

SmarterCommerce

Global Summit 2014 Tampa

May 12-15, 2014 | Tampa Convention Center

Smarter Commerce: Moments Matter



Customer Experience and Analytics

Content designed especially for you

At the Smarter Commerce Global Summit, learn more about anticipating behavior and delivering flawless customer service.

Exciting Keynote: Using Customer Analytics to Make Moments Matter

Customer experience is a shifting constellation of moments, either positive or negative, that occur while shopping online, through social media, in person at a store, or while resolving an issue via the contact center.

To offer a consistent experience across all touchpoints, organizations require a 360-degree view that can help them anticipate and fulfill their customer's emotional expectations.

This keynote session will illuminate the art and science of Customer Analytics, as it is being applied by IBM clients today. You will learn from organizations that use a new generation of capabilities to provide intelligence and context to each moment to offer the right response, and create a personal experience that maintains engagement and promotes customer loyalty at a lower operational cost.

Topic and solution areas in this track include:

- Content Analytics
- Case Management
- Report Management
- Document Capture
- Digital Analytics
- Tealeaf
- IBM Customer Experience Suite
- IBM WebSphere Portal
- Watson Engagement Advisor
- IBM Call Center for Commerce

Register now: ibm.com/summit