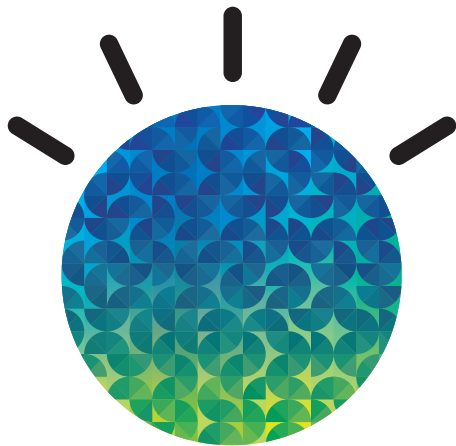




**Is your strategy as smart
as your customers?**





The Smart Customer

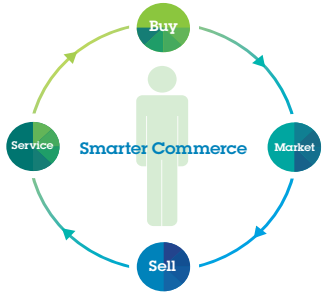
Today's customers are up-to-date, well informed and demanding. The smart customer is constantly on the look out for vendors who provide a great customer experience and excellent service.

They're under a tremendous time crunch, needing everything by end of day, yesterday. The smart customer wants to be able to buy from any location — office, home or even during transit.

Smart customers often change their mind during the buying cycle. These customers want personalized messages, offers, and customer service. They only want to interact via the channels they prefer.

Given this environment, how can a company provide a better customer experience, drive supply based on demand and deliver service excellence?

The answer is Smarter Commerce.™



Smarter Commerce

Smarter Commerce enables seamless interactions across the value chain. It drives increased sales, lower inventories, better service levels and improved response times. It is designed and built around customer needs, aspirations and behavior.

For best results, a superior experience should be incorporated throughout all phases of the commerce cycle — **buy, market, sell** and **service** — creating value by anticipating and fulfilling customer needs and interests as proactively and accurately as possible.

Smarter Commerce puts the customer at the center of all decisions and actions.





Get what you need to satisfy your customers

Sourcing and procuring basic goods and services in proportion to customer demand is key to the commerce cycle. To achieve this, seamless and secure supply chain integration is needed with visibility across the value chain.

Up-to-date customer information is critical to ensure the Buy stage is as intelligent, adaptive and efficient as possible. As customer interests change dynamically, so must operations.

Stay ahead of demand with an intelligent and optimized supply chain.

Case Study

A local sports team on a winning streak prompted fans to buy up all the shoes by a certain manufacturer in a specific color. It became a fashion statement to wear these shoes and be recognized as a loyal fan. The shoe manufacturer received a report highlighting inventory issues in this area of the country.

Immediately, the product manager figured out what was going on and capitalized on it. First, he ordered more shoes be made in the desired color, then ensured all supply chain in-transit inventory was redirected accordingly. In addition, the manufacturer offered a special branded shoe for the team, and a fan page with a contest for fans to add a photo of themselves in the shoes. Fans could win tickets to the playoffs for getting the most “likes.” This led to increased sales and new loyal fan base.



Connect with the right people, the right ways

Here, the focus is on delivering tailored communications, or messages, designed to strengthen the brand and engage the customer with relevant offers.

No simple feat, this requires deep insight into how customers behave, what their interests are, and how those interests are changing over time. Organizations that manage this task quickly and accurately will find it much easier to increase customer satisfaction and, in return, experience an improved business outcome.

Deliver personalized and relevant offers with unified cross-channel marketing, transforming marketing from an art to a science.

Case Study

As one of the world's largest content and entertainment websites, FOX Sports Digital Marketing and Research team leverages Smarter Commerce for Marketing to report, analyze and optimize a varied ecosystem of sports entertainment websites. This includes being able to deliver year-over-year and period-over-period reporting, quick ad hoc analysis, content delivery optimization and ad sales reporting.

A small team of four is able to effectively and efficiently manage the digital marketing needs of the immediate FOX Sports Digital organization, while also collaborating with and disseminating information throughout the greater, worldwide New Corporation business.



Sell

Close the deal in a customer-chosen way

The goal is to enable customers and partners to buy what they want, when they want and where they want across all channels seamlessly.

The key to this phase is flexibility. As attractive new sales channels like mobile commerce continue to emerge, organizations must leverage them to the fullest extent. In this way, they can better serve both their customers' interests and their own growth goals.

Capture your customers where they are and present the right products and services.

Case Study

Did you know that a leading provider of cable television services is able to sell customers multiple sports packages online, over the TV and on the phone to complement the provider's core cable channel offerings? The cable provider offers a multiple sports packages in different pricing models so customers can customize their sports viewing experience to their needs at the right time and at the best price – including volume discounts.

IBM Smarter Commerce powers this enhanced customer experience by driving digital media optimization to the online store, providing the relevant offers at the right time, and allowing the customer to manage the transactions from their device of choice.



Stand behind your sales

Following sales, it's crucial that organizations continue to create customer value through effective service and support. Without it, temporary customer issues could become permanent problems, threatening brand strength and competitive positioning.

The ability to anticipate behavior and take action before they expect it will keep them coming back for more.

Servicing your customers is key to loyalty.

Case Study

The game is on, the friends are over, and the grill is primed. Thank goodness the tank is ready. Blue Rhino, a division of Ferrellgas, is the top brand of propane tank exchange at more than 47,000 retail locations nationwide. They are also a leading designer and marketer of barbecue grills, outdoor heaters, mosquito traps, and other outdoor appliances. One of the things they love to say, "Are you ready to tailgate?" means they need to be ready to help their customers tailgate. They need a system that can give complete visibility into all processes, which means the company knows right away if there's a problem and can address it proactively.

IBM Sterling B2B Integrator has helped Blue Rhino better manage their internal business processes, saving them a great deal of time and money. For example, they have decreased the time it takes to onboard new customers, suppliers, and other trading partners by 75%. They can service their customers more efficiently and accurately as a result.



Smarter Commerce

Is your strategy as smart as your customers?

Want to add new intelligence to your commerce strategy? Consider enhancing your approach to commerce processes — including buy, market, sell, and service — to put the customer at the center of each. When customer interests drive business activity, customers and businesses both win.

Take a Smarter Commerce approach:

- 1 Create a personalized customer shopping experience and promote loyalty seamlessly across all channels.
- 2 Use predictive analytics to anticipate behavior and drive value for customers and partners.
- 3 Manage a supply chain that adjusts to rapidly changing market conditions and pricing models.
- 4 Plan, execute, track, and adjust marketing across all customer interaction points.
- 5 Leverage social media for customer and partner interactions, creating more brand equity.

Smarter Over Time

Smarter Commerce offers an optimized way to create business growth by increasing value, in more ways, to more people. As each phase of the commerce cycle provides information useful to the next one, the entire cycle is optimized over time. In this way, the organization's commerce strategy not only is smarter, but gets smarter.

Learn more about becoming a Smarter Commerce organization with these resources:

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