BusinessConnect and SolutionsConnect
It's time to make bold moves.

Hopelessly devoted to you:

increasing customer retention, profitability and loyalty with big data and analytics.
Larry Weber, Program Director
IBM WW

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The timeless responsibilities of marketers…

Knowing the customer.

Defining what to market and how to market it.

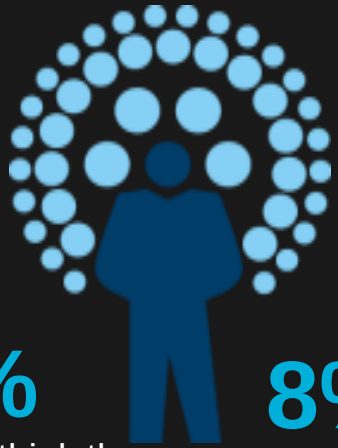
Protecting the brand promise.

Today's customer puts businesses to the test

78%
of consumers trust peer recommendations

86%
use multiple channels

75%
do not believe companies tell the truth in ads



4 in 10
Smart phone users search for an item in a store

58%
are more price-conscious today than they were a year ago

80%
of CEOs think they deliver a superior customer experience

8%
of their customers agree

4-5x
more than average is spent by multi-channel buyers

Source: Sources of statistics [from "Smarter Commerce Stats and Facts Feb 3 2012.ppt]

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Despite changes, imperatives remain constant

360 Degree View of the Customer

Deliver value across all touch points

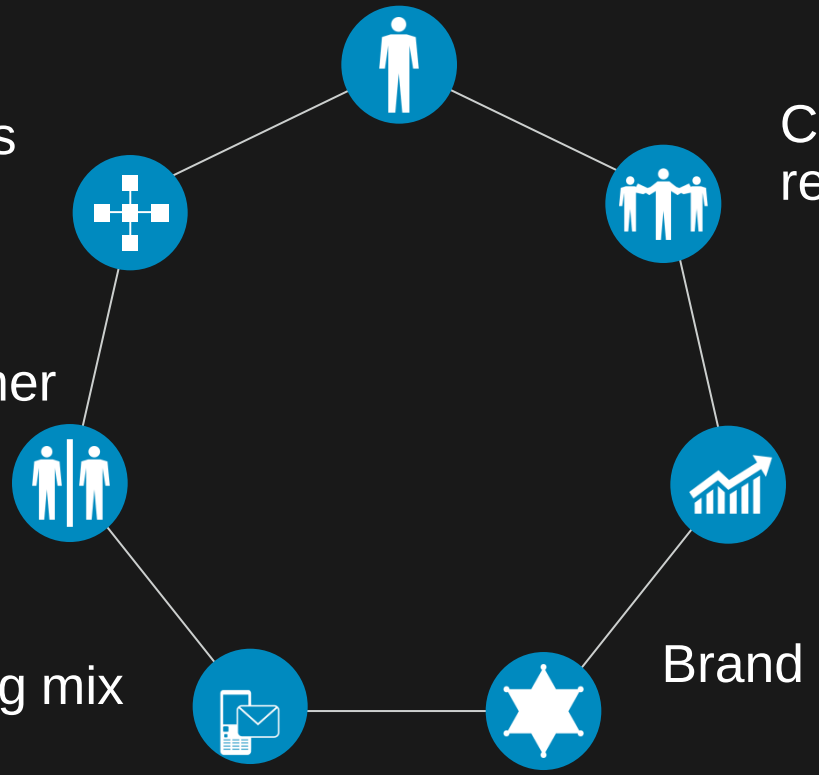
Customer growth and retention

Maximise 1:1 consumer relationships

Marketing productivity

Optimise marketing mix

Brand reputation



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Techniques companies can employ today

Many options exist to find a way to improve performance

Here are some examples:

Reorg	More people = better results	Squeeze more from operations	Technology

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However, the best approach utilizes technology

Leading marketers:

1. Make more informed marketing investments with greater returns
2. Engage with customers in personalised way
3. Automate, deliver, guide & measure impact of marketing actions across all channels

Sources: IBM Center for Applied Insights: Why Leading Marketers Outperform (2012)

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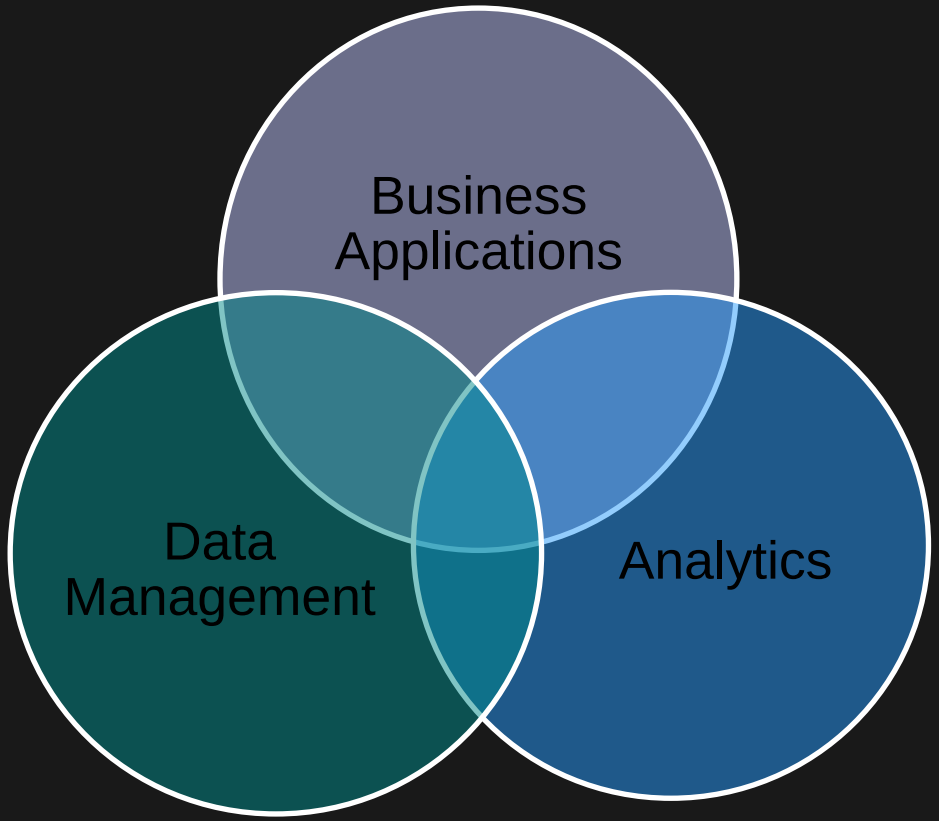
But as a company – what do I need and how can I make it work together?



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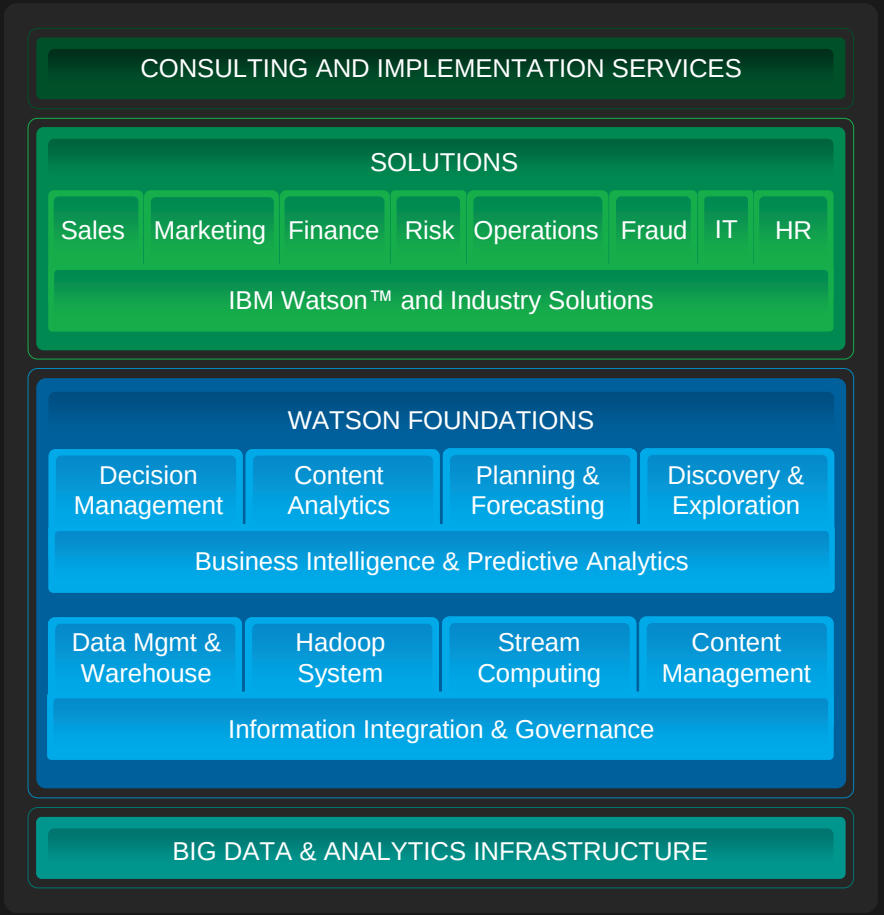
IBM Big Data & Analytics brings it together



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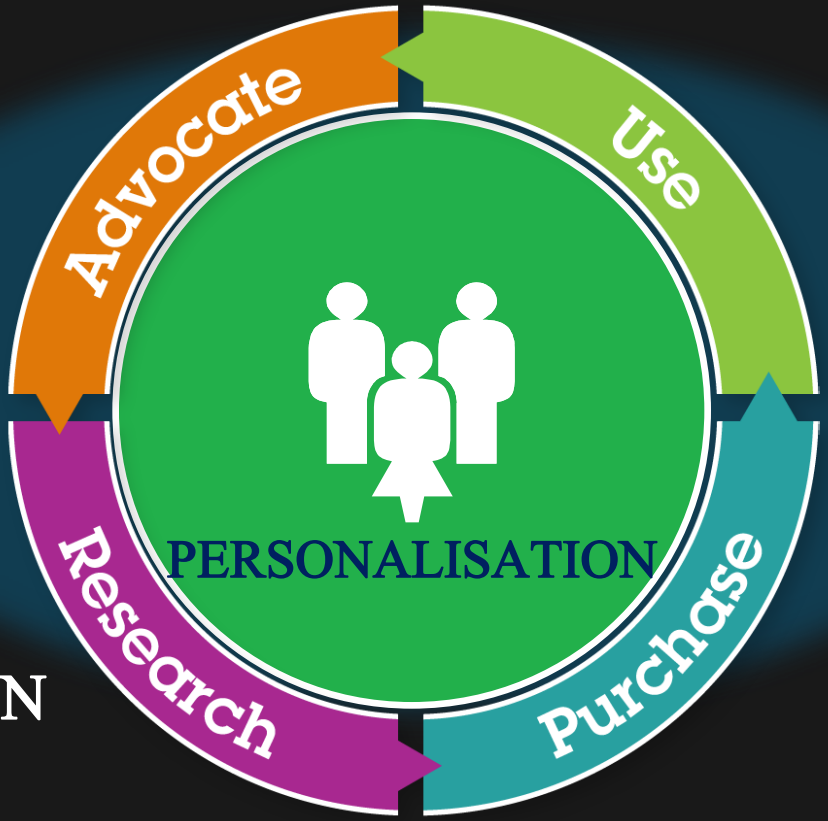
With the intent to deliver deeper relationships

RETENTION



PROFITABILITY

ACQUISITION

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How can this be done?

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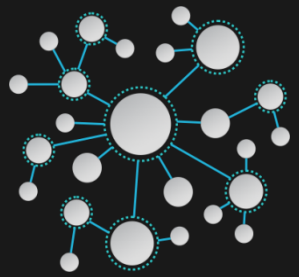
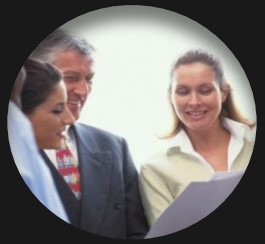
Adding value at every point of impact

….Each decision, interaction & process

System of Record



- Infrastructure
- Security Intelligence
- Enterprise Applications



Infuse, Extend & Integrate

Systems of Engagement

- Mobile Commerce
- Call Center
- Social Business

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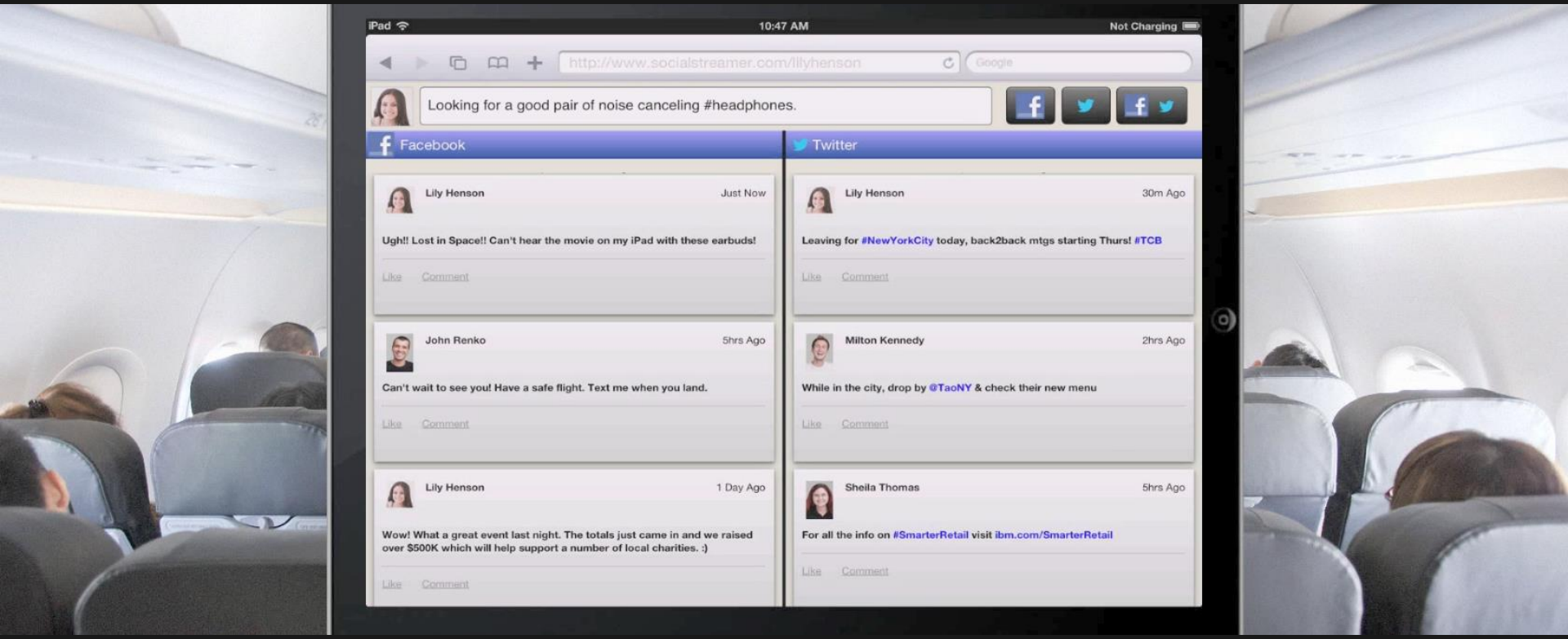

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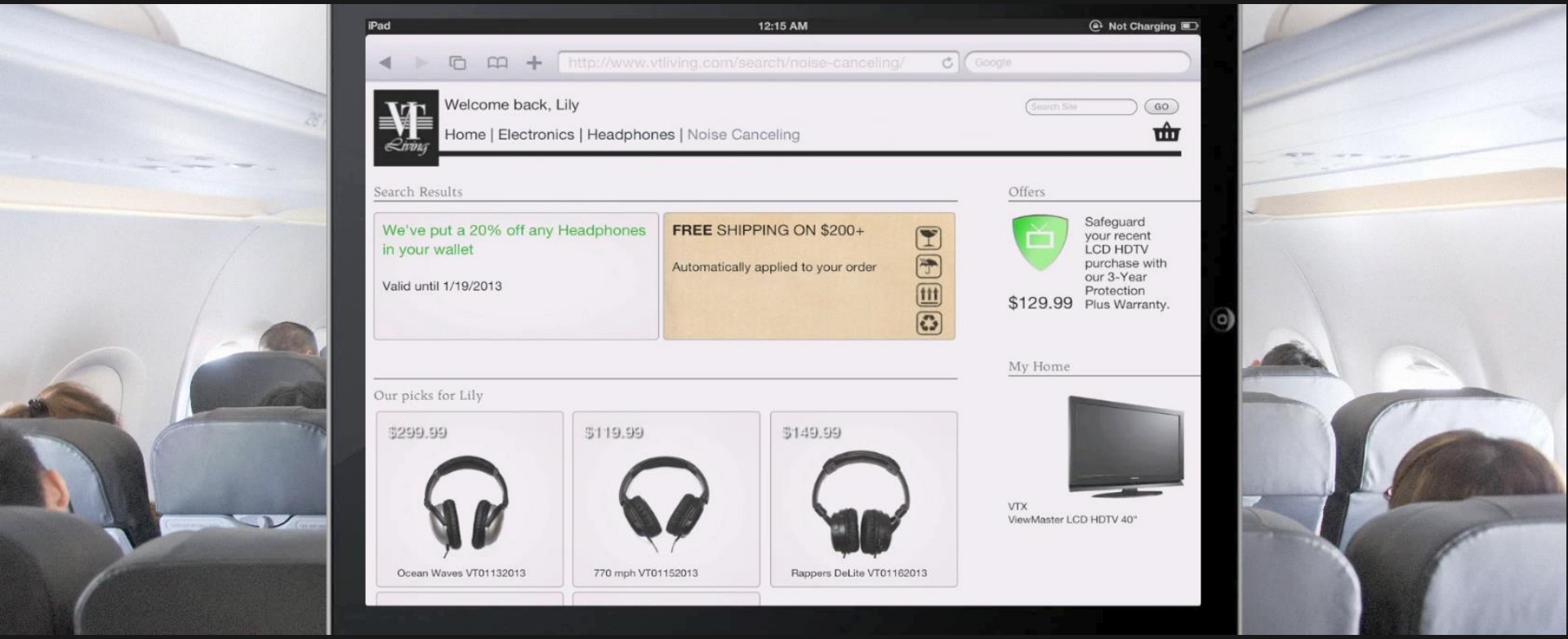

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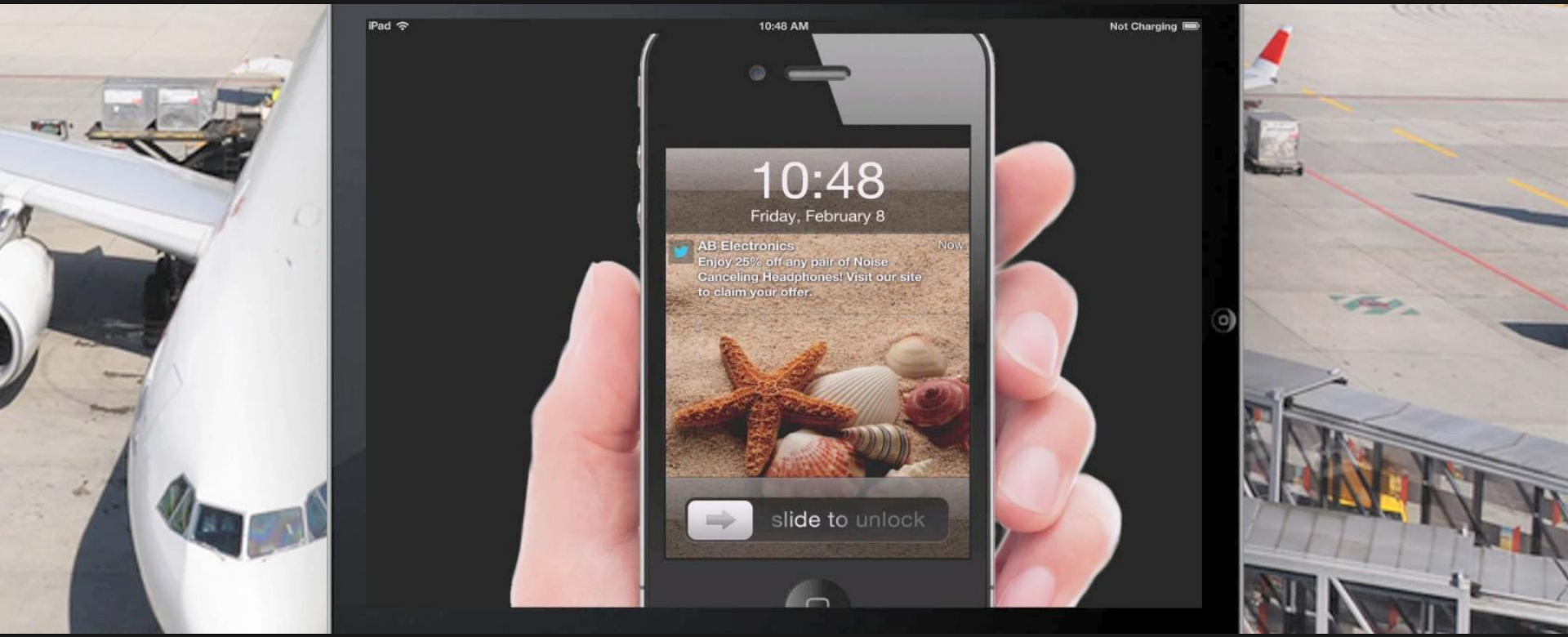

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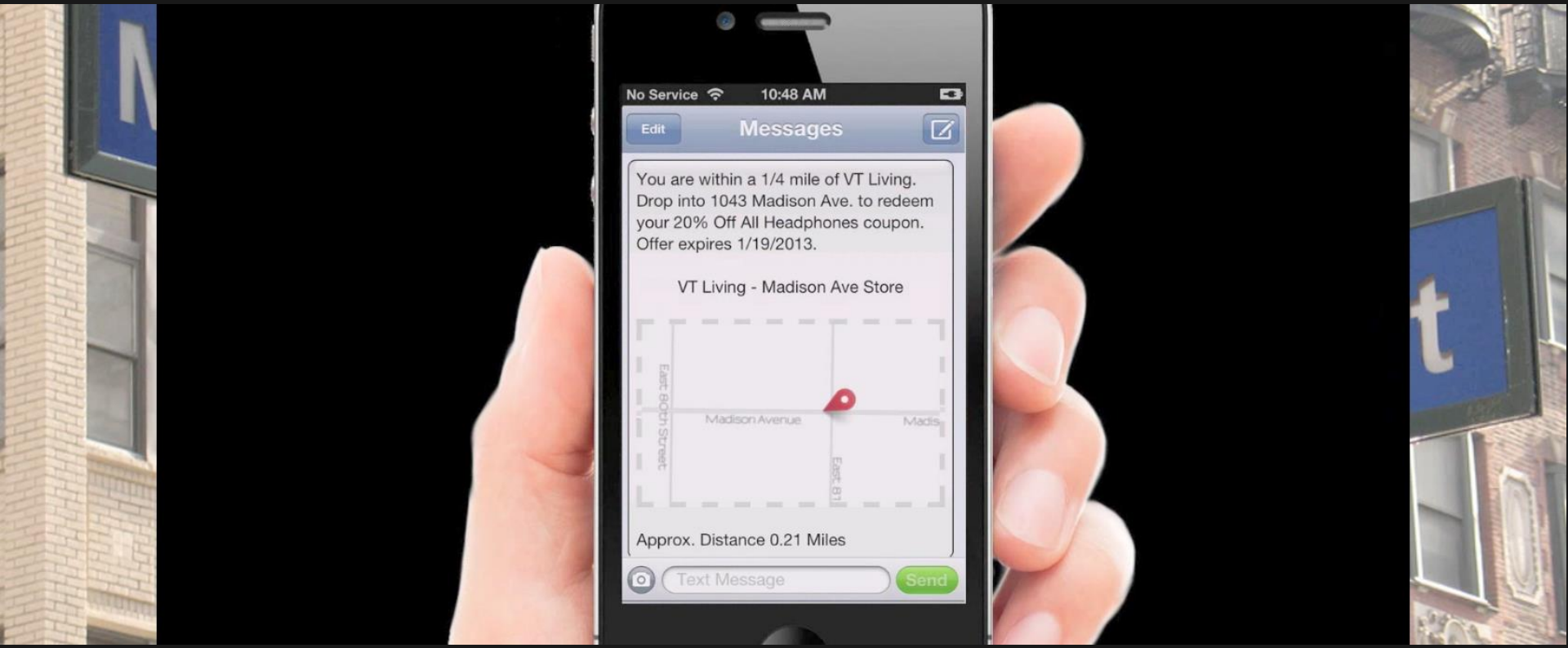

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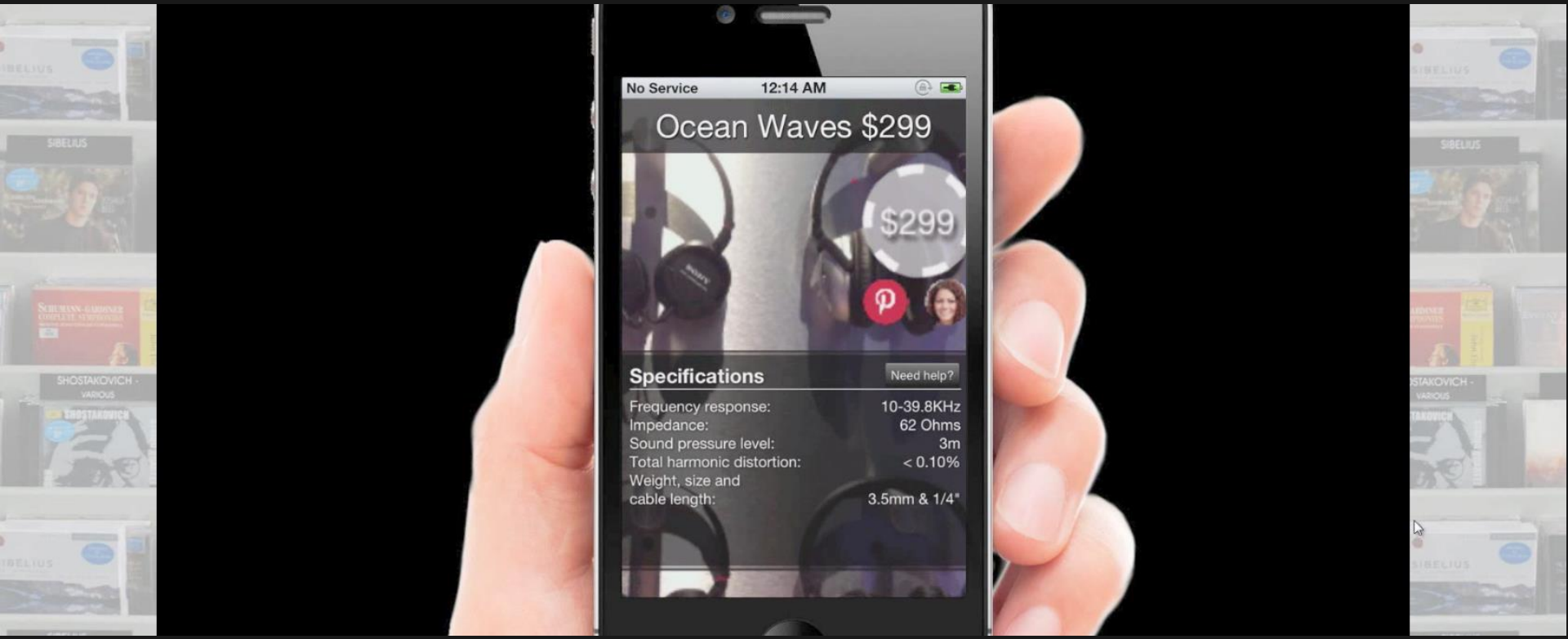

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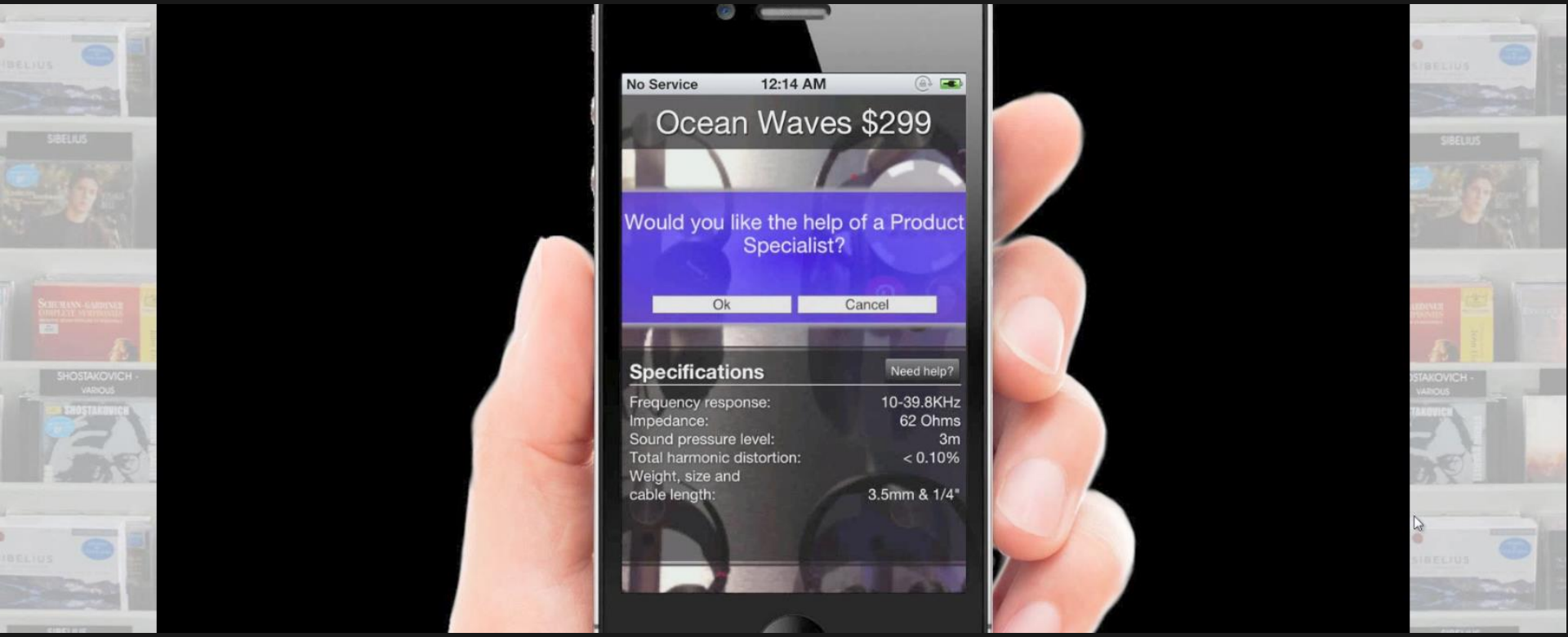

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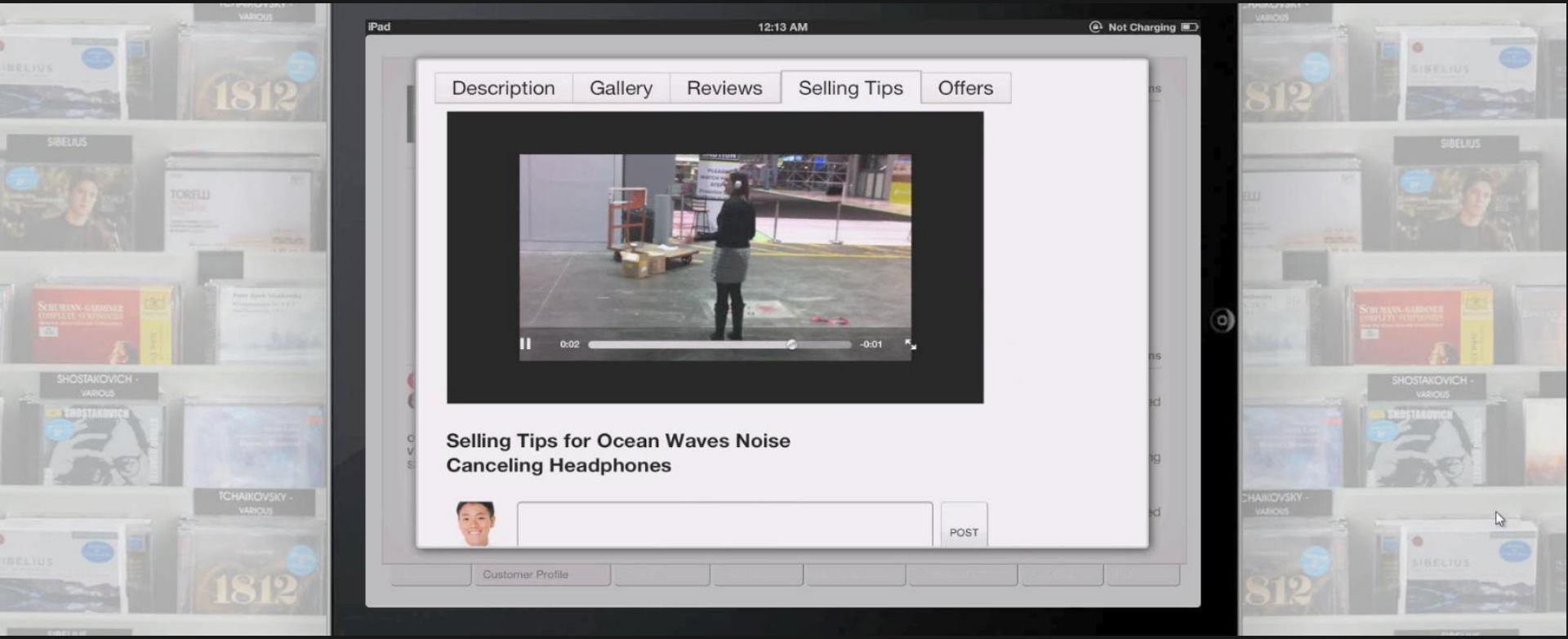

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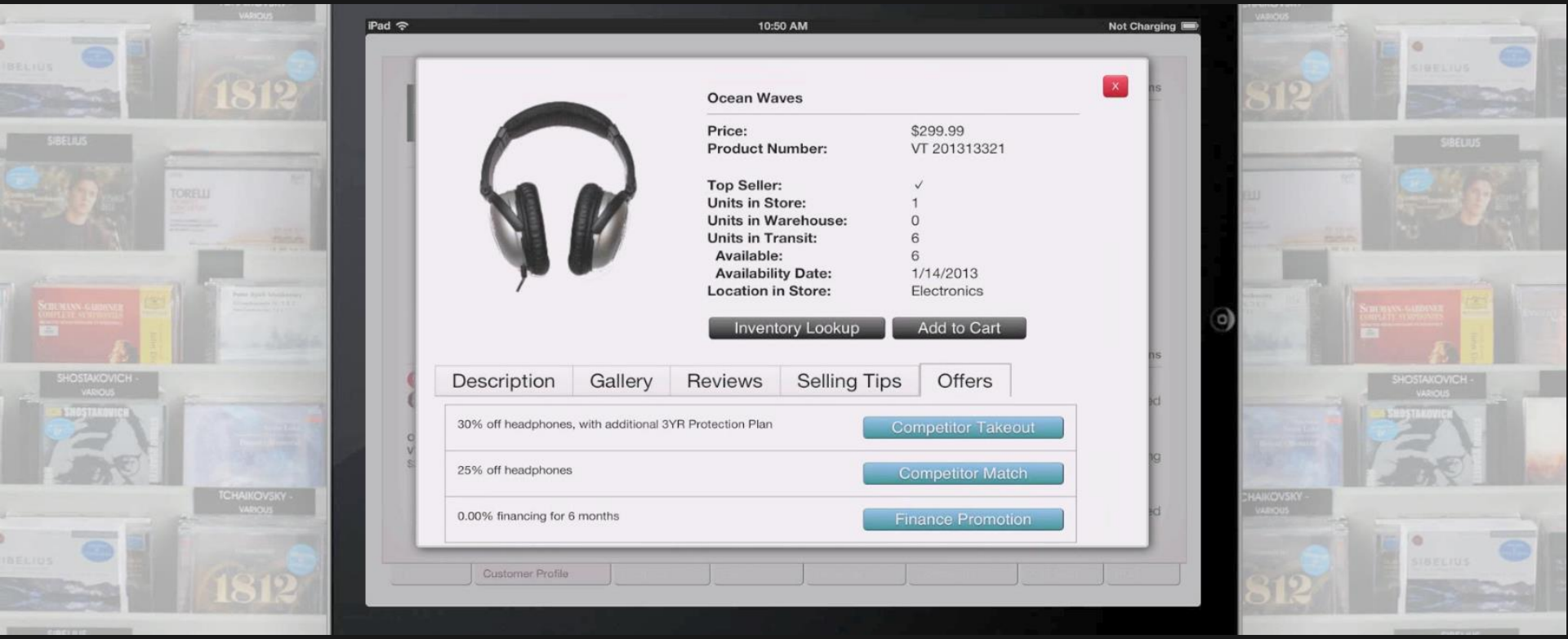

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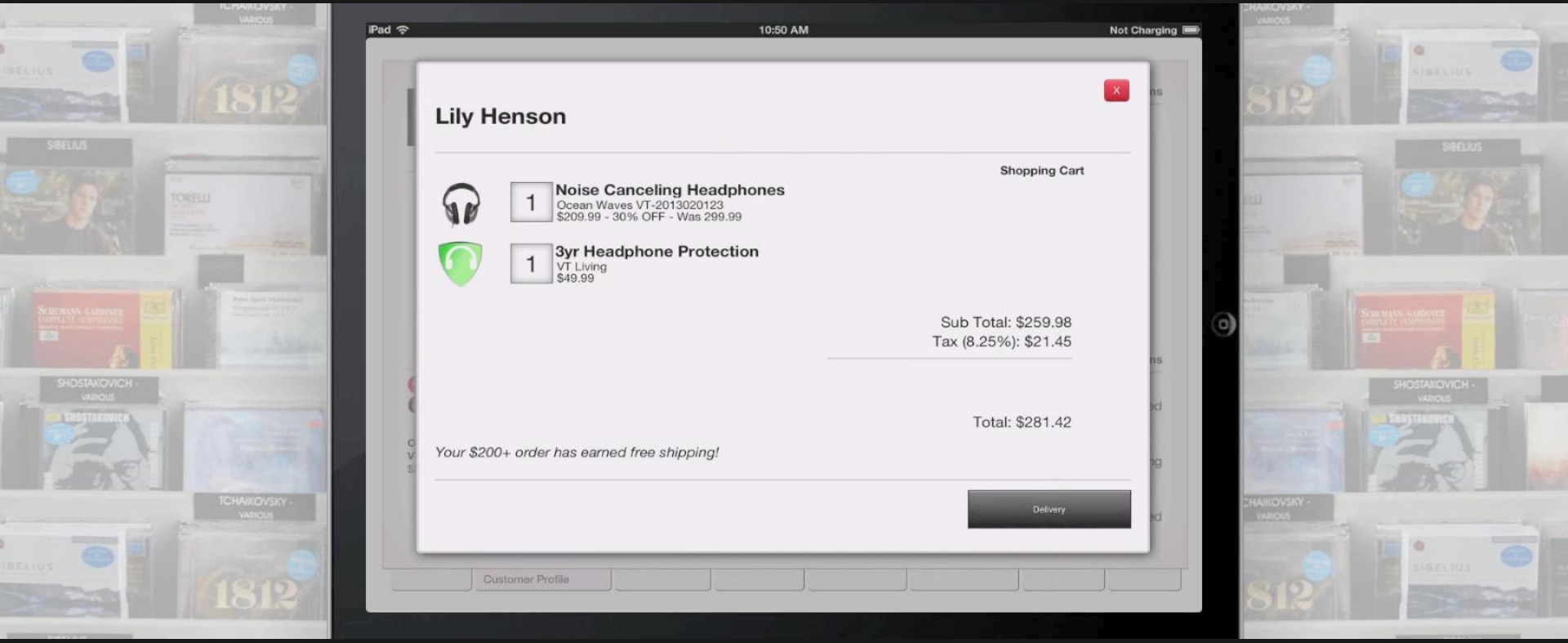

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The future of shopping…behind the scenes…

All Data Types

When do I promote, alter inventory or sourcing?

Is the "buzz" relevant to my business?

How do I optimise all customer interactions on a consistent basis?

Real-time event correlation

Quickly sift thru all relevant data

Assured delivery of insights to all channels

orporation

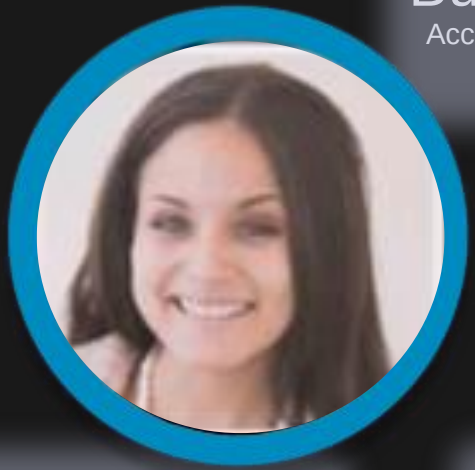
As a customer, Lily is a puzzle made up of many pieces

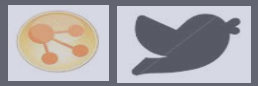
Contact Information

Name, address, employer, marital…

Business Context

Account number, customer type, purchase history, …





Social Media

Social network, affiliations, network …

Legal/Financial Life

Property, credit rating, vehicles, …

Leisure

Hobbies, interests …

Professional Life

Employers, professional groups, certifications …

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Analytic capabilities form a journey roadmap

IBM's breadth of analytics enables better decisions

How can everyone
be more right …
… more often?

- Cognitive
- Prescriptive
- Predictive
- Diagnostic
- Descriptive

Business Value

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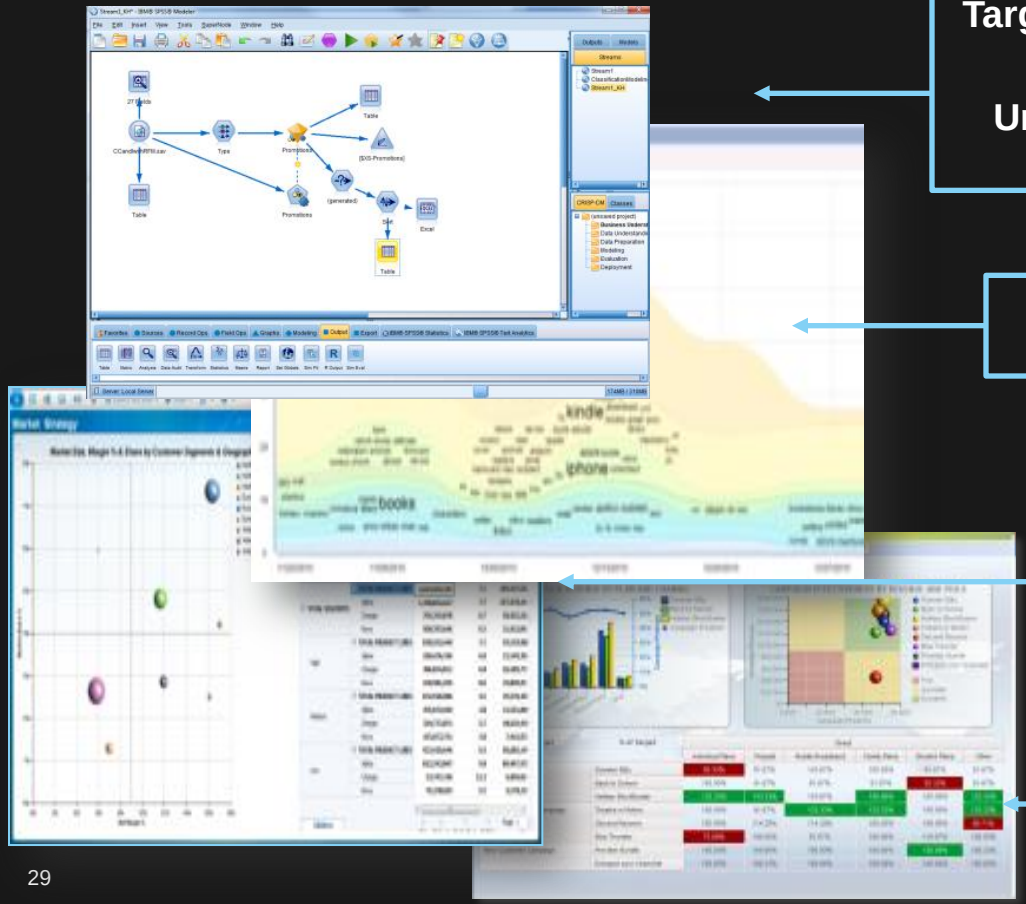
Acquire & grow the ideal customers



Target those likely to respond with the correct offer, channel, & time

Understand customer behavior and trends with advanced analytics (e.g. average spend)

Predictive Analytics

Personalise up-sell & cross-sell offers with social media data

Content Analytics

Optimise marketing budgets aligned with goals through what-if analysis

Planning & Forecasting

Analyse results of sales performance & marketing campaigns, understanding which valuable segments to target

Discovery & Exploration

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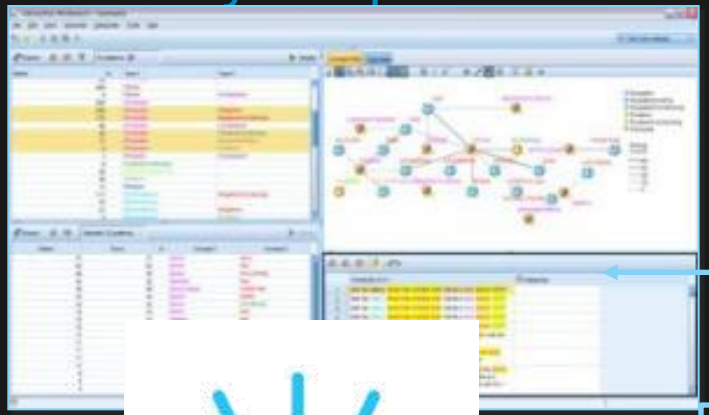
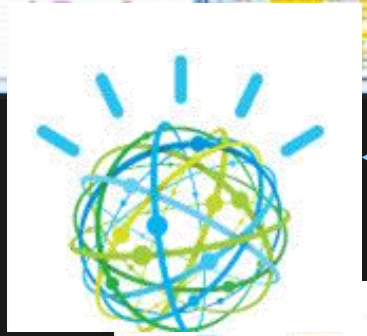
Retain loyal & profitable customers



Analyze sentiment to determine the tone and causal factors for product / service satisfaction / dissatisfaction

Identify those with strong social influence to increase advocacy through social network analysis

Content Analytics



Interact with Watson in Q&A format to deliver fast, evidence-based answers to customers and employees alike

Cognitive Systems

Deliver targeted retention offers in real time

Decision Management Systems

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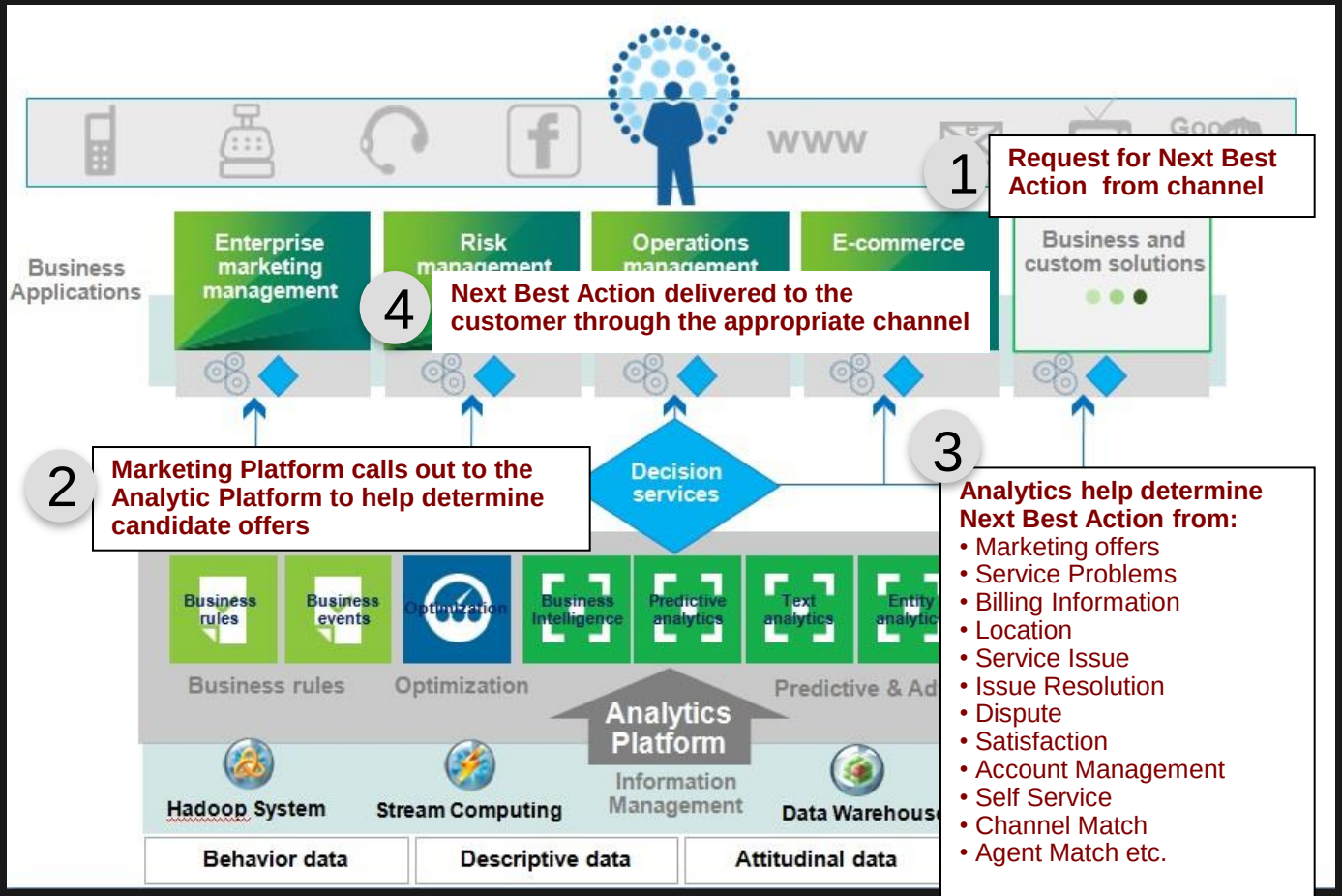
Putting it all together



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CUSTOMER STORIES

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Increase customer profitability through intelligent segmentation and offer management

Need:

Anticipate customer behaviour and needs

Segment & target to deliver the right offer at the right time

Increased customer profitability

Results

- ROI of 122% In just 7 months
- Decreased campaign management and data processing times by 90%

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Increase customer retention by detecting and acting on early warning signals of dissatisfaction

Need:

Blend
big data sources with enterprise data

Optimise
for large volumes of data, simplicity and cost

Increased Customer Retention

Results

- **60%** improvement in revenue retention rates
- Analyzed customer data from a broad array of sources

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Where do you stand in your customer journey?

IBM Ranked as Leader in 2012 Customer Analytics Wave

Source: Forrester

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Get started on your big data journey today

Get Educated

- IBM Big Data platform webpage
- IBM BigDataHub.com & AnalyticsZone.com
- Big Data University
- IBV study on big data
- Books / analyst papers

Schedule a Small Group Workshop

- Free of charge
- Your location or ours
- Topics include: Big Data, Predictive Analytics and more!
- Industry use cases
- Hands on available

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BusinessConnect and SolutionsConnect

It’s time to make bold moves.

THANK YOU

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