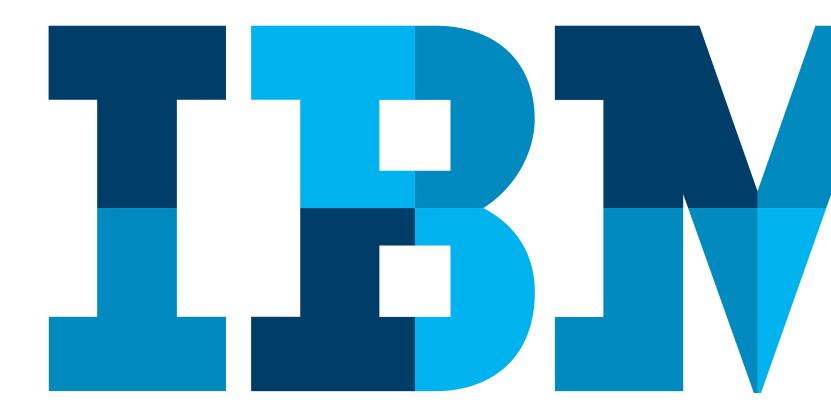# 5 key strategies for successful mobile engagement

*Invigorate your brand presence with the IBM mobile customer engagement platform*

# Contents

# The mobile conversation

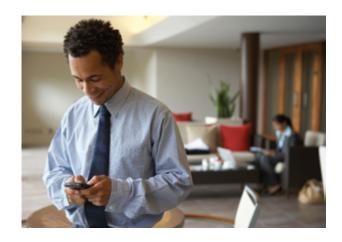## The current state of customer engagement

Today, organizations interact with their customers through many digital and non-digital channels. The empowered consumer expects a seamless brand experience on those channels and hopes for every interaction to be relevant and personalized to their particular needs and preferences.

Because different opportunities exist for each channel, companies must adopt a detailed approach that delivers relevant experiences across customer touchpoints. Meanwhile, every interaction through each channel must be personalized to each customer's traits and background. Although most communication channels—are

developed to the point of near mastery, many marketers still struggle to define how mobile devices fit into the customer experience.

Many communication channels are available to businesses and consumers, but none are as personally and effectively engaging as the mobile channel. Morgan Stanley Research estimates that 91 percent of consumers keep their device within arm's reach 100 percent of the time.[1] Because smartphones are becoming more prevalent in society, businesses must understand how to take advantage of this phenomenon to maintain and improve brand relevance and customer engagement. How people use their mobile devices differs drastically from how they behave in face-to-face

interactions, desktop computing and phone interactions. Companies must take the time to understand how best to interact in an increasingly mobile society.

Not long ago, a company's relationships with customers ended once they walked out of the store. Today, the prevalence of mobile devices means that companies have more opportunities to directly interact with their consumers. For companies to succeed in the mobile market, mobile devices must be seen as a portal through which businesses can more effectively engage with their consumers regardless of location. To completely capitalize on this new opportunity, companies must revolutionize how they use the mobile channel in their customer interactions. They must reach their customers with the right message in the right place at the right time, by using the right technology, business processes, creativity and resources.

### The mobile consumer
The IBM 2013 Holiday Benchmark study found that 23 percent more mobile apps were installed over the US Thanksgiving holiday and Black Friday shopping event than were installed in the prior two months.[2] Those apps were used mostly to directly present customers with coupons and pricing information. These findings show that consumers are ready and willing to download apps and open new avenues of communication with businesses when the time is right. But, what if this kind of connection could be established in slower shopping seasons? How would consumers respond to these types of offers if they could be made available at any time based on an individual consumer?

### Challenges of the mobile market
Marketers are challenged as never before to choose the right channels to deploy their marketing and generate ROI. Although the issues are complex, there is a single question that should govern all deliberations: How do I most effectively influence the intent of my consumer and engage them?

The IBM State of Marketing 2013 global survey indicates that, as of 2013, 35 percent of all online traffic was conducted through mobile channels—up 40 percent when compared to fourth quarter in 2012.[3] According to the same report, 17 percent of all online sales were performed through mobile devices—up more than 46 percent when compared to the same period the previous year.

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Therefore, shifting a company toward a mobile marketing strategy is and is likely to pay off as mobile devices continue to grow in popularity and functionality.

Despite the remarkable growth of mobile devices, only 31 percent of organizations are currently integrating mobile tactics into their marketing campaigns.[3] Failure to adopt vigorous and creative mobile marketing is likely to result in a steady decline in their reliable customer base—largely because many customers expect a dynamic brand experience across all channels. Sterling Commerce®, in partnership with SmartRevenue, found that 85 percent of consumers expect a seamless experience across every channel for each retailer.[4]

## Meeting the demands of mobile

Central to the IBM mobile strategy is meeting the demands of businesses and their mobile consumers. Five demands in particular are critical in changing how companies approach mobile:

1. Omni-channel marketing that establishes a consistent customer experience across every engagement channel
2. Targeting and analytics to help with the development of a personalized experience for each customer
3. Real-time and location-based marketing to drive relevant offers to the right person at the right place and time
4. Mobile commerce that takes advantage of the features that are specific to mobile devices
5. Customer delight because a pleasant experience makes customers want to come back for more

### Providing consumers with a seamless and integrated experience across all channels

Consumers are using smartphones, tablets and desktop computers at home, at work and in stores. They are constantly on the go, their expectations are high and they demand an exceptional experience from every channel. Regardless of how they interface with a business, customers expect personalized services, portability of deals across channels, relevant messaging, and recognition of their different devices and usage patterns. Every interaction—from awareness to advocacy—is critically important in earning a customer's loyalty.

Using omni-channel marketing to create a positive mobile experience can result in an immediate and significant return on investment. Additionally, a mobile strategy can be especially effective when integrated

with existing customer relationship management (CRM) and marketing solutions such as IBM® ExperienceOne. The mobile messaging offerings from IBM enable marketers to deliver highly targeted and personalized content and services to their customers across all mobile channels with simple and rich push notifications.

**Helping organizations to know each of their customers as individuals**

Customers are steadily increasing their demand for personalized experiences from their favorite brands. They expect those brands to learn what they care about, what they want and when they want it. To keep up with this demand, brands must connect omni-channel data sources to yield valuable customer insights.

Targeting and analytics can help companies understand how mobile users interact with brands and measure the impact of existing mobile customer engagement efforts. Only when companies understand their customers can they appropriately employ different types of targeted messaging. Broadcast, narrowcast and one-to-one messaging enabled by IBM Mobile Customer Engagement technologycan be used throughout the purchase process to send contextually relevant messages, alerts and offers in real time, based on customer data, preferences and analytics.

**Sending relevant, timely promotions to each customer**

A recent JiWire study found that 75 percent of shoppers act after receiving a location-based message.[5] Companies that choose to capitalize on this tendency can optimize their mobile marketing investments with real-time, relevant content when it matters most. Relevant messaging helps brands get noticed by customers, and it can help in developing a reliable relationship between companies and their consumers. IBM push notifications with location-based targeting are critical mobile features that can be integrated into marketing processes to deliver the right messages at the right time and place.

**Outfitting IBM clients with simple, but feature-rich, self-service capabilities**

Customers demand engagement through mobile apps and mobile websites.

With mobile as a part of e-commerce, more consumers than ever are using their mobile devices at different points in the purchasing process. IBM Mobile Customer Engagement can deliver targeted content to mobile app audiences based on in-app behaviors, preferences and location. Marketers can then use this information to generate greater returns on marketing investments.

Marketers can also use mobile data to dynamically trigger content for display on mobile websites based on the consumer's passive and active browsing behavior. These features empower customers by allowing them to shape their own web experiences. By providing a more personalized experience and targeted offers, companies have the power to boost their online sales. Customers can also choose to receive targeted push notifications that indicate special offers, increasing that customer's likelihood to make a purchase and engage again in future purchases



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**Giving each customer a flawless and thoughtful brand experience**

Customers want to connect with the brands that they love. By creating positive client experiences through mobile engagement, companies have the power to establish a lasting emotional connection with their customers. A meaningful customer experience exceeds expectations and creates loyal customers who become brand advocates.

Establishing and reinforcing these relationships is what differentiates leading brands from their competitors. Consistent, relevant and personalized messaging makes a powerful difference in today's increasingly mobile world.

## Engaging mobile customers with IBM

IBM provides one of the world's largest travel, retail, financial services and media brands with targeted push notification technologies to optimize mobile customer engagement, commerce and experience. IBM clients generate greater customer loyalty with IBM mobile app and web messaging tools to send personalized, contextually relevant content, offers and service alerts.

IBM can help clients to engage customers and to provide a consistent brand experience through multiple channels by enabling key capabilities:

- Deliver personalized, contextually relevant messages in the right place and right time to drive engagement
- Coordinate relevant and timely omni-channel marketing and commerce offers to engage customers and build brand loyalty
- Transform information into insights with a cloud-based platform

Mobile devices provide every company with the opportunity to speak directly to their customers, and IBM provides the necessary tools to make those conversations matter.

## About IBM ExperienceOne

IBM ExperienceOne helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM ExperienceOne provides a set of integrated customer engagement solutions that empower marketing, merchandising, commerce and customer service teams to identify the customers and moments that matter most, and to rapidly apply those insights to develop and deliver personally rewarding brand experiences.

IBM ExperienceOne ignites innovation by leveraging patterns of success from more than 8,000 client engagements, original industry research, and products consistently recognized as industry leaders in major analyst reports.

IBM ExperienceOne solutions are delivered in cloud, on premises, and in hybrid options.

## For more information

To learn more about IBM ExperienceOne, please contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/experienceone.

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