: [f](#) [t](#) [y](#) [v](#) | Find a Meeting | Help | [LOG IN](#)

Search for

How It Works

Food & Recipes

Fitness & Health

Success Stories

Community

Marketplace

Meetings | Online | Share your Story

Tweet

[Community](#)

[Email](#)



Now She's Loving Life



After

Name	Sheryl
Age	39
Height	5'2"
Was	208.2 lbs
Lost	69.8 lbs*
Weight	138.4 lbs
As of	1/1/2011



Before

“ I actually feel great when I wake up in the morning physically because of my fitness level and from having the weight off. But I also feel great mentally. I just love the person I've become. ”

**People following the Weight Watchers plan can expect to lose 1-2 pounds per week.*

Community

[Cooking Challenges](#)
[Food Groups](#)
[Eating Out Blogs](#)

Message Boards



Got exciting news to share? Take part in the celebration!

- ▶ [Bravo Board](#)
- ▶ [The Weight-Loss Challenge](#)
- ▶ [Maintenance](#)

ADVERTISEMENT

ADVERTISEMENT

Inspire Others

Share your weight-loss success with us; apply to get your story published on



Provide Flexible & Flawless Delivery & Execution



In the past, when someone had a bad experience with a company, only the individual would experience it.

Now, the world can know instantly.

Kenneth Cole apologizes for tweet using Egypt protests to promote fashion line

February 4, 2011 | 2:44 pm

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC less than a minute ago via Twitter for BlackBerry®



United Breaks Guitars

When social media propagate a complaint about poor customer service, an international media event ensues. How do viral videos spread and what can firms do about them? This case dissects an incident in which a disgruntled customer used YouTube and Twitter to spread a music video detailing United's mishandling of his \$3,500 guitar and the company's subsequent refusal to compensate him. The song was called "United Breaks Guitars." Within one week it received 3 million views and mainstream news coverage... [Read More >](#)

Durex causes controversy in Africa with Twitter sex joke

27TH NOVEMBER 2011 by JON RUSSELL

Nestlé's Social Media Meltdown

Worst Twitter Post Ever: Ketchum Exec Insults Fedex Client on Mini-Blog



THE TWEET THAT KILLED MY COMPANY

Why Pampers' Diaper Fail is a Lesson in Marketing Transparency

So that you may not have to suffer like we have: DO NOT EVER BUY A MAYTAG. I repeat: OUR MAYTAG EXPERIENCE HAS BEEN A NIGHTMARE.

8:19 PM Aug 26th from Tweeter



dooce
Heather B. Armstrong

Lesson from Chrysler: Tweet With @&ing" Care
2H 9, 2011 BY JD RUCKER 30 COMMENTS

Home Profile Find People Settings Help Sign out

I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to f...ing drive

about 3 hours ago via web

[Reply](#) [Retweet](#)

 **ChryslerAutos**
Chrysler Autos

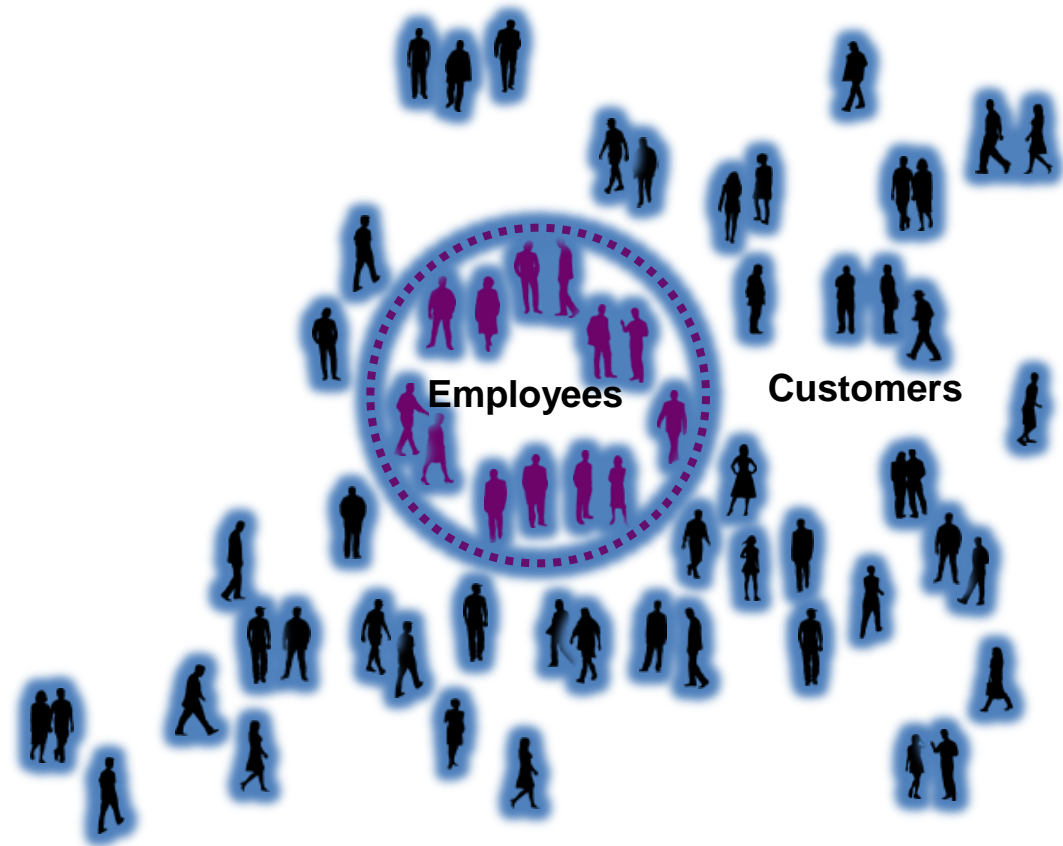


Offended moms get tweet revenge over Motrin ads

Employee fired for using 'F word' in Chrysler tweet



In a world of total transparency, Delivery & Execution is on a much different scale. We must build authentically great companies and, therefore, great brands. And that means a great culture.





Optimize operations

Smooth execution across your extended fulfillment network integrating stores, distribution centers and partners

- Establish a consistent view of orders and single view of inventory across entire fulfillment network, including stores, distribution centers and vendors to streamline and optimize execution
- Know the problem before the customer does
- Strategic inventory management and sourcing across the extended supply chain.



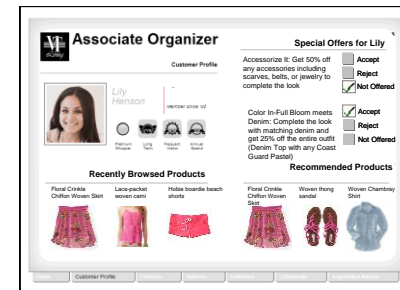
Create excellent Shopping Experience



Omni-Channel shopping

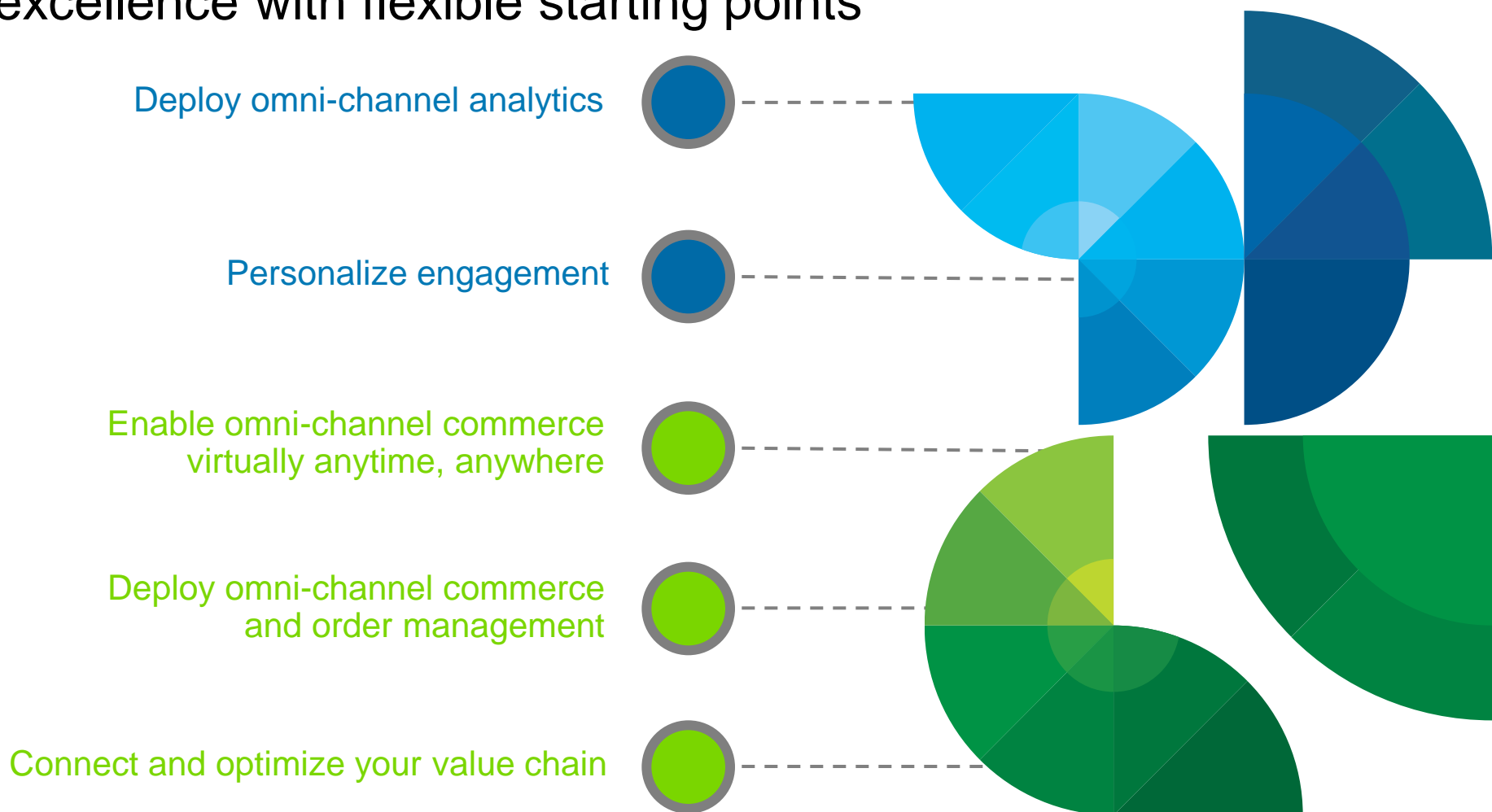
Create a highly effective, device-optimized shopping experience

- Must have support for digital channels including web, mobile web, native apps, contact center, off-site interactions & social.
- Responsive web design and mobile-optimized stores.
- Full device exploitation; Barcode scan, Voice search, SMS, and location based services
- Seamlessly extend the experience into the store with store-specific offers and marketing, pricing rules, coupons, content.





A flexible yet proven methodology to help achieve omni-channel excellence with flexible starting points





Here's to the future.

