

IBM Performance 2011

Smarter Decisions. Better Results.

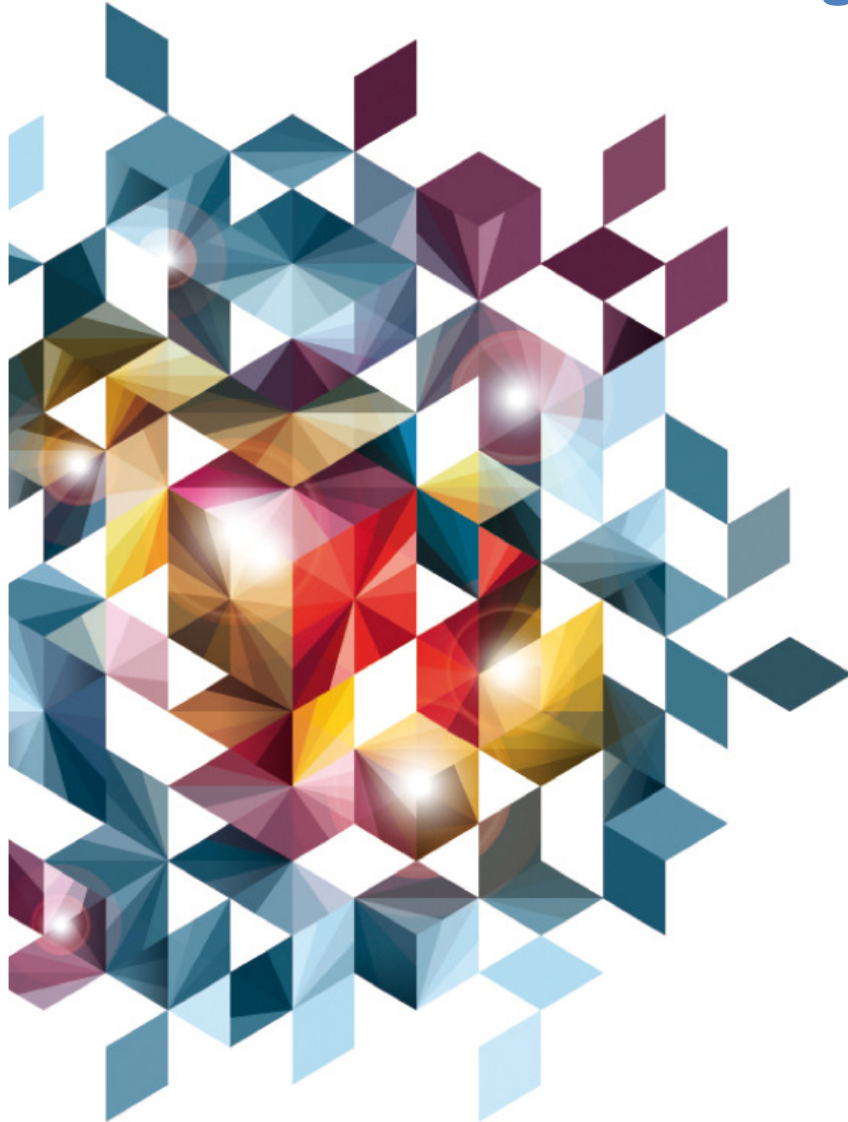


Closer to your customer

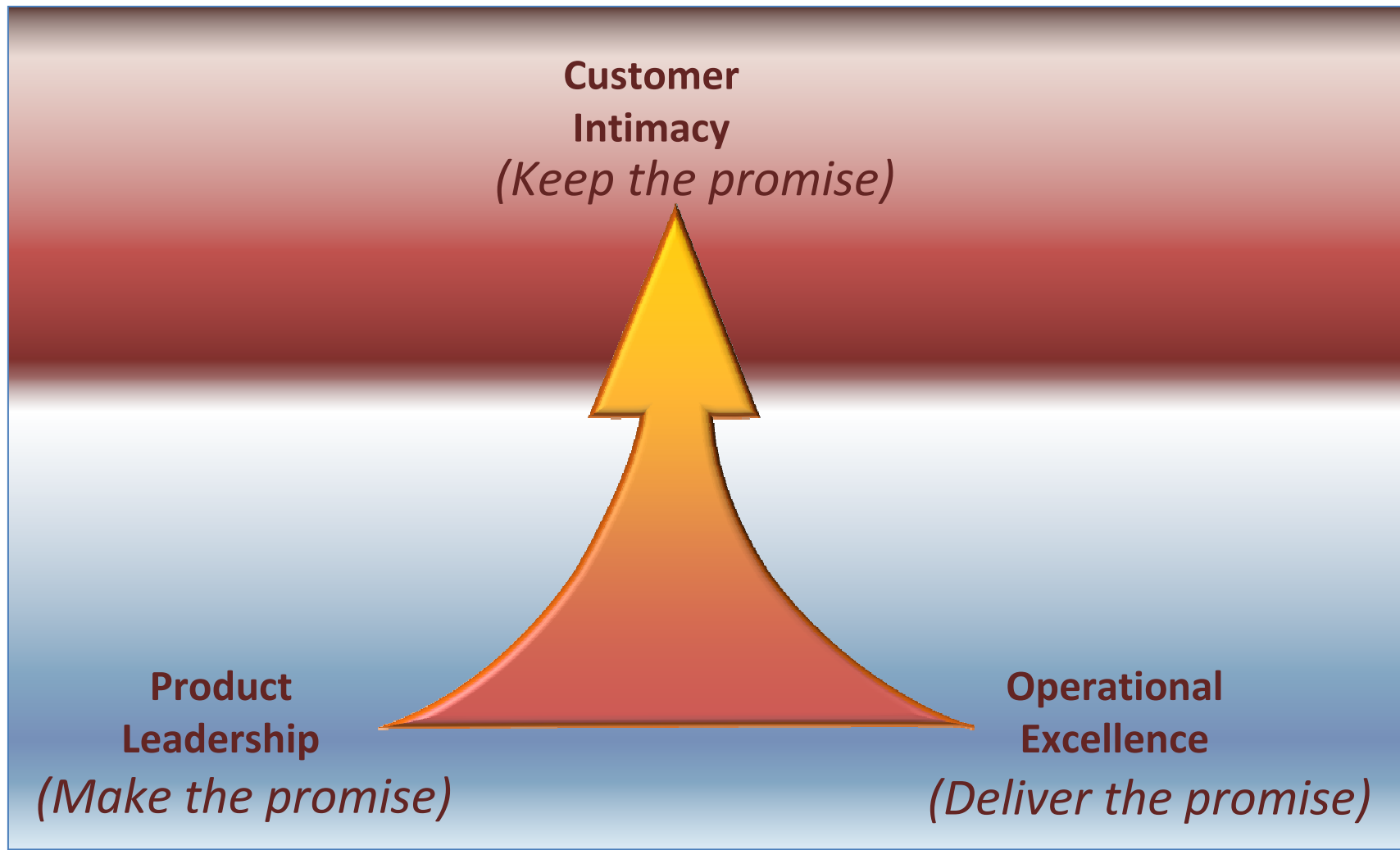
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Agenda

- The market of one
- Using available data
- Where to start: demonstration
- How to improve
- Q&A



Customer Intimacy



How do you make this...



... feel like this?

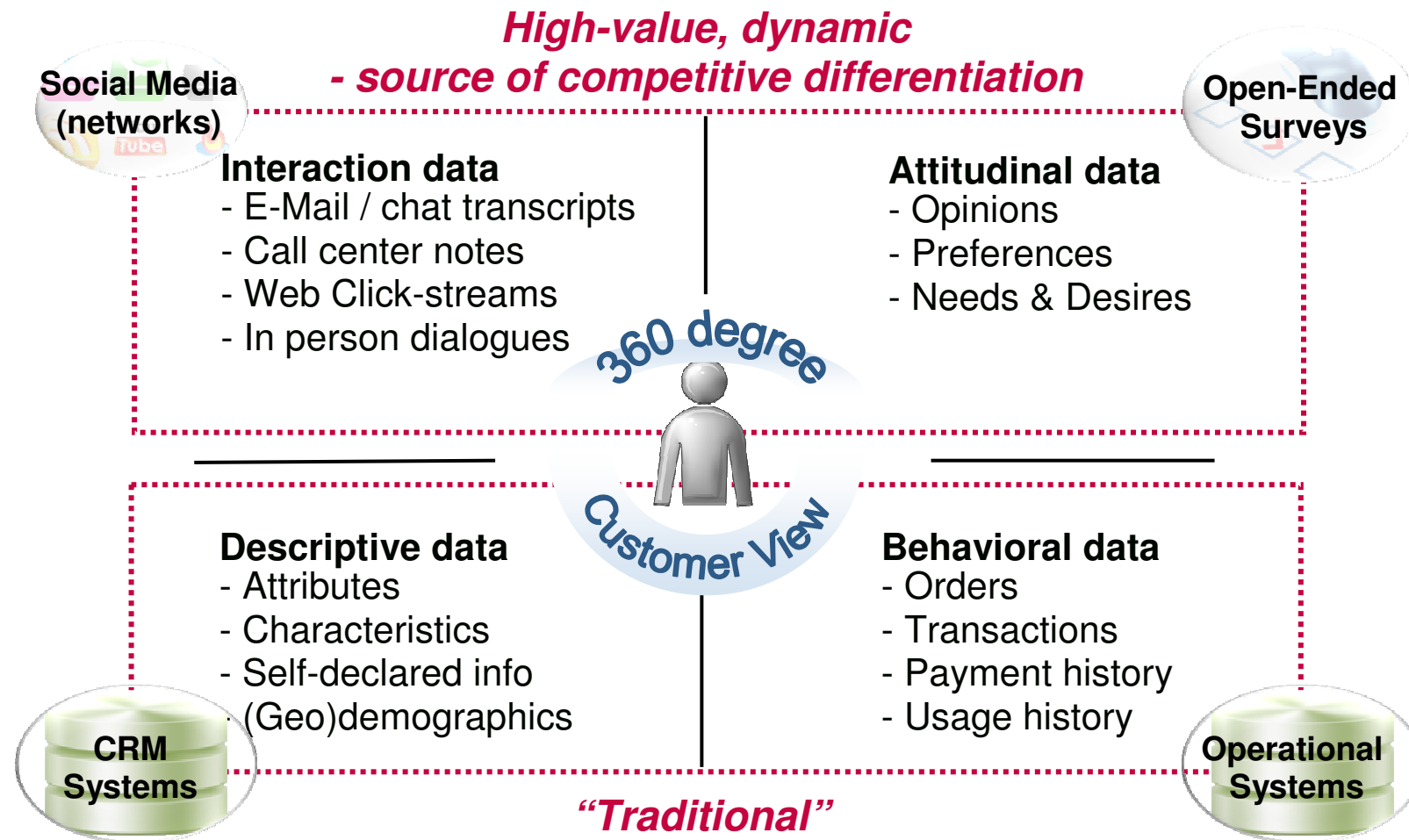


Market of one

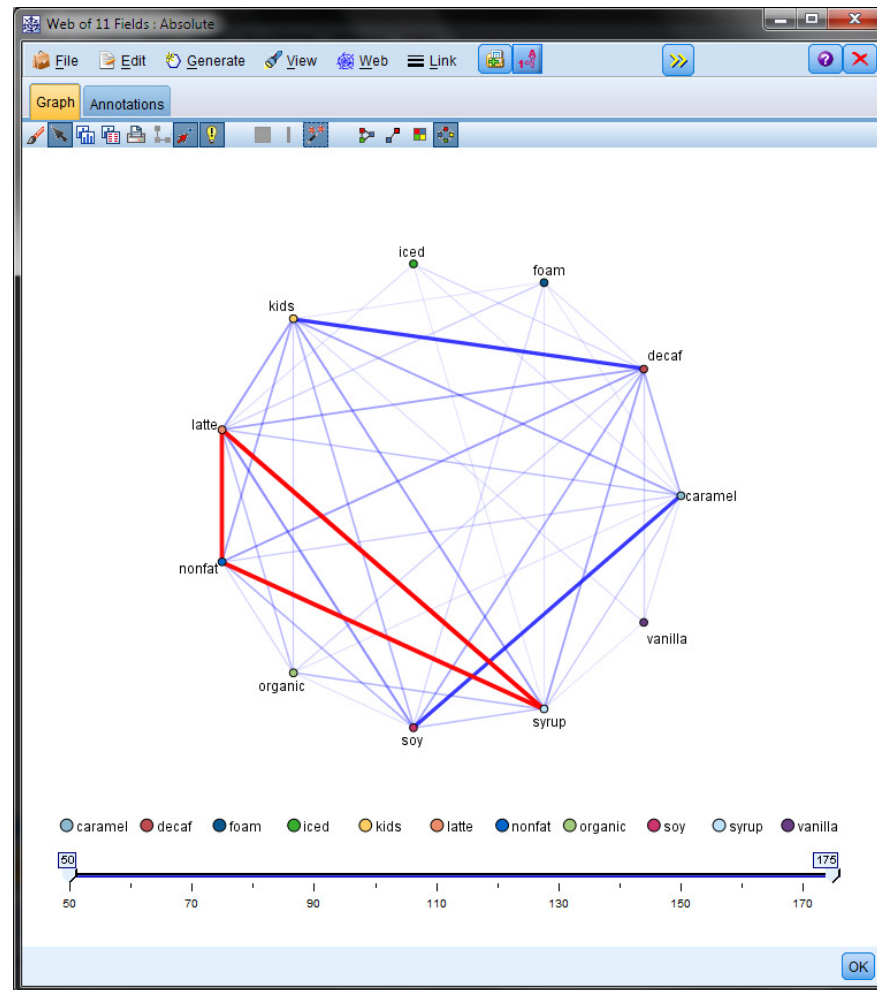
A venti, no-fat, sugar-free, extra hot Cinnamon-peppermint (2 pumps), light blend Dolce Latte, no whip - but please leave room for cream...



Using available data



Where to start: demonstration



De korte lijnen, en de flexibilititeit in werktijden

frequent diarrhea, heartburn, indigestion, stain results: seratia marcenans, abdominal

difficulty swallowing, double vision, sweats, difficulty speaking

sweats, difficulty speaking

"How likely is it that you would recommend XYZ to a friend or colleague?"



Jonge mensen

Ik vind...

Ambition, enthousiasm and drive are the most important aspects

ening is belangrijk voor een bank die naar haar klanten. En daar ook iets mee bijvoorbeeld haar dienstverlening en. Daarom nodigen wij u graag uit

I wish the 40GB model and need more memory.

Minder bureaucratie, transparantie

drooping eyelids, difficulty speaking

...ability to make an appointment online should be improved. It's way too difficult now

...e omgeving

PROBABLY TALK TO MY PARENTS ABOUT IT IF THAT DIDN'T WORK I'D TALK TO A TEACHER

...power is great.

I recently rented a car and they were outstanding.

The opening times should be changed! Visit to the municipality only possible during

De ruime en moderne kamer

Well since I used to work at a car rental company and the time I rented I was still working with the company was treated with nothing but respect and received a free upgrade as well.

We don't have enough lighting around our neighbourhood. I don't feel safe after 9pm

Staff member pleasant. Provided map/directions

They were actually very nice. It was in Rome and there was a language barrier, but we overcame it.

He claims his bill always seemed to have

He lost his phone and called to cancel service. I told him we would suspen

Claims the self service stuff does not work

...n to sign a year contract. He thinks that

...e phone. I suggested he go back to the

...family all on same bill. I transferred him to customer care.

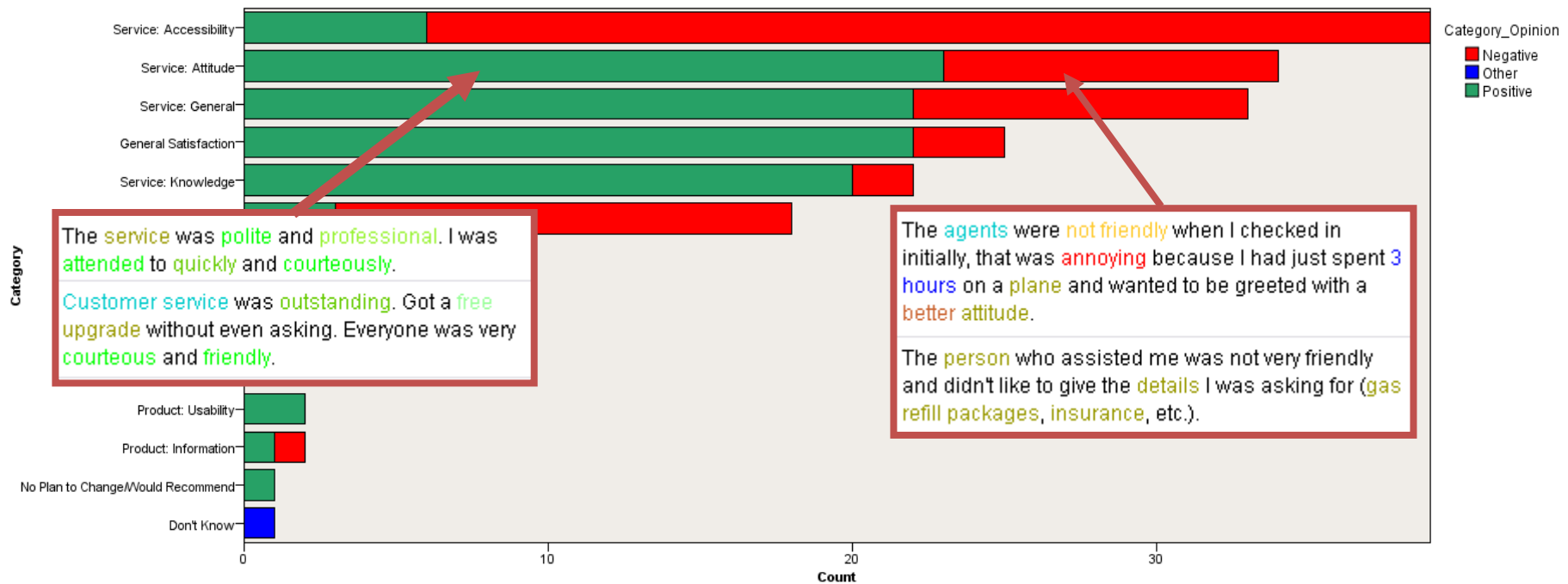
Was really unhappy that I asked him for his cc. Wanted me to turn on his phone.

He loves the phone when it works. The problem is that the phone hardly ever works. He thinks the battery is lame.

Customer service agent stated she did not have reserved model available and I would have to pay for upgrade to other model. I refused, and then received upgraded model at no charge.

Cognos Consumer Insight & Text Mining

Comments regarding experience with Customer Service...



Bringing it all together

Unstructured data Analytics

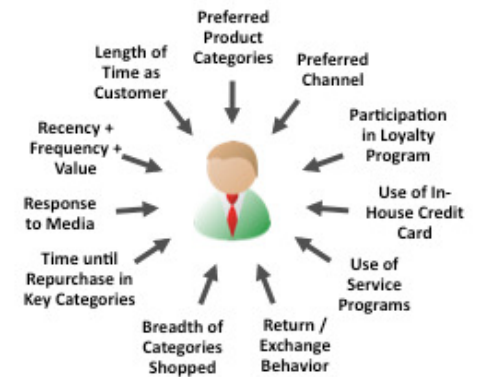
Customer (structured data) Analytics



Understand who your customers are:



Understand what your customers are doing:



= Actionable Insights

Optimize marketing spend, convert customers, shape public opinions, stay ahead of emerging trends, build awareness and loyalty

Questions & answers

