IBM BusinessConnect 2014
A New Era of Smart

5th May 2014 | Armani Hotel Dubai

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Create a Mobile First Customer Experience

Leverage mobile to connect with customers through a broader set of contextual, value-added experiences

Mobile is changing how customers experience a brand

By 2017, 25% of online sales will take place via mobile devices, compared to 15% in 2013[1]

Aware — Research — Purchase — Take Possession — Service & Support

Shopping Moment

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e.g. Mobile was key driver of 2013 Black Friday holiday shopping

Mobile Shopping Soars: Mobile traffic grew to 39.7% of all online traffic, an increase of 34% over Black Friday 2012. Mobile sales were also strong, reaching 21.8% of total online sales, an increase of nearly 43% year-over-year.

Smartphones Browse, Tablets Buy: Smartphones drove 24.9% of all online traffic on Black Friday 2013, compared to tablets at 14.2%. However, tablets drove 14.4% of all online sales, double that of smartphones, which accounted for 7.2% of online sales. On average, tablet users spent $132.75 per order, compared to smartphone users who spent $115.63, a difference of 15%

Retailers "Push" Promotions to Mobile Shoppers: On average, retailers sent *37% more push notifications* during the two-day period over Thanksgiving Day and Black Friday when compared to daily averages over the prior two months

Source – IBM Digital Analytics Benchmark 2013: http://www-01.ibm.com/software/marketing-solutions/benchmark-reports/black-friday-2013.html

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Mobile engagement is *key* to deliver a superior customer experience

More iPhones sold in one day than births worldwide

Major brands developing apps and mobile strategies

Yet ...

In the United States alone, roughly US$83 billion is lost each year as a result of poor customer experiences.[1] That's more than the revenue for the entire U.S. e-commerce retail sector.[2] Many businesses have yet to unlock the potential of information, technology and customer engagement to stem these losses.

More mobile channels to leverage and manage (App Push, Web Push, SMS, Wallet)

Increased investments in mobile advertising

Source: How Marketing is taking charge: leading the customer experience
https://www.ibm.com/services/forms/signup.do?source=swg-smartercommerce-program&S_PKG=ov15787&S_TACT=102G98SW

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Customer expectations are soaring

They want …

1. A seamless and integrated app that delivers a consistent end-to-end experience

2. Simple design yet feature-rich with self-service capabilities

3. An experience that is consistent across all mobile platforms

4. A mobile experience that is secure and reliable

5. An app that delivers continuous innovation and updates at the various app stores

6. A mobile experience that analyses and reacts to their personal context at all times

Advocacy

Awareness

Engagement

Involvement

Transacting

Interacting

Usage

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The mobile first enterprise reaches customers on their own terms, anywhere and any time

Findings from the Institute for Business Value & Oxford Economics offer insight into the practices of mobile leaders

They are creating contextual mobile experience based on insights

They are unleashing their employees to serve the customer

They are enabling sales any time & anywhere

73% of leaders said that they were effective at taking action based on mobile data vs **36%** of all other respondents

64% of leaders said that faster response time to customers was the primary benefit of improving employee productivity with mobile

76% of leaders said that providing mobile sales force enablement tools is important to improving employee productivity vs 52% of other respondents

What does it take to be a leader and deliver superior customer engagement every time, in every context?
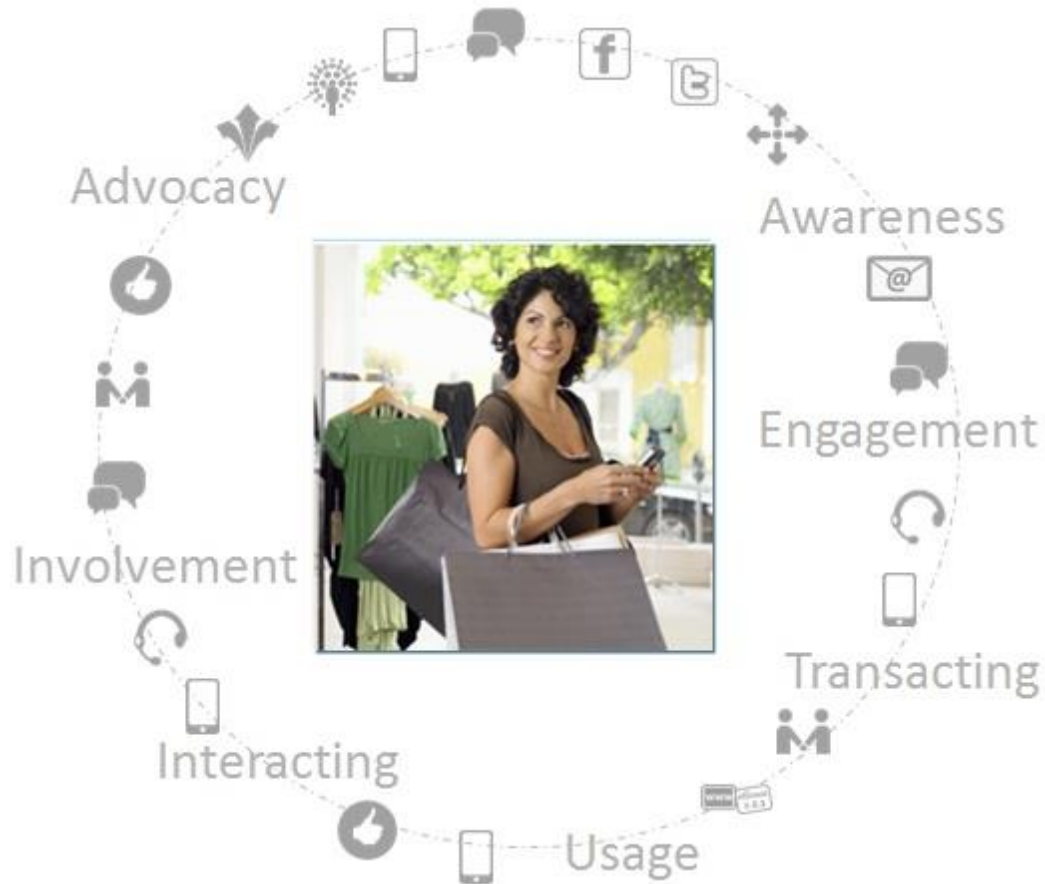
Leaders engage individual customers at the right time and right place

Push notifications as a direct-to-consumer marketing tool offer better mobile engagement.

Last year alone, number of customers willing to share their current location with retailers nearly doubled year-over-year to 36%[1]


Specific

Ideal!

Impersonal

Push notification specificity

Broadcast   Narrowcast   1:1 cast

Intrusive   Distracting

Generic

Customer context

Source: http://www-03.ibm.com/press/us/en/pressrelease/42903.wss
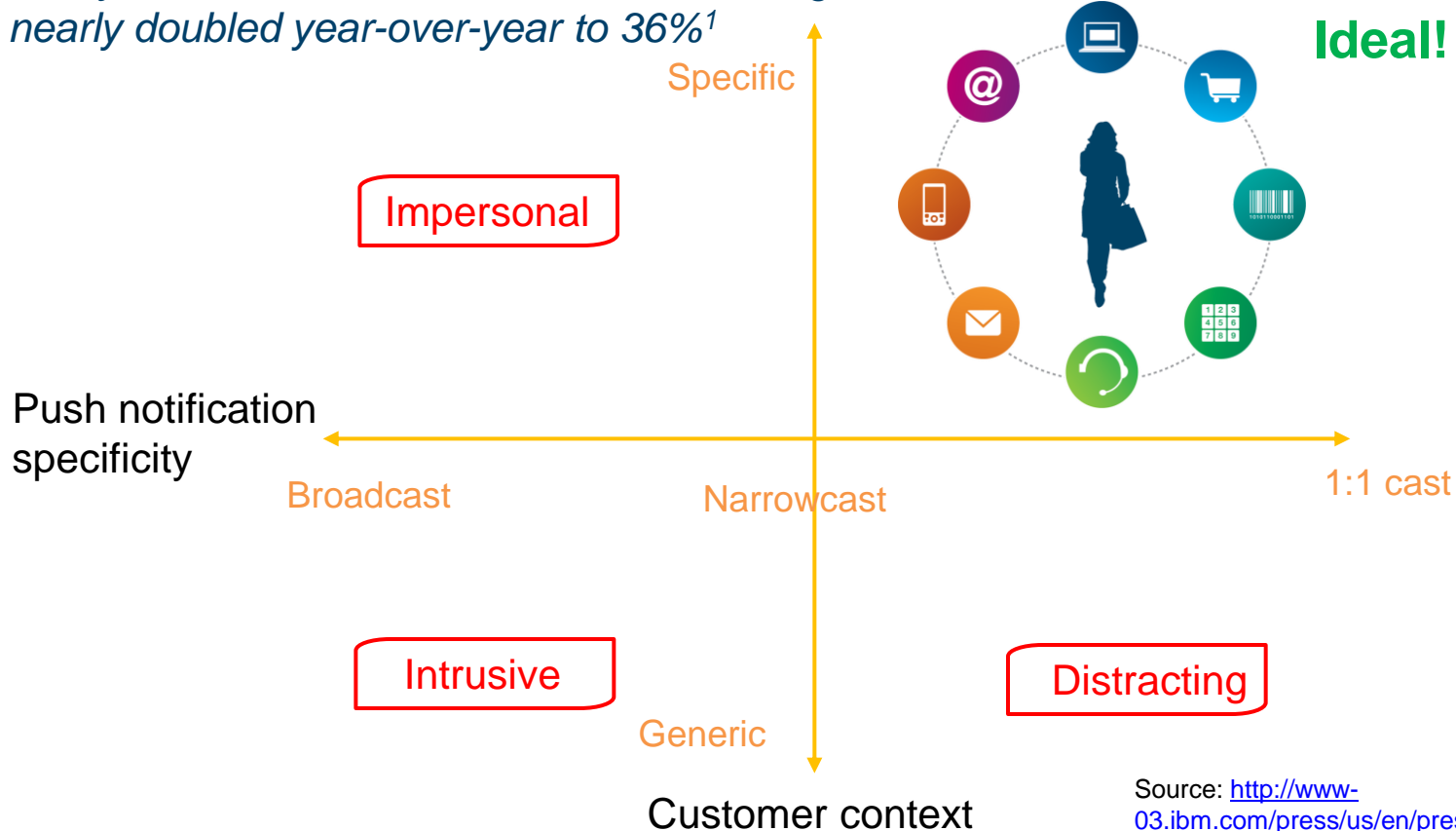
Leaders use every interaction to enhance the customer experience

Connect with their customers and value chain

Currently integrated across all channels

2.9x

35%

12%
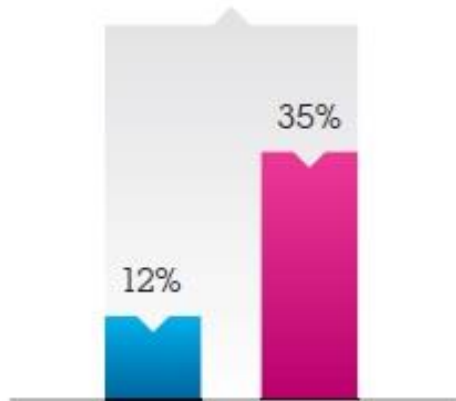
- Leading marketers
- All other marketers

Engage at the right time and place with the best action

Adjusting real-time offers based on context

2.6x

39%

15%
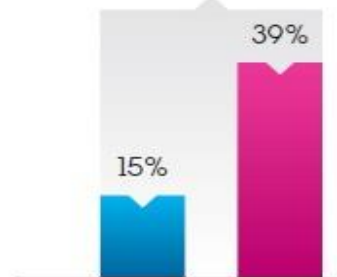
- Leading marketers
- All other marketers

Correct using a rigorous approach

Conduct root-cause analysis and determine revenue impact

2.1x

68%

33%
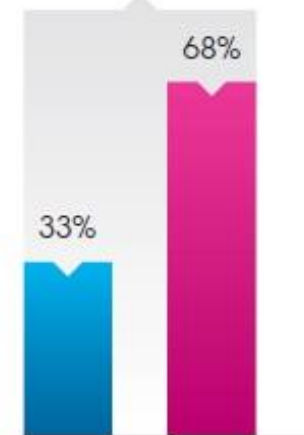
- Leading marketers
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Source: How Marketing is taking charge: leading the customer experience
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Leaders correct by visualizing every customers individual interaction

Quantitative mobile analytics
("What, Where, and How")

Capture mobile interaction data and provide convenient interfaces that show:

- Purchase funnels
- Real time sales data
- Traffic flow through site
- Conversion benchmarks

Qualitative mobile analytics
("Why")

Capture, replay, and analyze mobile interaction data that shows:

- Customer struggles and issues
- Drill down user behavior, including gestures
- Customer behavior correlated with network and app data

As a result, leaders outperform others financially

Source: How Marketing is taking charge: leading the customer experience
https://www.ibm.com/services/forms/signup.do?source=swg-smartercommerce-program&S_PKG=ov15787&S_TACT=102G98SW

The way forward to engage your customers

1   **Think across all touchpoints** – from digital channels like web and mobile to the contact center through to face to face interactions

2   **Optimize the experience to each** while simultaneously creating a seamless and complete brand experience across all of them

3   **Gain visibility into the customer mobile experience** to improve conversions and grow revenue, they must improve customer service resolution and drive customer loyalty

Customers who are excelling thinking 'mobile first'

New mobile innovations at ING DIRECT Canada make consumer banking available any time, any place

"Mobile banking is changing not only how people bank, but also what they expect from their banks and, ultimately, whom they choose to bank with."
- Charaka Kithulegoda , CIO ING DIRECT Canada
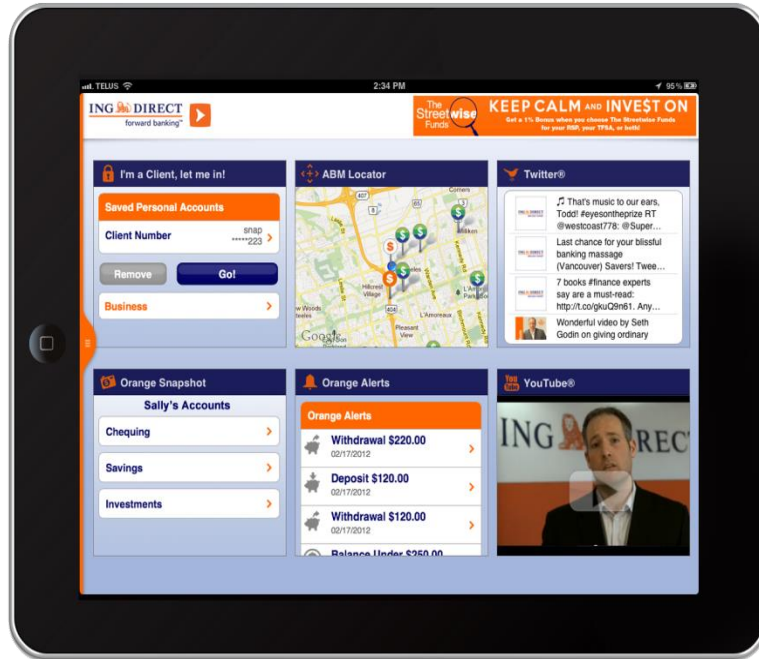
Challenges
Amidst the rapid adoption of mobile banking, ING DIRECT Canada needed to be nimble and be able to change and adapt to consumer preferences quickly.

Solution
- Developed a long-term, mobile architecture that could offer consistent value to clients, support multiple mobile devices, fast-track the delivery of new features, and do it all securely.

Benefits
- Orange Snapshot gives mobile consumers a complete and simplified view of all their accounts, as well as bill payment and email money transfers, in two easy clicks.
- Customers can easily and securely access their ING DIRECT account information from within Facebook's social networking site
- Mobile 'small sacrifices' feature helps guide clients through day-to-day decisions that save them money

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Nationwide revolutionizes mobile banking

Working with IBM to deliver a five-star mobile banking app on time and on budget

The need:
Faced with increasing competition in the Mobile Banking sector, Nationwide needed to rapidly deploy a Mobile Banking app so that it not only had a competitive presence, but could also deliver a better experience to its members and put itself amongst the market leaders in the UK with a view to being at the forefront of Mobile Banking.

The solution:
Nationwide launched the Mobile Banking programme to deliver its new offering of a Mobile Banking app based on the next-generation internet bank recently delivered in conjunction with IBM. The IBM team took on full project management responsibility for Mobile Banking, using a hybrid accelerated development methodology to ensure a successful delivery within the constraints of a fixed-price, multiple-subcontractor agreement.

"I firmly believe that the 'one team' approach with all parties engaging in open, honest and transparent dialogue was fundamental to our ability to deliver on time and to budget."

— *Richard Searle, Head of Channel Integration at Nationwide*

The benefit:
▪A competitive Mobile Banking proposition maximizing the intuitive online banking experience already delivered for members.

▪Providing a clean and simple interface without compromising on powerful functionality.

▪Ensuring Security through existing online banking architecture.

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IBM Tealeaf CX Mobile enables Herbalife to extend customer experience optimization to the fastest growing segment - mobile

Challenges
To maintain strong growth while delivering world-class customer experience online including mobile channel, Herbalife needs a solution that allows them to solve customer struggles quickly and efficiently.

Solution
- Deployed IBM Tealeaf CEM solutions to provide complete insight into customer online behaviors including mobile channel

Benefits
- Herbalife uncovered 20 to 30 significant issues effecting 1-15% of its users.
- Uncovered and fixed a cookie issue that effected $38.5 to $123.2 million in orders from booking over the year
- Allowing Herbalife to be strategic and proactive in adapting the site to the ever changing customers' needs

"I thanked my CFO for letting us buy Tealeaf, this is the single best IT investment we ever made. Most tools when we buy them we are lucky if we get 30% of the ROI we anticipated, in the first year we got 100% of the ROI and more!"

Chris Morris, Senior VP of Distribution, Herbalife

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How IBM can help YOU excel thinking 'mobile first'

Mobile enterprises are taking an integrated approach to putting their business in motion

Transform
the value chain to drive growth and ROI

Protect
and manage the mobile infrastructure to optimize performance

IBM MobileFirst

Engage
customers in context by leveraging mobile insights

Build
and deploy mobile applications efficiently
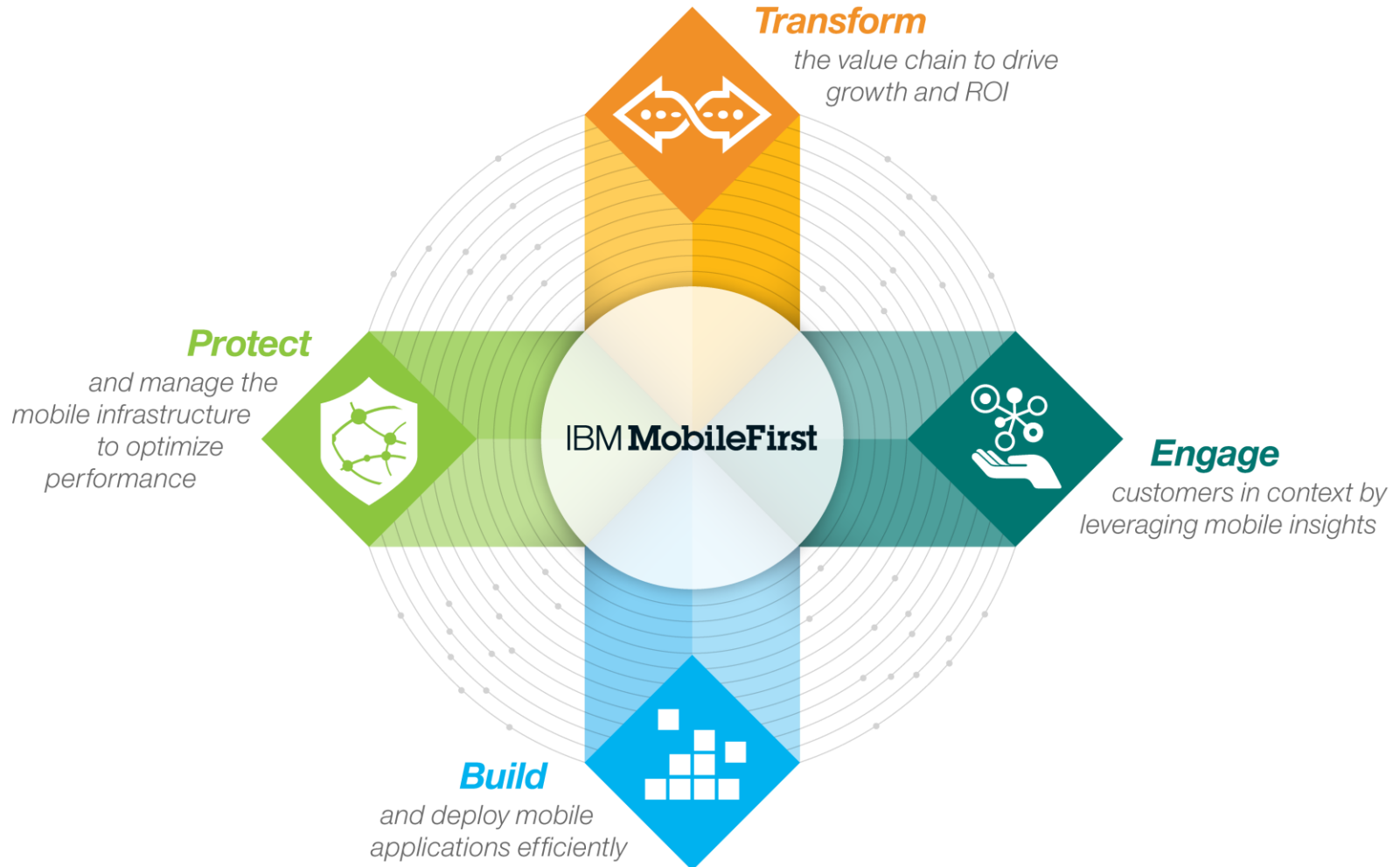
Engage
customers in context by leveraging mobile insights

For clients who need to:
- Quickly create and deploy personalized mobile campaigns and gain insights

- Maximize brand value by encouraging integrating the physical and digital experiences of mobile customers

IBM MobileFirst portfolio offers:
- ✓ Fine-grained segmentation for optimal targeting
- ✓ Convenient dashboards to analyze mobile campaign results and gain insight into customer behaviors
- ✓ In-depth analysis of mobile app usage to facilitate optimization of the mobile client experience
- ✓ Increased 'stickiness' of mobile apps via personalization and context-awareness
- ✓ Integration with enterprise customer data, as well as external information such as weather, location, etc.

Key offerings:
- IBM Xtify
- IBM Tealeaf
- IBM Presence Zones
- IBM Digital Analytics
- IBM Interactive Experience

A holistic approach to engaging mobile customers

Understand
Gain visibility through analytics

- **IBM Tealeaf CX Mobile**

- **IBM Digital Analytics**

Target
Customer experience management

- **IBM Xtify**

- **IBM Presence Zones**

IBM Interactive Experience

IBM Tealeaf CX Mobile

Visibility into the customer mobile experience to optimize app design

- Automatically **detect customer struggles, obstacles or issues**

- Drill down into **actual user behavior**, complete with gestures

- **Translate customer feedback** into actionable improvements

- **Correlate customer behavior** with network and application data

Native Apps   Mobile Site   Tablet

Hybrid Apps   HTML5

IBM Tealeaf CX Mobile

✓ Analyze mobile user behaviors – <u>automatically instrumented in IBM Worklight mobile apps</u>
✓ Aggregate captured replay of mobile gestures on iOS and Android-based devices
✓ Add-on Heatmap, Link Analytics, Form Analytics, and Attention Map analytics for mobile-web apps

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IBM Digital Analytics

	Mobile Websites	Mobile Email	Mobile Applications	Mobile Messaging	Mobile PPC & Display
IBM Campaign	★	★	★	★	
IBM Interact	★	★	★		
IBM eMessage	★	★		★	
IBM Email Optimization	★	★			
IBM Digital Analytics	★		★		★
IBM Intelligent Offer	★		★		
IBM Benchmark	★		★		★
IBM TeaLeaf CX Mobile	★		★		★

Digital Marketing Optimization

Customer Experience Optimization

Cross-Channel Marketing Optimization

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IBM Xtify Mobile Customer Engagement

Fine-tuned segmentation for personalized mobile campaigns

- **Guided message creation**
  - Drag and drop targeting with dynamic content insertion and event triggers
  - Set behavior-based campaign rules
- **Advanced customer segmentation**
  - Tailor messages to individual clients
  - Segment on demographics, location, device, recent activity, CRM data, etc.
- **Notification campaign analytics**
  - Gain insight into customer responses
  - Fine-tune successive campaigns
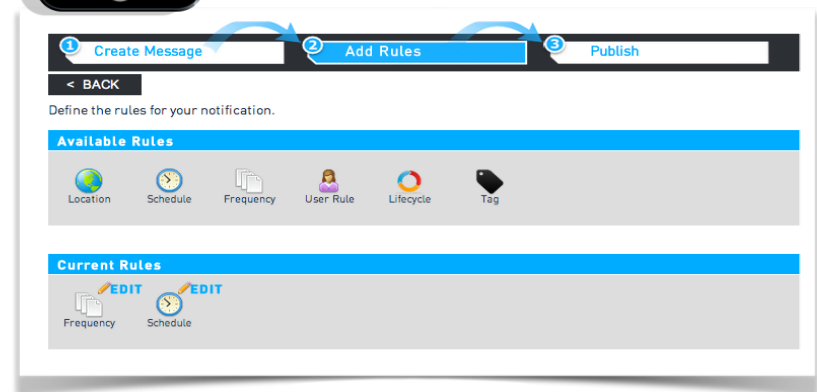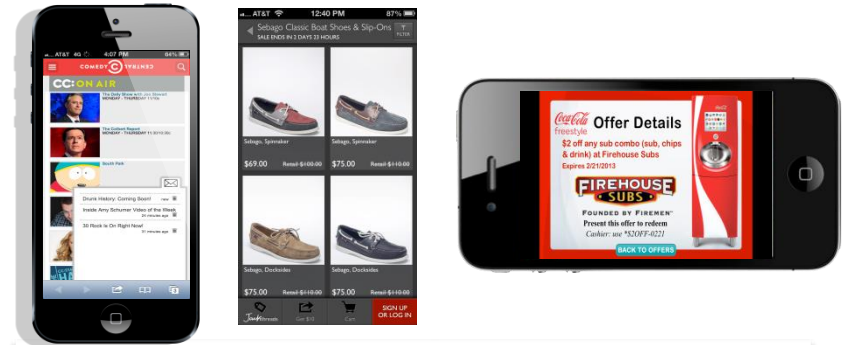
Using Xtify with Worklight, enterprises can enhance their brands and maximize 'opt-ins' by sending personalized context-aware messages to customers via their apps or Web sites -- at the right time, in the right place, and with the most relevant content

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IBM Presence Zones

Intelligent location-based insight into customer in-store behavior

- **Enables retailers to integrate the physical and digital experience**
  - Facilitate a contextually-relevant dialog with in-store customers
  - Offer timely and personalized promotions, based on location context
- **Deliver an exceptional, consistent and unified customer experience**
  - Improve customer loyalty through personalized brand experiences
  - Deliver a differentiated brand experience

IBM Presence Zones enables retailers to **transform the customer experience** by using intelligent location-based technology to **gain deep insight into customer in-store behavior**. Retailers can leverage this insight to **deliver a unified customer experience** across multiple channels.

IBM Interactive Experience

The versatility and imagination of a dynamic interactive agency backed by discipline, depth and expertise of IBM
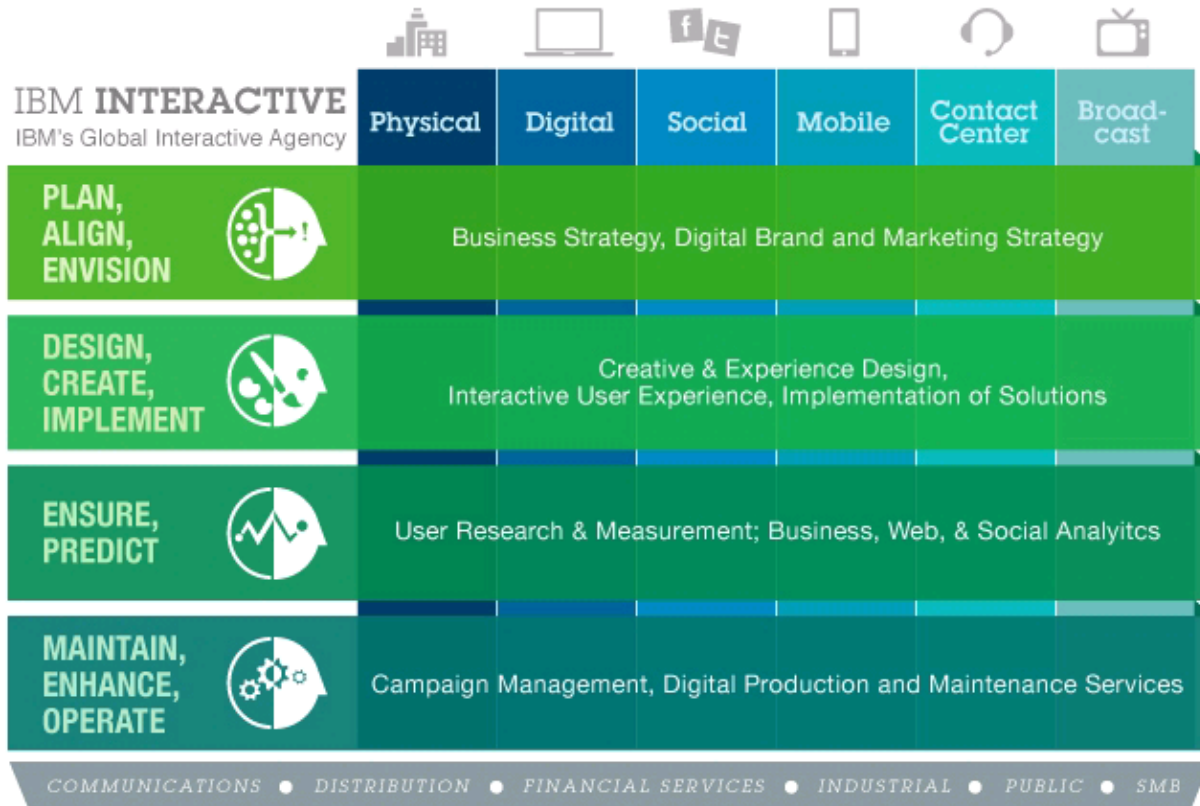
IBM is a Leader, and received the highest score possible in the **Forrester Wave: Enterprise Mobility Services**

IBM Interactive was ranked as a leader in the **Gartner Magic Quadrant (MQ)** for **Digital Marketing Agencies** in 2012

Source: Forrester Research Inc. "Forrester WaveTM": Enterprise Mobility Services, Q1 2013".
Gartner Research note: "Magic Quadrant for Global Digital Marketing Agencies" – Richard Fouts, Adam Sarner & Andrew Frank. October 17, 2012 G00230499

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Three ways to get started with IBM MobileFirst

1 **See services for the mobile enterprise:**
ibm.com/services/us/gbs/mobileconsulting

2 **Schedule a free Mobile Agenda workshop**
Email: ibmmobile@us.ibm.com

3 **Learn more: ibm.com/mobilefirst**

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