

MOST EFFECTIVE BRAND POSTS

PERFORMING ISKO OWNED CONTENT



KEY SOCIAL STATS

LAST 24 HOURS OF ISKO



LATEST TWEETS

MENTIONING ISKO



MOST INFLUENTIAL TALKING TODAY

MENTIONING ISKO



LATEST VIDEOS

TAGGED WITH ISKO KEYWORDS



LATEST PHOTOS

TAGGED WITH ISKO KEYWORDS



CONVERSATION OVER LAST MONTH

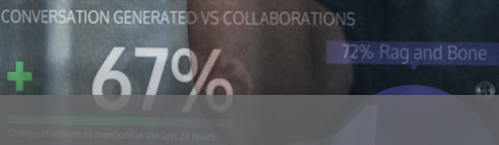
MENTIONING ISKO KEYWORDS

MOST USED WORDS TODAY

IN CONVERSATION MENTIONING ISKO KEYWORDS

SHARE OF VOICE

CONVERSATION GENERATED VS COLLABORATIONS



The impact of Data and the value of customer insights.

How to move forward >>>>

Maja Barel
Business Analytics and Strategy
IBM Türk
[@majabarel](#)

Tolga Artan
Chairman, LuckyEye
IBM Business Partner
[@tolgaartan](#)

First. Impressions

94%

Of first impressions are design related

Mobile. **Supremacy**

85%

Of consumers think
the mobile website
should be better than
the desktop version

Attention. **Dispersed**

90%

Of people use multiple
screens at once

Climbing. Everest

64x

More likely to climb
Everest than click a
banner ad

Informed. **Shopping**

Global E-commerce
sales have surpassed

\$1 Trillion



Live in. **The Cloud**

40 x

More cost effective for
an SMB to utilize cloud
computing vs running
their own IT
infrastructure

This is a new game. **Are you Ready?**

New. Expectations

***“The last best
experience that
anyone has
anywhere...”***

***...becomes the minimum
experience they want
everywhere***

15

This is not User Experience...

Functionality usually is confused with design and user experience.

Functionalities and attributes neither creates a relation nor an engagement.



This is...

User Experience creates a unique relation with its user, a relation that goes beyond delivering a function and establish an intangible value perceived by the user



Experience. Design

Designed for the practitioner and the way to work



Store performance Dashboard 2.0

Aurora (US)
\$1,420,900 sales
24,000 orders
\$59.20 average order value
34018 items ordered
5.0% customer rate
102,104 views

Category performance (Period: 06/01/2015 - 06/15/2015)

	Sales	Forecast	Variance	Sold	Forecast	Variance
Aurora (US)	\$1,420,900	\$1,224,800	16.0%	34,848	31,850	8.8%
Womens	\$830,000	\$805,500	31.3%	13,008	10,200	30.1%
Gifts	\$235,000	\$210,000	11.9%	8,000	7,580	2.4%
Activewear	\$220,000	\$210,000	4.8%	8,000	7,580	2.6%
Complete Swirlit	\$135,000	\$195,000	-15.4%	5,548	8,250	-4.8%

Category product rankings (Top performers)

- Product 1: Sales \$7,900, Forecast \$5,900, Variance +33.6%
- Product 2: Sales \$6,700, Forecast \$4,000, Variance +67.5%

Path recommendation

Target segment: Top tier active women (10,000) | Date range: 01/01/2015 - 06/01/2015 | Goal: Increase revenue by 10%

Paths traveled by Top tier active women

Path	Average revenue/path
Highest average revenue/path Browse -> Add to cart -> Checkout	\$60
Most commonly traveled Home -> Search -> Add to cart -> Checkout	\$44
Lowest duration Home -> Add to cart -> Checkout	\$50

Collaboration

- Anthony: My Cart - The response will be successful. All the items are available for the current experience.
- Ann: Product - It is not available.



Cognitive **Power**

First steps we're exploring

Analyze Trends

Leverage a multitude of data sources to provide data on key trends—along with evidence of why.

Real-Time Personalization Services

Continuously learn from each individual interaction to deliver the right experience at just the right moment.

Commerce Insights

Ability to learn from the data and provide advice based on evidence.



Organizations face major **challenges** when it comes to understanding their unstructured information...

Volume, variety, velocity and veracity of information.

Inability to analyze and use unstructured data.

Difficulty analysing and revealing patterns in data.

Manual, inefficient data analysis

Siloed, fragmented and unknown information.

Inability to find and share data.

Inability to understand customer sentiment and preferences.

To **unlock insight** from unstructured information, organizations need to ...

Incorporate data from all sources.

Recognise customer sentiment.

Understand potential for up-sell or cross sell.

Define the customer lifetime value.

Target the best customers.

Analyze product/service quality.

Speed to time value.



Watson. Help organisations reveal unique business insights

Aggregate

... content from multiple internal and external sources and types

Analyze

... content by identifying trends, patterns, correlations, anomalies

Visualize

... to validate what is known or suspected or to reveal what is unknown



Replay buzz on **Look** and **Colour** though unclear if it is unique or strong

Get the Look: Festival Fever!

21-Jul-2015, 3:23:34 PM

... favourite celebs. LoveBox festival took place on Friday and Saturday in Hackney London; arguably one of the ... festival hosted a super-star line up; with hip-hop legend Snoop Dogg headlining Friday, and Hackney ... and work that colour-blocking! This red jacket by Baracuta is great to make a bold statement and ... jeans like these ones by Replay to get the complete look. Rudiemental Baracuta £129.35 Replay Jeans ... comedy and literature event showcased their best line up to date, with huge headline performances by Alt J ... , Portishead and Noel Gallagher's High Flying Birds, scenic shows and workshops by theatre companies, ... Pleasing the crowds and the media with some reminiscent Oasis hits; Noel Gallagher kept it casual ... Luke 1977 £57.50 Noel Gallagher Suffolk's own Ed Sheeran shocked audiences by showing up to do two ...

GET THE LOOK: FESTIVAL FEVER!

This entry was posted on July 21, 2015 by Intern Accent Clothing.

This weekend saw the last few festivals happening in July, and we are still loving the festival looks being put together by our favourite celebs. LoveBox festival took place on Friday and Saturday in Hackney, London; arguably one of the most upbeat and lively festivals around with a focus on the best dance music around. This year, the festival hosted a super-star line up; with hip-hop legend Snoop Dogg headlining Friday, and Hackney's finest Rudimental closing Saturday night (with a selection of guests including Ella Eyre and Dizzee Rascal). Here's how you can get the LoveBox look! Take inspiration from Rudimental and work that colour-blocking! This red jacket by Baracuta is great to make a bold statement and keep cosy on those summer evenings! Pair with some blue jeans like these ones by Replay to get the complete look.

Replay Womens Janice Jeans 009

20-Feb-2015, 3:30:00 AM

... wait too long on items being delivered although I only received 2 of my 3 items as a pair of jeans ... Product: Lovely colour & nice fit.



Can you believe I worked out in jeans? 🙌 #ReplayHyperskin breaks the laws of the universe: 100% elastic, light and natural @Replay #hyperskin #replayjeans #jeansyoucanworkoutin ❤️
 37.3k likes 644 comments Instagram
 Completing the top five is model Irina Shayk. She was snapped up by L'Oréal just a few months ago and has been enlisted by Replay to launch its Athleisure range of

Replay Hyperskin



Posts featuring **Look**, **Colour** indicate association with **Visual Appeal** for **Replay Jeans** – but we cannot be too sure as **Color** also features in discussions on **Replay** with other brands

Christmas and New year decorations at Select Citywalk mall

06-Jan-2015, 12:20:14 PM

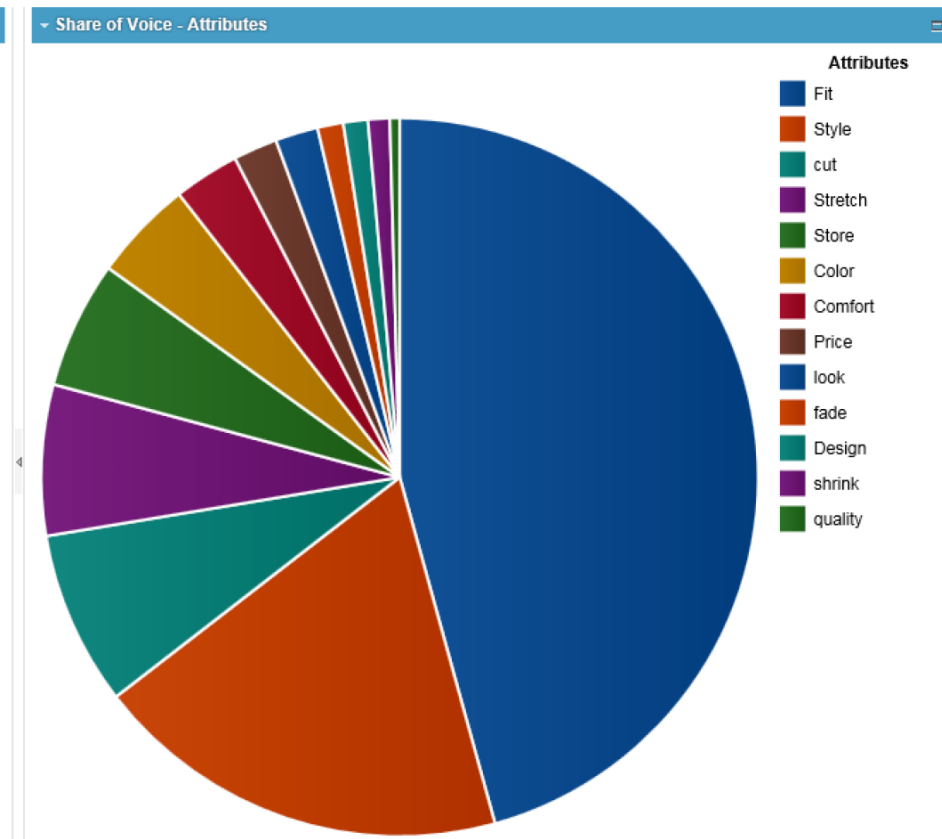
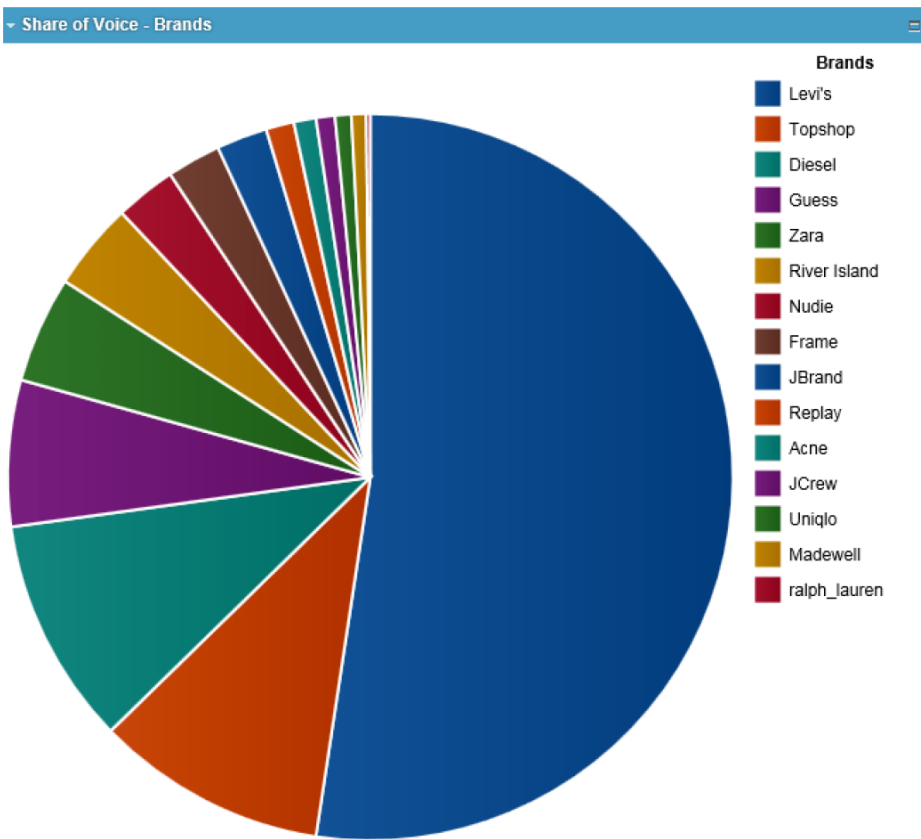
Select citywalk mall is decorated like a bride for festive season. Select citywalk is one place you ... tenants including Goodearth Verandah, Pantaloons, Crossword Bookstore, Mothercare, Arcella, and ... The mall also has 125 stores representing over 500 major Indian and international brands of clothes ... , Kipling, La Senza, Levi's, Mango, Next, Pepe jeans, Replay, Tommy Hilfiger, and United Colors of ... first stand-alone store in India, featuring CK jeans and CK Underwear. The mall has a 10,000 sq ft (... Wikipedia and http://www.selectcitywalk.com This footage is part of the professionally-shot broadcast stock ... The Wilderness Films India collection comprises of 50,000+ hours of high quality broadcast imagery ... Please subscribe to our channel wildfilmsindia on Youtube for a steady stream of videos from across ...



Twitter Analysis: Share of Voice

Levi's was the most 'tweeted-about' brand, followed by Topshop, Diesel, Guess, Zara

Most twitter discussions on attributes were around Fit, Style, Cut, Stretch and Store

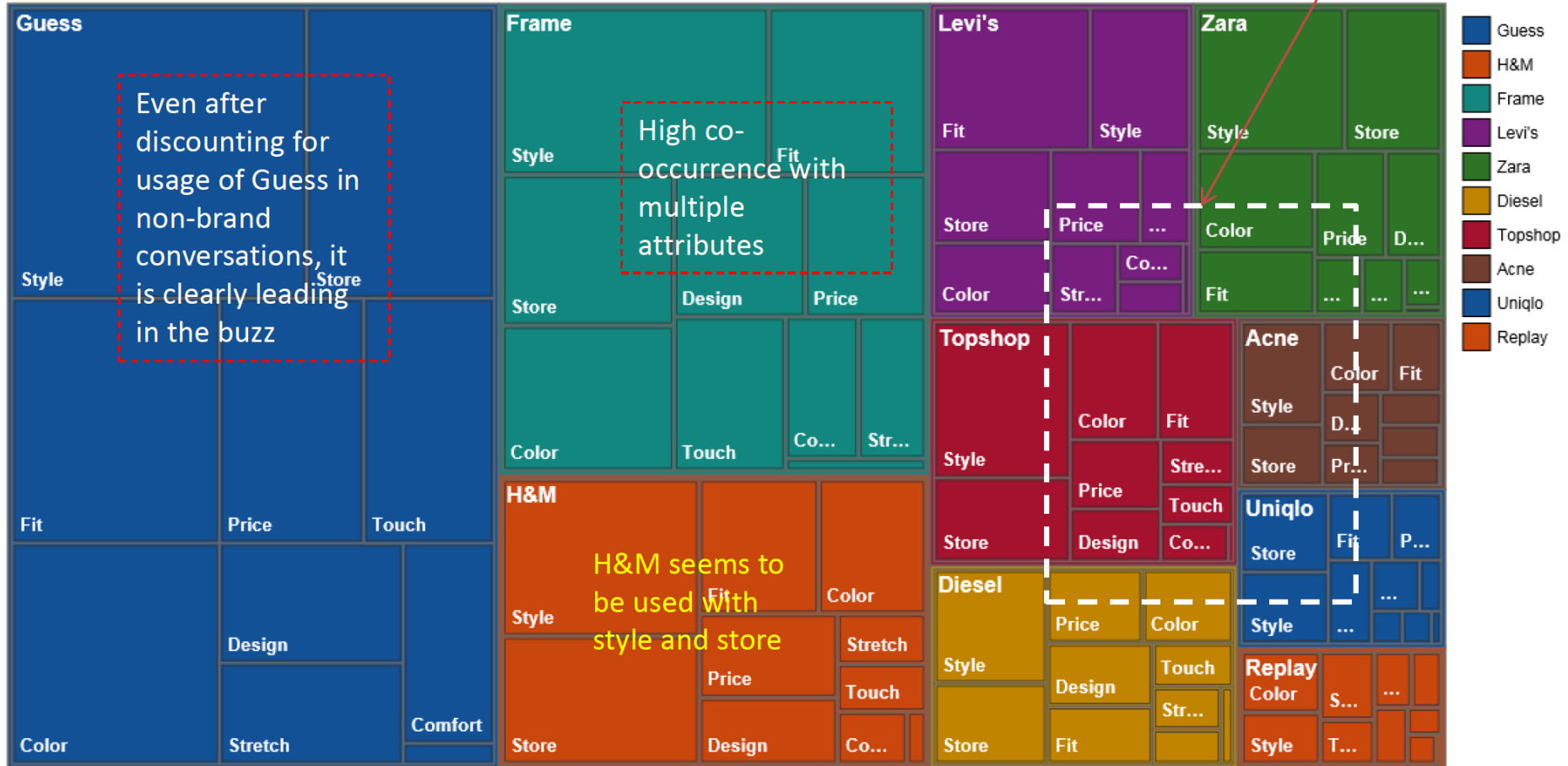


Analysing Relative Co-occurrence of Brands & Attributes

Does an attribute being mentioned with a brand say anything?

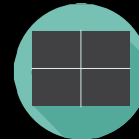
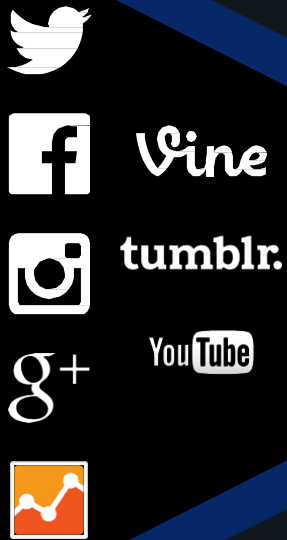
Brand-wise analysis

Brand - Attribute Relationship



Real time. **Social Command Center**

Our cloud-based insights and curation platform provides a deeper dive into the data providing real-time analytics, download reports and export data that can be plugged into different core systems.



- Crisis Monitoring
- Branding, co-creation
- Sales Lead Generation
- Campaigns Monitoring
- Point of Sales Engagement (Digital Branch)
- Product Launch
- Life event detection
- Competitive Intelligence
- Employee Advocacy
- Discovery/Innovation
- Customer Journeys
- Digital Signage powered by Data and Analytics
- Marketing Events
- Cognitive Call Centers powered by IBM Watson

Real-Time Visualisations: Two Screens Approach

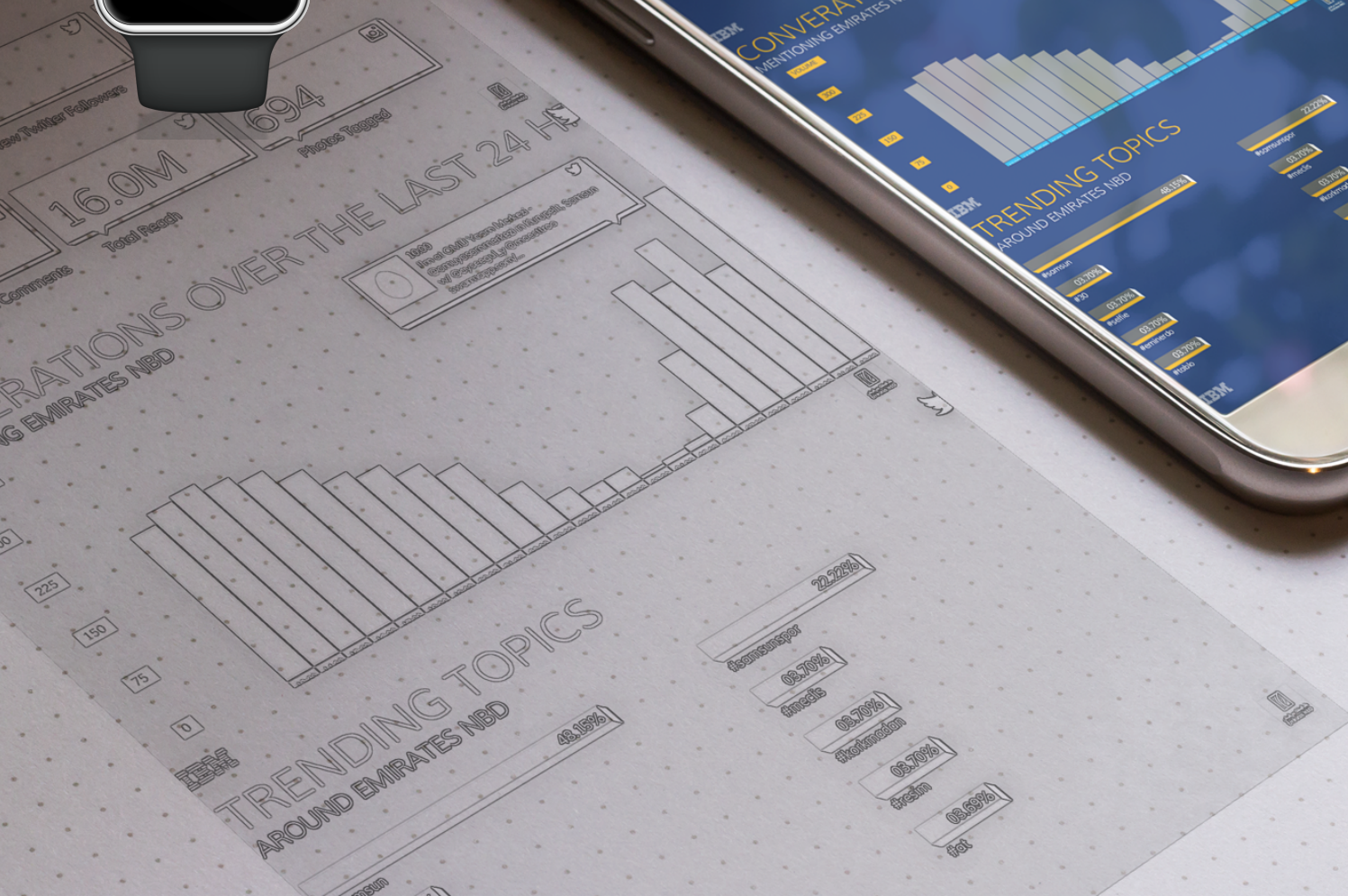


Insights Platform /
Real Time Analytics



Visualisation Platform /
Make data look beautiful





Use Cases. Social Media Best Practices



You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied. ~ *Jerry Fritz*



In the world of Internet Customer Service, it's important to remember your competitor is only one mouse click away. ~ *Doug Warner*



Loyal customers, they don't just come back, they don't simply recommend you, they insist that their friends do business with you. ~ *Chip Bell*



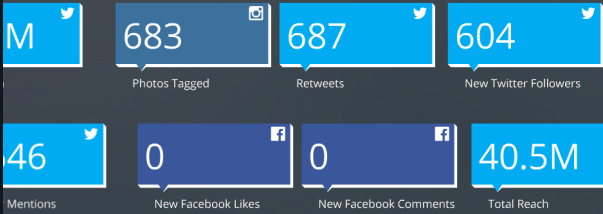
The more you engage with customers the clearer things become and the easier it is to determine what you should be doing. ~ *John Russell*



Use Cases. Social Command Center

KEY SOCIAL STATS

LAST 24 HOURS: MTN NIGERIA CRISIS



MOST USED WORDS TODAY

IN CONVERSATION MENTIONING MTN NIGERIA CRISIS

GENERAL

ATTORNEY
HOLDER

MOST EFFECTIVE BRAND POSTS

TOP PERFORMING MTN NIGERIA

MOST INFLUENTIAL TALKING TODAY

MENTIONING MTN NIGERIA CRISIS

ENCA



@ENCA 795361
MTN hires ex-US attorney-general to fight Nigeria case | eNCA <http://ebx.sh/208j1w>

FOLLOWERS 795361

LATEST TWEETS

MENTIONING MTN NIGERIA CRISIS

gama jube @Gamajube
MTN hires ex-US attorney-general Eric Holder to fight \$3.9bn fine in Nigeria #Africa Tech <http://dlvr.it/KPmxCj>
24 minutes ago

air Imam @trapoet
MTNNG, how long does it take to process request, abeg twant browse. Na situation y make me use your network. Abeg, go pay ur
22 hours ago

Alan Raines @HotoberFest101
Mighty fine Mtn Man prog - Drinking a Hop Beard Mountain Man IPA by @FonkaForaBrew at @saladnoda — <http://untp.beer/5/c273238838>
20 hours ago

Khaleesi @AyshaPink
Ondo Shuts Down MTN Facilities Over N4 Unpaid Taxes: In spite of MTN Nigeria der... <http://goo.gl/foK6344>
20 hours ago

LATEST USER GENERATED PHOTOS

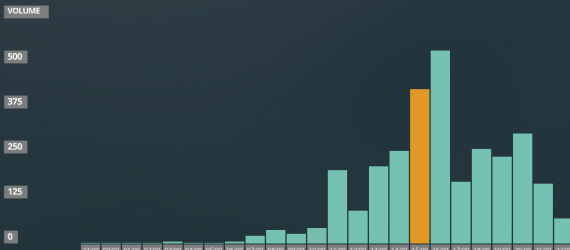
TAGGED WITH MTN NIGERIA CRISIS



HotNewzango
24 minutes ago
MTN hires ex-US attorney-general ER-Holder to fight \$3.9bn fine in Nigeria eNCA Tech <http://dlvr.it/208j1w>

CONVERSATION OVER LAST 24 HOURS

MENTIONING MTN NIGERIA CRISIS



GLOBAL HEAT MAP

MTN NIGERIA CRISIS MENTIONS IN THE LAST 24 HOURS



MOST TALKED ABOUT

PEOPLE & TOPICS IN CONVERSATION MENTIONING YOUR KEYWORDS



Risk / Crisis Management

<http://ibmcommandcenter.com/swf-preview/IDOPB6UL>



Use Cases. Social Command Center

KEY SOCIAL STATS

LAST 24 HOURS: MTN SOUTH AFRICA



KEY SOCIAL STATS

LAST 24 HOURS: CELL C



KEY SOCIAL STATS

LAST 24 HOURS: VODACOM



MOST EFFECTIVE BRAND POSTS

TOP PERFORMING MTN SOUTH AFRICA CONTENT

6 days ago
Only being able to charge one device at a time can be troublesome at times, but no more. Take a look at the ALLDOCK.
<http://goo.gl/pGLEH4>

1 day ago
We can't advise you on your long distance relationship but we're sure this #VodacomStarterPack will make things easier.

2 days ago
You can now share your data with anyone on Cell C. Buy a DataExtend bundle, dial *147#, select option 3 and you're ready to start sharing data. <http://go.co.za/1STW9> T&C's...



MOST EFFECTIVE BRAND POSTS

TOP PERFORMING CELL C CONTENT

Go shata tela Facebook Data@5

How Does One Part To Call



MOST EFFECTIVE BRAND POSTS

TOP PERFORMING VODACOM CONTENT

Thank You for making me laugh, did not have such a good one in years!

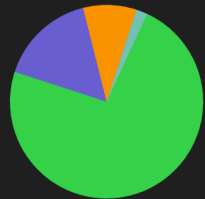


SHARE OF VOICE

MTN SOUTH AFRICA VS COMPETITORS



09% MTN - South Africa

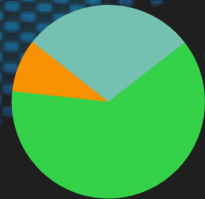


SHARE OF VOICE

CELL C VS COMPETITORS

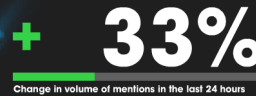


29% MTN



SHARE OF VOICE

VODACOM VS COMPETITORS



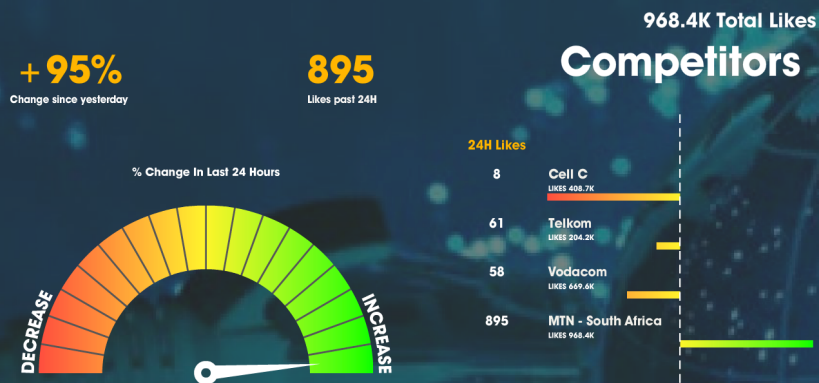
Competitors Overview

<http://ibmcommandcenter.com/swf-preview/IDWWILUN>



Use Cases. Social Command Center

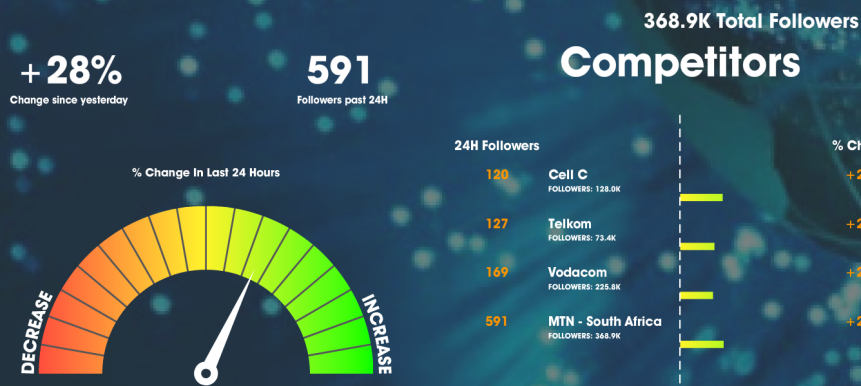
FACEBOOK HEALTH MONITOR



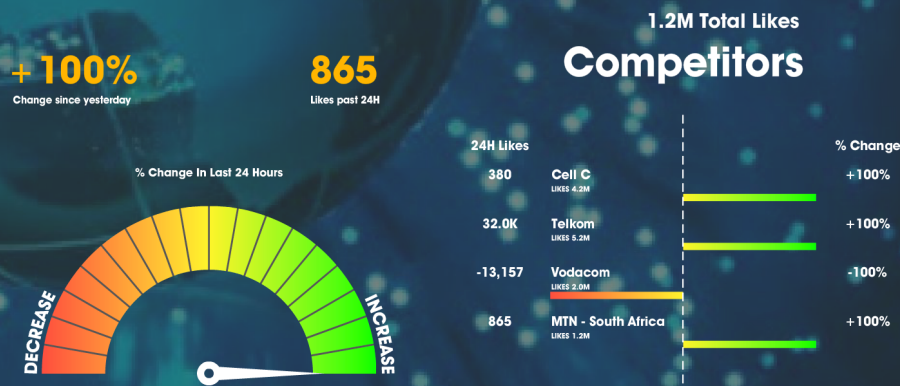
TWITTER HEALTH MONITOR



INSTAGRAM HEALTH MONITOR



YOUTUBE HEALTH MONITOR

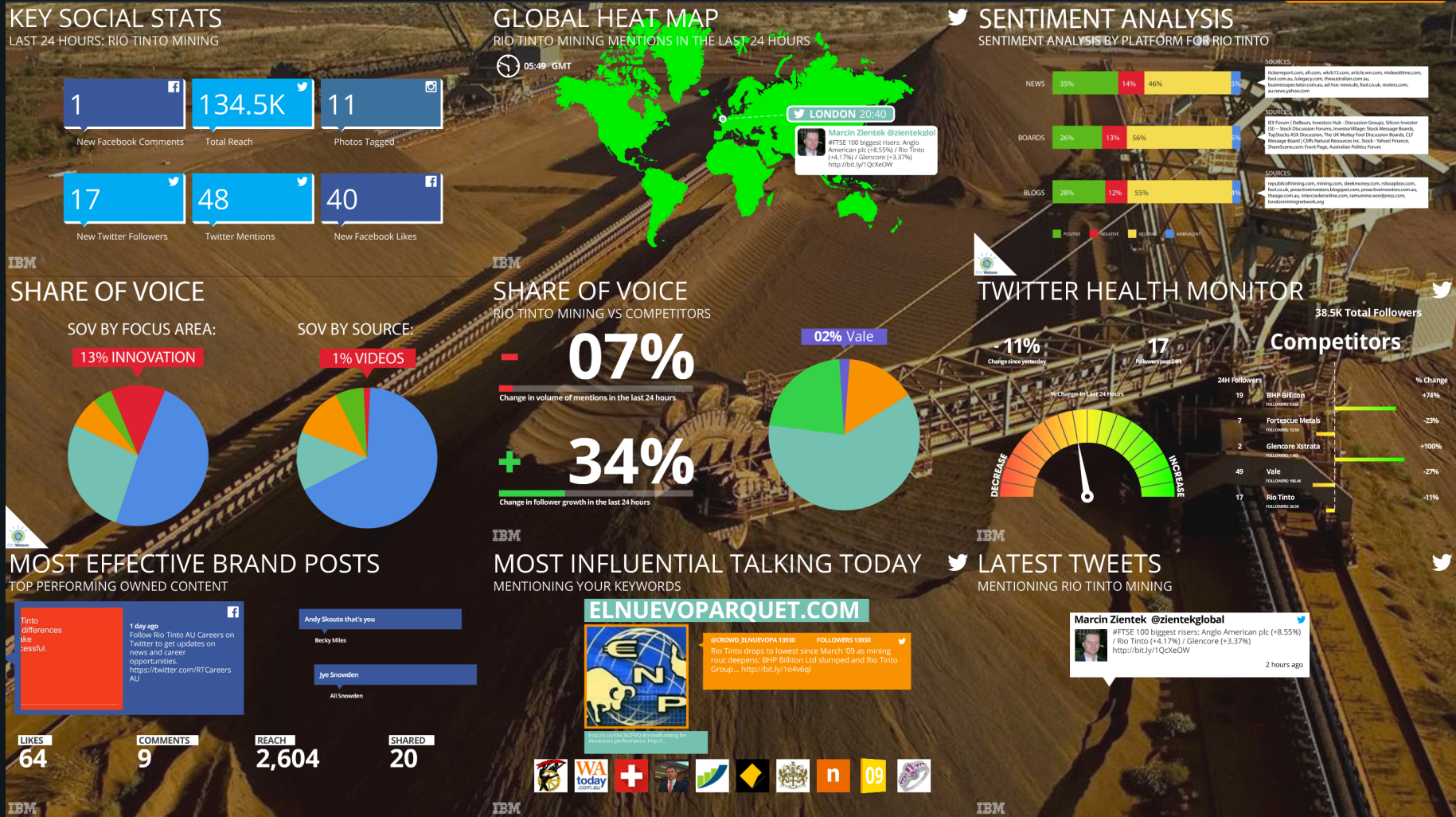


Social Media Management

Link



Use Cases. Social Command Center



C-Level Dashboard
 Other Data Sources Integration



Use Cases. Social Command Center

#BeingThere with Emirates

Hello Tomorrow 



15 Likes
#Fly Blogg 1 hour ago
#Fly Blogg #Fly Blogg #Fly Blogg @vgnels #Vgnels #Report @pdpespresso @Emirates #emiratesairline #loveemirates #A380 #paxler #paxler...



IBM

#BeingThere Campaign
Point of Sales Engagement
Digital Signage

Link

MOST EFFECTIVE EMIRATES POSTS



2 days ago
Emirates A380 touches down in Washington D.C.

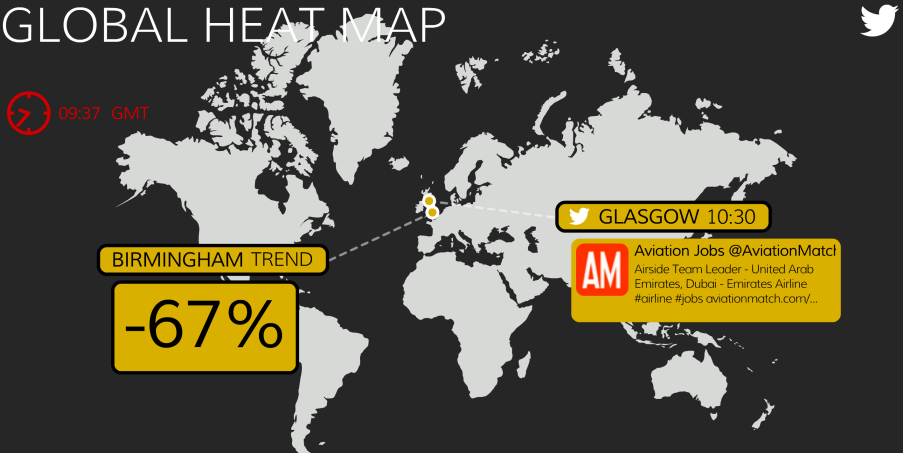
Good
Kintu Joseph

Emirates leads others follow
Patrick Ngure Muiruri

LIKES	COMMENTS	REACH	SHARED
21.4K	25	120.5K	489

IBM 


GLOBAL HEAT MAP



09:37 GMT

GLASGOW 10:30
Aviation Jobs @AviationMatch
Airside Team Leader - United Arab Emirates, Dubai - Emirates Airline
#airline #jobs aviationmatch.com...

BIRMINGHAM TREND
-67%

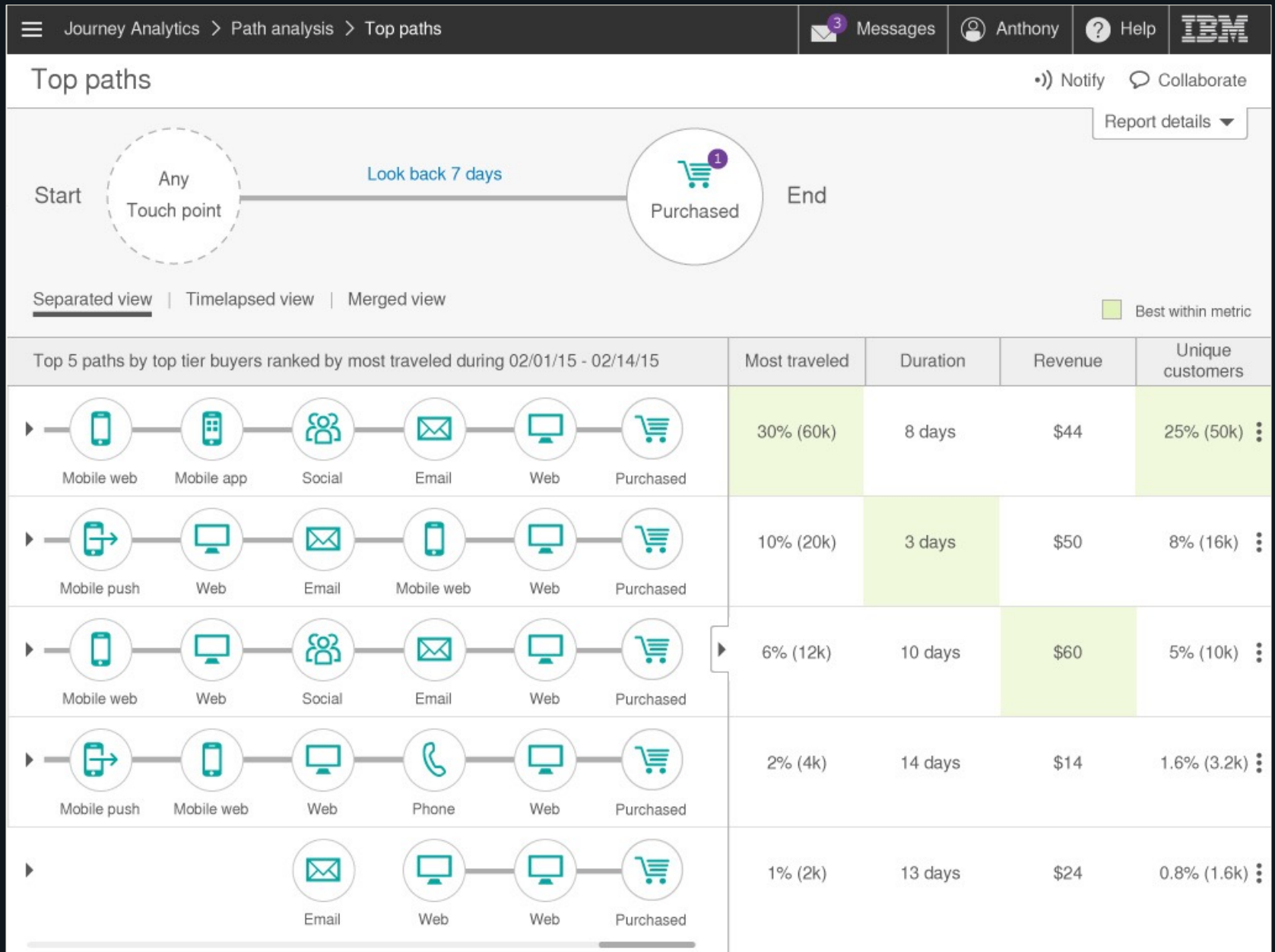
IBM 

Branding

Link



Closing the circle. Journey analytics



Closing the circle. Journey design

The screenshot shows the IBM Experience Designer interface for a storyboard titled "Top tier customers". The top navigation bar includes "Experience Designer > Storyboards", a search bar, and utility icons for Calendar, Messages, Ann, and Help. The main workspace is a grid with several elements: "Registration landing page" (In market 4 Jan 15), "Save the date direct mail" (In market 15 Jan 15), "FB stream reminder" (In market 22 Jan 15), "Local event displays" (In market 10 Feb 15), and "Sales visit" (In market 8 Mar 15). Below these are "Registration" (In market 15 Jan 15), "Store event" (In market Feb 15), "Post-event nurture" (In market 12 Feb 15), and "Sales nurture" (In market 29 Feb 15). A "Day of event reminder text" (In market 10 Feb 15) is also visible. The right sidebar contains an "Interaction palette" with categories: "Canvas tools" (Experience map, Lasso), "Online interactions" (Email, Landing page, Mobile push, Pay per click, SMS, Social), and "Offline interactions" (Blank, Direct mail, Display, Event, Sales, Telesales). The top bar also shows filters for "Market segment" (Top tier buyers), "Goal" (Increase revenue by 10%), and "Expense" (\$100,000). The bottom status bar lists users: Evan Channel Manager, Carlos Creative, and Anthony Analyst, along with a "Snapshot" button and a 100% zoom level.

This screenshot shows the same IBM Experience Designer interface, but with a "Comments" dialog box overlaid on the right side. The dialog has a title bar "Comments" and a close button. It contains a text input field "Share your thoughts" and a list of comments. The comments are: Evan Channel Manager (August 14 2014 10:46am) suggesting a direct mail piece; Ann Experience Designer (Yesterday 1:15pm) agreeing to add it; Evan Channel Manager (9:02am) asking about existing creatives; and Ann Experience Designer (2:23pm) requesting a new creative. A "View all..." button is at the bottom of the dialog. The background storyboard shows the "Store event" and "Post-event nurture" elements. The top navigation bar and bottom status bar are identical to the first screenshot.



Closing the circle. Universal behaviour exchange

The screenshot displays the 'Customer Data Exchange' interface. At the top, there are navigation tabs for 'Associations', 'Events', 'Audiences', and 'Endpoints'. Below these are buttons for 'Notify', 'Request', and 'Collaborate'. A dropdown menu shows 'Publishers and Subscribers'. The main area is divided into two columns: 'Publishers' (7 items) and 'Subscribers' (6 items). Each item includes a search filter, a name, a logo, and statistics. Lines connect publishers to subscribers, illustrating data flow.

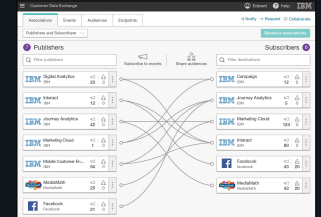
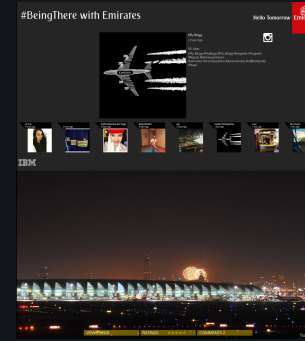
Publisher	Subscriber
IBM Digital Analytics (23)	IBM Campaign (12)
IBM Interact (12)	IBM Journey Analytics (5)
IBM Journey Analytics (42)	IBM Campaign (12)
IBM Marketing Cloud (1)	IBM Journey Analytics (5)
IBM Mobile Customer En... (54)	IBM Campaign (12)
MediaMath MediaMath (25)	IBM Journey Analytics (5)
Facebook Facebook (21)	IBM Campaign (12)

The 'Subscribe to events' dialog box is shown, allowing users to select events and destinations. The 'Select events' section lists 'Cart Purchase' and 'Cart Abandonme...' as selected. The 'Select destinations' section lists 'Marketing Cloud' as selected. A 'Pending subscription' section shows the selected event(s) and destination(s).

Select events	Select destinations
IBM Digital Analytics	Journey Analytics
IBM Cart Events	Journey Designer
Cart Purchase (checked)	Marketing Cloud (checked)
Cart Abandonme... (checked)	Mobile Customer Engagement
Marketing Cloud	Interact
Mobile Customer Engagement	Campaign
Journey Analytics	Mediamath
Interact	Shoutlet
Journey Designer	Facebook
Mediamath	Google
Facebook	Gigya



Capabilities. Real Innovation Delivered



1

Deep Vertical Knowledge

Analysis and up-to-date insights of all industries enabling accurate and relevant solutions

2

Cognitive Power & Analytics

The most powerful cognitive and analytic engine for business analysis

3

Design Centric Approach

Cultivating the customer perspective with a design focus at the forefront

4

Social Command Center

Visualise insights in near real time, turn data into actions.

5

Customer Journey

Understand and improve your customer journey.





Let's transform. **Together**
Thank you

