

## 360° VIEW OF CUSTOMER



### HOW WE DEFINE IT

Getting to know your customers, individually and by segment, and effectively using that information to build solid relationships is a critical competitive issue. But most retailers struggle with how to make this happen.

The answer lies in the data. By collecting and analyzing all aspects of customer interactions as well as many other kinds of structured and unstructured customer information, you can gain valuable insight into individual preferences, buying behaviors, and specific customers' current activities and shopping objectives. Converting such insights into action can make you stand out in the competitive marketplace. But you need more than just a single system or process. All available information, from inside and outside your organization, needs to be used to drive insight and power your customer interactions.

### BENEFITS

Increased sales

Increased customer retention rate

Improved satisfaction and loyalty

### WHAT YOU NEED

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

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

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

Visibility across channels and activities: what customers have bought, where they've shopped, who they've contacted and what marketing they've responded to

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

Insight into 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 can empower you to know and serve each customer better than ever before

Advanced analytics to detect patterns, identify behavioral drivers and predict demand so you can segment consumers and develop targeted marketing, tailored assortments and personalized shopping experiences

NEXT: HOW WE DELIVER IT





# 360° VIEW OF CUSTOMER

## HOW WE DELIVER IT

Achieving these capabilities to gain a 360° view of customer requires a number of different architectures, but in all cases, you need close integration of processes, systems and organization.

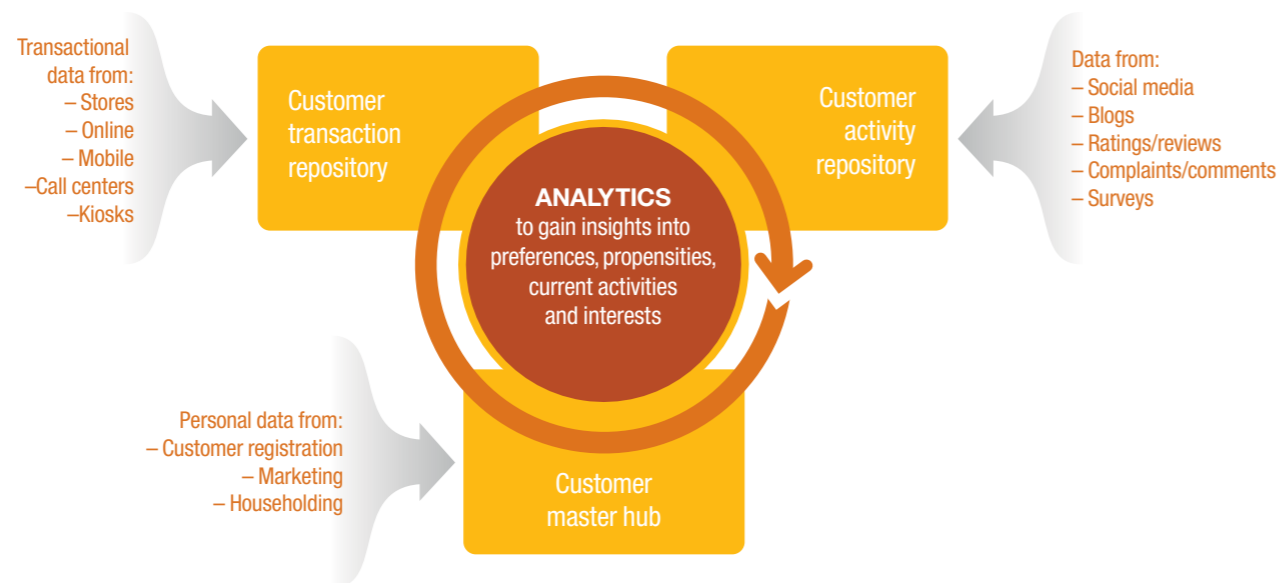
First, establish an advanced **customer master hub**, using the IBM InfoSphere® Master Data Management solution, to enable a single, consistent view of each customer's information across profile, preferences and other attributes. The key goal is to determine how to segment customers, what behaviors you care about, and how you can make critical information available to every system and process in real time.

Next, create an advanced **customer transaction repository** to aggregate available sales data across channels. Combine that data with information on other customer activities, such as contacts with your store associates and call centers plus online exchanges, to establish a comprehensive view of each individual's buying habits and interactions. IBM PureData™

System solutions provide incredible power to sift through vast quantities of customer transaction data at record speeds, while IBM SPSS® software brings powerful statistical modeling capabilities to help predict customer behavior and drive insights.

Finally, build an advanced **customer activity repository** using IBM Social Media Analytics to capture customer interactions and activities with third parties, including blog entries, emails, social media posts and comments, ratings, reviews, complaints, and website analysis. Use the repository to help drive your understanding of customer sentiments, identify influencers, pinpoint customer satisfaction opportunities, and even monitor your brand reputation and trust level with consumers.

Central to all these breakthrough capabilities is processing vast volumes of data far more quickly than ever before. IBM technologies have the power to deliver this.



## SELECTED IBM OFFERINGS

### Software solutions

- IBM InfoSphere Master Data Management for customers and products
- IBM SPSS
- IBM Cognos® Business Intelligence
- IBM Social Media Analytics

### Process improvement and implementation services

- Implementation of InfoSphere Master Data Management for products and customers
- Customer and product lifecycle management
- Customer microsegmentation and recommended actions

### Managed services

- Customer relationship management (CRM)
- Call center operations

### Technology platforms

- Advanced analytics on IBM Power Systems™ and System z® hardware
- IBM PureData System for Analytics, powered by IBM Netezza® technology

More information on each of these offerings is available on the [ibm.com](http://ibm.com)® website. Contact your IBM representative to arrange a briefing.