![IBM logo]

大數據趨勢論壇暨
IBM產業專題高峰會

打造數據價值新藍海

360 º View of the Customer

Fredric Lam, Solution Executive, Greater China Retail Solution Team

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Agenda

- Why the 360 ^{o} View of Customer Solution is important

- What does the Solution Look Like

- Benefits of addressing the challenge

- Case Studies and Reference

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Consumers are redefining the shopping experience to fit their unique needs and timeframes

1 **Shopping Becomes Omnipresent**
- Shopping becomes engrained in all aspects of our lives due to persistent connectivity and ubiquitous access
- Consumer touch points continue to proliferate increasing availability

2 **Shopping Becomes Deconstructed**
- Consumers can start/stop and switch channels seamlessly
- New competitors arise; disintermediating consumers from retailers

3 **Shopping Becomes Collaborative**
- Retailers engage consumers in retail decisions (e.g. assortment, etc.)
- Consumer-to-community interactions become commonplace

4 **Shopping Becomes Contextual**
- Consumers demand relevancy and personalized service
- Availability of consumer information combined with real-time analytics enables superior experience

5 **Shopping Becomes Real-time Aware**
- Device and communication technology converge
- Consumer interactions become timely and proactive

6 **Shopping Becomes Experiential**
- Physical and digital worlds converge to provide an enhance experience
- Shopping becomes all about the experience; availability and fulfillment times are greatly reduced

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Deliver a superior shopping experience with personalized promotions

- Ensure consistent cross-channel interactions

- "Turn data over to consumers"

- Delivery timely and relevant communications
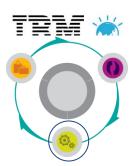
大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Create customer-centric merchandising and supply chain for product availability

- Drive localized assortments

- Collaborate with consumers

- Operationalize customer insights

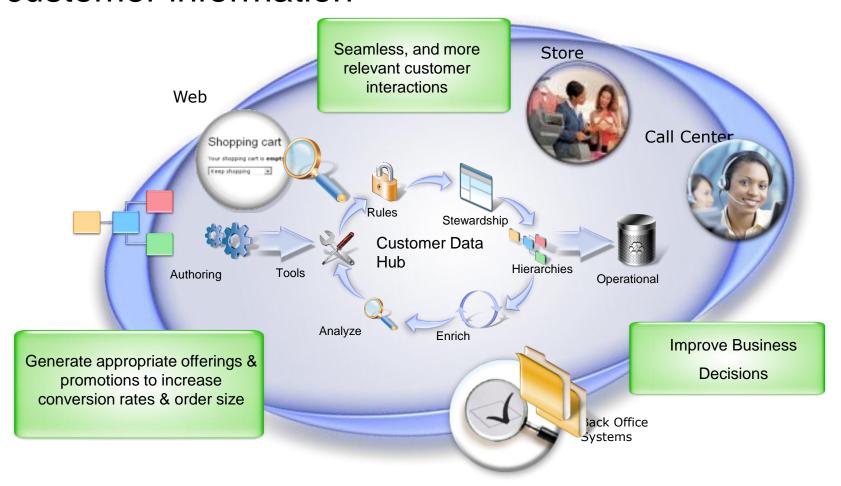# Drive operational excellence via knowledgeable store associates

- Merge workforce and task management
- Empower store associates with product knowledge
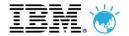- Embed intelligence into client interaction

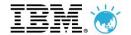# 360º view of customer means having TRUSTED customer information

Single, comprehensive view of all customers across all channels

Agenda

- Why the 360 ^{o} View of the Customer Solution is important

- What does the Solution Look Like

- Benefits of addressing the challenge

- Case Studies and Reference

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

360° View of The Customer

SMARTER SHOPPING EXPERIENCE			SMARTER MERCHANDISING AND SUPPLY NETWORKS		SMARTER OPERATIONS		
360° VIEW OF CUSTOMER	CONNECTED MARKETING	OMNI-CHANNEL COMMERCE	ONMI-CHANNEL MERCHANDISING	OMNI-CHANNEL SUPPLY NETWORKS	BACK-OFFICE TRANSFORMATION	RETAIL INFRASTRUCTURE OPTIMIZATION	PERFORMANCE INSIGHTS AND MANAGEMENT

Getting to know your customers, **individually as well as by segment**, and effectively using that information to **build solid relationships**, is a critical competitive issue.

- Collecting and analyzing all aspects of customer interactions
- Collecting and analyzing many other kinds of structured and unstructured data
- Gain valuable insight into individual preferences and buying behavior
- Converting insights into action and make a retailer stand out to shoppers in the competitive marketplace
- To collect every piece of available information, from inside and outside your organization to use it to drive insights and to power the customer interactions.

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

360º View of The Customer

SMARTER SHOPPING EXPERIENCE			SMARTER MERCHANDISING AND SUPPLY NETWORKS		SMARTER OPERATIONS		
360º VIEW OF CUSTOMER	CONNECTED MARKETING	OMNI-CHANNEL COMMERCE	ONMI-CHANNEL MERCHANDISING	OMNI-CHANNEL SUPPLY NETWORKS	BACK-OFFICE TRANSFORMATION	RETAIL INFRASTRUCTURE OPTIMIZATION	PERFORMANCE INSIGHTS AND MANAGEMENT

WHAT YOU NEED

Insight to understand each of your customers as an *individual—a customer master hub*

This includes information on who your customers are; where they live; and their demographics, interests, activities, preferences

Visibility into each customer's transactions and interactions with *you as a retailer—a customer transaction repository*

Across all channels and activities: what they've bought, where they have shopped, who they have contacted and what marketing they respond to

Information on each customer's activities and interactions with *others—a customer activity repository*

Learn about their online interactions with others, including friends, family, other retailers, brands and groups—their comments, reviews, likes, dislikes, compliments and complaints
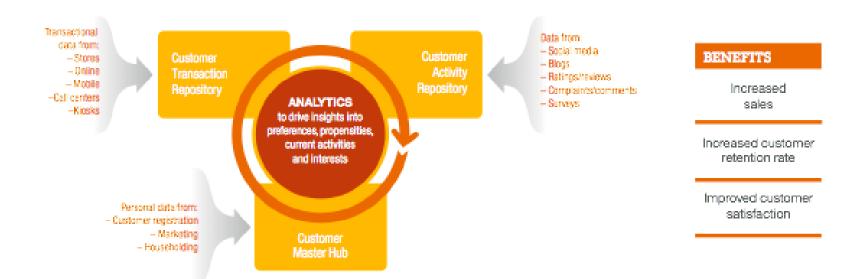
Big data analytics to unlock the insights that will empower you to *know* and serve each customer better than ever before

Advanced analytics can be applied to detect patterns, identify behavioral drivers and predict demand. This will allow you to segment consumers and develop targeted marketing, tailored assortments and personalized shopping experiences

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

360° View of The Customer
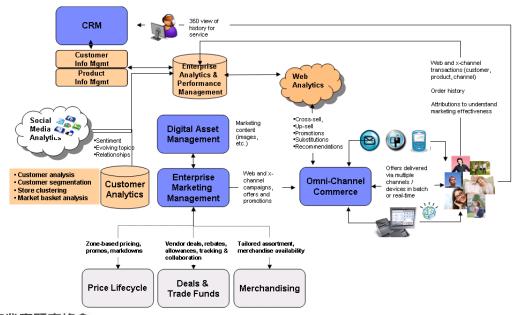
Collect and analyze internal and external information to gain insight into shopping patterns and consumer preferences. Use insight to infer buying behavior and build strategies that enable you to become more relevant to consumers

DESCRIPTION

1. Capture, integrate and analyze internal and external data sources
2. Integrate all customer information across channels and touch points
3. Manage and maintain master data for customers and products to gain a single record
4. Capture unstructured data and analyze to determine sentiment, affinities, trends
5. Apply advanced analytics to detect patterns, identify behavioral drivers and predict demand

KEY CAPABILITY

How our solution works

Up sell & Enhance Customer Service Levels

Deliver account information and capture responses in Customer Loyalty & Campaign Management

Maintain golden version of customer data in CRM

Updates web self-service for enhanced customer service levels

Greater Business Insight

Deliver new customer information and capture customer value score in BI, Analytics & Dashboards

Understand who you are doing business with using Global Name Recognition & Identity Insight

Active MDM Processes

Master Data

Names	Loyalty Memberships
Addresses	Loyalty Status
Contact Details	Web Info
Contact History	Purchase History

- Augment and enhance master data to create richer views, drawing together both content and data – *all* types of information
- Unified access to data and content for MDM based business applications

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Customer Master Data Hub

Provides a 360 degree view of customers by aggregating customer information across the retail enterprise into a single customer hub.
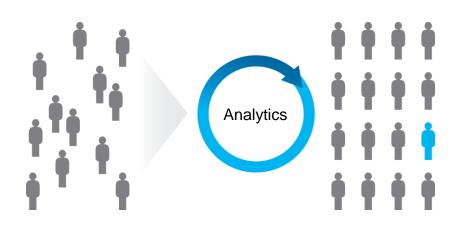
Online
Stores
POS
Kiosks
Call Center
Postal Mail
Mobile
Email

Enables you to

- **Deliver** a consistent, accurate, and trusted view of customer information across channels and touch points

- **Improve** revenue through greater insights into customer cross-channel buying behavior

- **Provide** more targeted marketing that is timely, relevant and personalized

- **Tailor** local market assortments to consumer preferences, demand and expectations

- **Create** an integrated and more efficient end-to-end customer management process

- **Aggregate** customer information from a variety of disparate sources
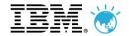
大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Customer Segmentation & Analysis

Deeper understanding of customer behavior that is tailored uniquely to each client's business model, customer data and operational practices, yielding highly actionable customer segments.

Enables you to

- **Provide** holistic view of customer and segment behavior, interactions, metrics, churn, loyalty and attrition across channels and segments over time

- **Leverage** models based on many dimensions of customer behavior

- **Create** highly actionable clusters based on the customer's response to various dimensions of the value proposition

- **Integrate** real-time customer insights across the enterprise

- **Improve** customer loyalty, satisfaction, retention and generate higher overall customer lifetime value
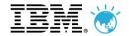
大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Cross-Channel Consumer Insight

Enables a better understand of your consumers' cross-channel buying behavior to help optimize marketing spend, product mix and offers for a tailored shopping experience.

Kiosk

Catalog

Contact Center

Web/ Email

POS

Mobile

Merchandising

Distribution & Logistics

Channel Operations

Marketing

Customer Service

Stores

Direct

E-Commerce

Enables you to

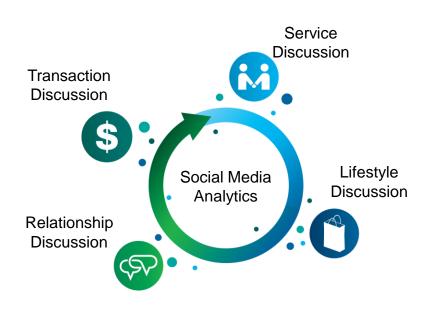- **Increase** revenues through improved customer loyalty and satisfaction

- **Apply** predictive analytics to deliver the right mix of products and services to the right channels

- **Provide** a 360° customer cross-channel shopping behavior

- **Understand** where the consumer is in the lifecycle of shopping

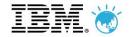- **Use** consumer insights to optimize marketing spend

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Social Media Analytics

Uses analytics to harness the power of unstructured data to turn 'chatter' into tangible insight about the brand, products, and services to grow revenue, enhance reputation and improve customer experience.

Service
Discussion

Transaction
Discussion

Social Media
Analytics

Lifestyle
Discussion

Relationship
Discussion

Enables you to

- **Analyze** large volumes of data from multiple social media channels

- **Understand** positive, negative, and neutral sentiment and recognize evolving topics

- **Assess** risks and opportunities to brand reputation

- **Identify** and target new social media channels to drive greater advocacy with key influencers

- **Determine** the effectiveness of your campaigns and their impact on consumers' purchasing decisions

- **Anticipate** consumer demand and be more responsive with the introduction of new products and services

SPSS software and solutions enable customers to predict future events and proactively act upon that insight to drive better business outcomes

Capture

Data Collection delivers an accurate view of customer attitudes and opinions

Data Collection

Predict

Predictive capabilities bring repeatability to ongoing decision making, and drive confidence in your results and decisions

Text Mining — Data Mining — Statistics

Platform

Pre-built Content

Attract — **Up-sell** — **Retain**

Act

Unique deployment technologies and methodologies maximize the impact of analytics in your operation

Deployment Technologies

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Customer Insight

Web: Blogs
Message Boards
Forums, News

IBM Cognos Content Analytics
Consumer Insight

- *Optimize Campaign design*
- *Optimize Product design*
- *Segment Market*
- *Change Detractors to Influencers*

Sense
Monitor

Engage
Act

External

Internal

Extract
Integrate

Learn
Analyze

SPSS

Build Models

Visualize

Sales

Surveys
Panels

Agenda

- Why the 360 º View of Customer Solution is important

- What does the Solution Look Like

- Benefits of addressing the challenge

- Case Studies and Reference

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Savvy Companies Tap into Consumer Generated Content *Answer critical questions about product and market strategy*

*How do consumers feel about our new **product launch** and **ad campaign**? Are we getting a good ROI?*

*What **un-serviced** market needs are consumers blogging about?*

*What are the most talked about product attributes in my **product category**? Is it good or bad?*

*What do consumers think about my **competitors**?*

*Are there any early indicators of **quality problems** with our products or services?*

Is there negative **chatter** that my PR team should respond to?

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

A major electronics retailer uses a smarter analytics solution to drive customer centricity and loyalty

100%

Increase in Reward Zone membership in 3 months

Plus 10% increase in trips to store and 20% increase in shopping basket size

Business Problem: This electronics retailer wanted to shift from customer acquisition to building loyalty with its reward program. They needed to evolve their marketing spend from mass to 1:1, and target based on timing, trends and triggers.
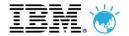
Solution: Cross-channel campaign management solution increases sophistication, flexibility, automation and effectiveness of direct marketing campaigns.

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Agenda

- Why the 360 ^{o} View of the Customer Solution is important

- What does the Solution Look Like

- Benefits of addressing the challenge

- Case Studies and Reference

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

360º View of The Customer

SMARTER SHOPPING EXPERIENCE			SMARTER MERCHANDISING AND SUPPLY NETWORKS		SMARTER OPERATIONS		
360° VIEW OF CUSTOMER	CONNECTED MARKETING	OMNI-CHANNEL COMMERCE	ONMI-CHANNEL MERCHANDISING	OMNI-CHANNEL SUPPLY NETWORKS	BACK-OFFICE TRANSFORMATION	RETAIL INFRASTRUCTURE OPTIMIZATION	PERFORMANCE INSIGHTS AND MANAGEMENT

CASE STUDIES

COMERCIAL MEXICANA

This supermarket chain implemented IBM Netezza to process the vast volumes of customer data produced by its loyalty program

- Improved query response times by 99%, enabling new approaches to marketing, with immediate insights for fast-turn targeted campaigns
- Reduced costs through adoption of an all-in-one appliance, instead of purchasing hardware and software licenses separately

REDCATS GROUP

This European retail group, spanning 17 major global brands, implemented IBM SPSS to deepen its understanding of how customers behave online

- Enabled analysis of near-real-time streams of customer data, including purchases, click streams, mobile app usage and online survey results
- Decreased campaign management and data processing times by 90%
- Gained full payback on investment in seven months, with a total return on investment of 122% in one year

AN ONLINE PHOTO SERVICE

This European photo service implemented IBM SPSS to segment its customer base and more accurately target its marketing efforts

- Increased sales 30% in one year, compared to an increase of only 10% for competitors
- Increased the number of new prospects taking advantage of a welcome offer by 16%
- Increased customer loyalty, with unsubscription rates falling to 0.6%

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Real Time Promotion/Loyalty & Up-sell/Cross-sell

1600 stores

16+ web sites

Mail orders from paper catalog

360º View of the Customer: Customer Success

A complex & volatile set of offers

- 2+ promotional cycles per month on a given catalog segment
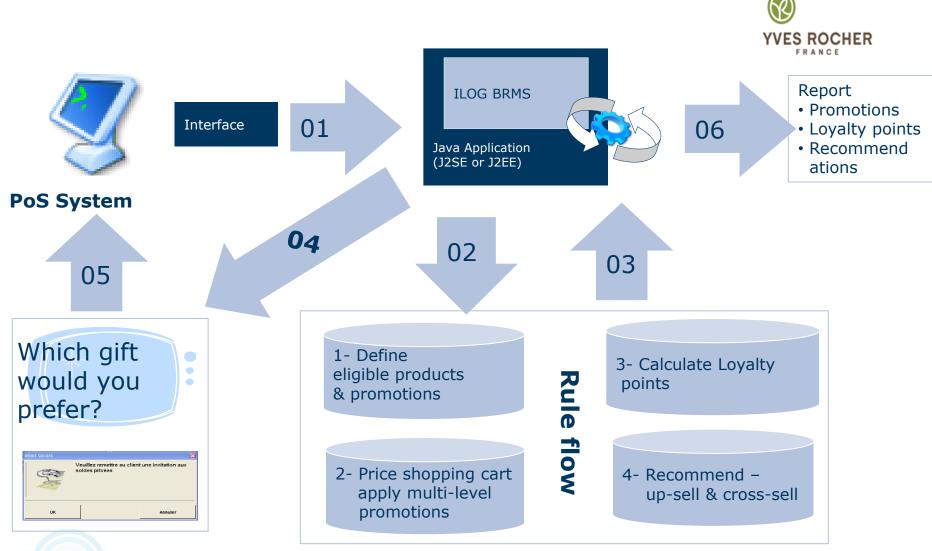- 50+ promotional offers per cycle

YVES ROCHER
F R A N C E

- **Store promotion**
  - Mother's Day Offer: - 30% on Eau De Toilette
  - Sunshine Offer: 1 sunshine lipstick offered for any solar cream purchase
  - 1 loyalty point for $1 spent

- **Offer « all boxes »**
  - A surprise gift for any purchase ≥ $50

- **Offer Happy Hours**
  - +5 loyalty points from 2:00PM to 4:00PM

- **Offer « radio »**
  - Say the "magic word" and get 5% discount

- **Offer « partners »**
  - $5 discount on all skin care products

- **Offers « Direct Marketing »**
  - 1 moisturizer offer for any day care & night care product purchase
  - 1 necklace for any purchase ≥ $35
  - +3 loyalty point on any YRIA lipstick purchase
  - …

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

360º View of the Customer: Customer Success

PoS System

Interface

01

ILOG BRMS

Java Application
(J2SE or J2EE)

06

Report
• Promotions
• Loyalty points
• Recommendations

04

02

03

05

Which gift would you prefer?

PRIVE SOLDES

Veuillez remettre au client une invitation aux soldes privées

OK   Annuler

Rule flow

1- Define eligible products & promotions

2- Price shopping cart apply multi-level promotions

3- Calculate Loyalty points

4- Recommend – up-sell & cross-sell

Hundreds of rules in less 150 ms on 45M+ tx / year

YVES ROCHER FRANCE

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海

Real Time Promotion/Loyalty & Up-sell/Cross-sell

20M customers
85% identification rate

Rules driven Loyalty

Rules driven recommendations
& promotions