IBM INFORMATION INTEGRATION & GOVERNANCE SYMPOSIUM 2012

Delivering Trusted Information for Smarter Business Decisions

Social Media, Data and You.

A look at Integrating, Managing and Utilising the flood of data from Social Media in a controlled manner.

Dev Mookerjee – Business Analytics Specialist

01/05/2012

Marketing's Challenges…and Opportunities

- Channels proliferate…

- The Internet evolves…

- The consumer is in control…

- The rate of change accelerates…

Years to reach 50M users:

Network of pages

Tablet
2 Yrs

Facebook
3 Yrs

Internet
4 Yrs

TV
13 Yrs

Marketing's role must evolve…

![IBM]

Today's "empowered customer" puts businesses to the test

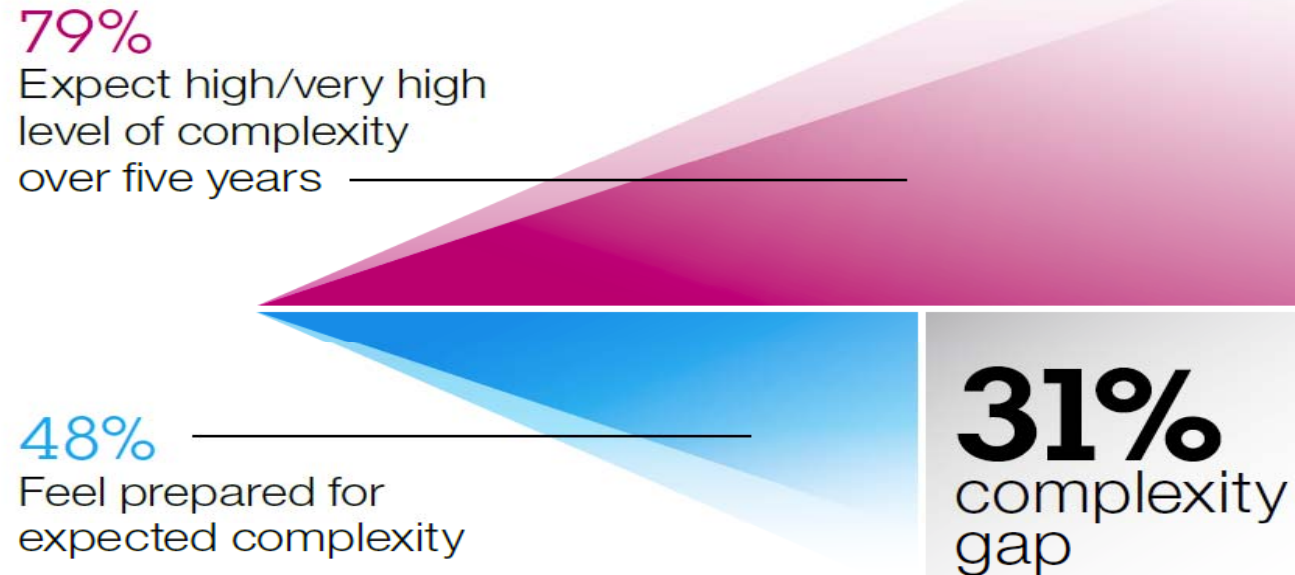| **44%**	**4 in 10**	**80%**	**86%**	**4-5x**	**45%**	**78%**
of companies use crowd sourcing from customers	Smart phone users search for an item in a store	of CEOs think they deliver a superior customer experience **8%** of their customers agree	use multiple channels	more than average is spent by multi-channel buyers	Check with a friend before buying	of consumers trust peer recommendations

CMOs admit they are not prepared

79%
Expect high/very high
level of complexity
over five years

48%
Feel prepared for
expected complexity

31%
complexity
gap

"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
www.ibm.com/cmostudy

Specific challenges reflect growing complexity

Figure 4

The biggest headaches The four most prominent challenges for CMOs are the data explosion, social media, proliferation of channels and devices, and shifting consumer demographics.

1. Data explosion
2. Social media
3. Growth of channel and device choices
4. Shifting consumer demographics
5. Financial constraints
6. Decreasing brand loyalty
7. Growth market opportunities
8. ROI accountability
9. Customer collaboration and influence
10. Privacy considerations
11. Global outsourcing
12. Regulatory considerations
13. Corporate transparency
▬ Mean

Underpreparedness Percent of CMOs reporting underpreparedness

Factors impacting marketing Percent of CMOs selecting as "Top five factors"
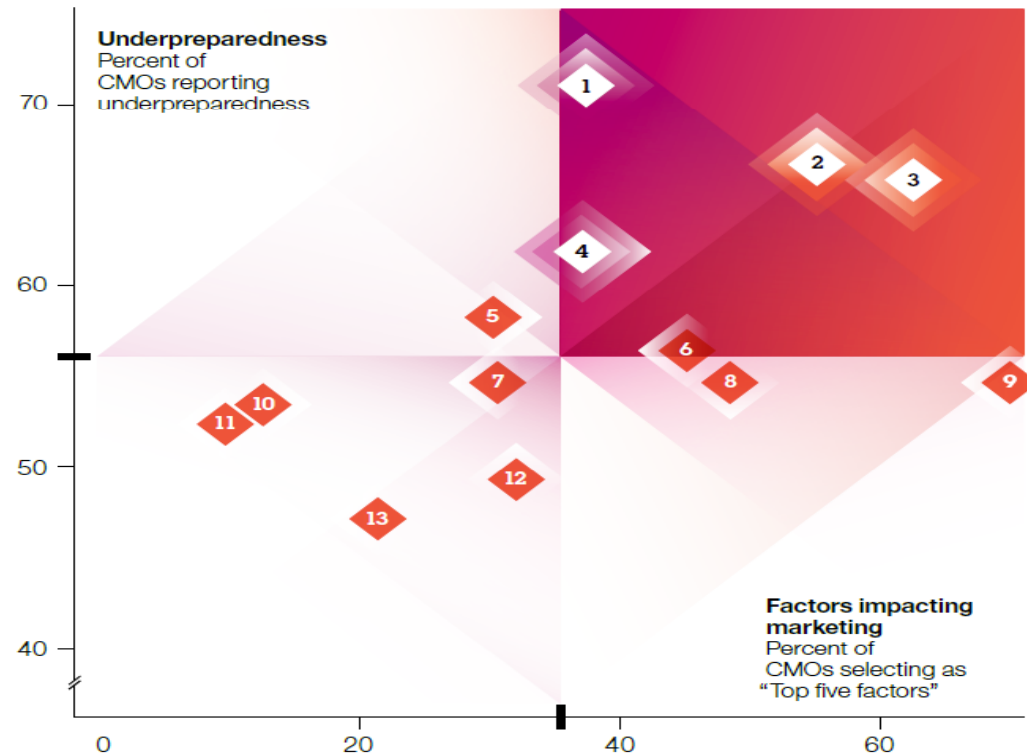
"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
www.ibm.com/cmostudy

Specific challenges reflect growing complexity

Figure 4
The biggest headaches The four most prominent

1	Data explosion
2	Social media
3	Growth of channel and device choices
4	Shifting consumer demographics

8 ROI accountability
9 Customer collaboration and influence
10 Privacy considerations
11 Global outsourcing
12 Regulatory considerations
13 Corporate transparency
— Mean

Underpreparedness
Percent of

1

2   3

4

5

6   8

7   9

12

13

40

0   20   40   60

Factors impacting marketing
Percent of CMOs selecting as "Top five factors"
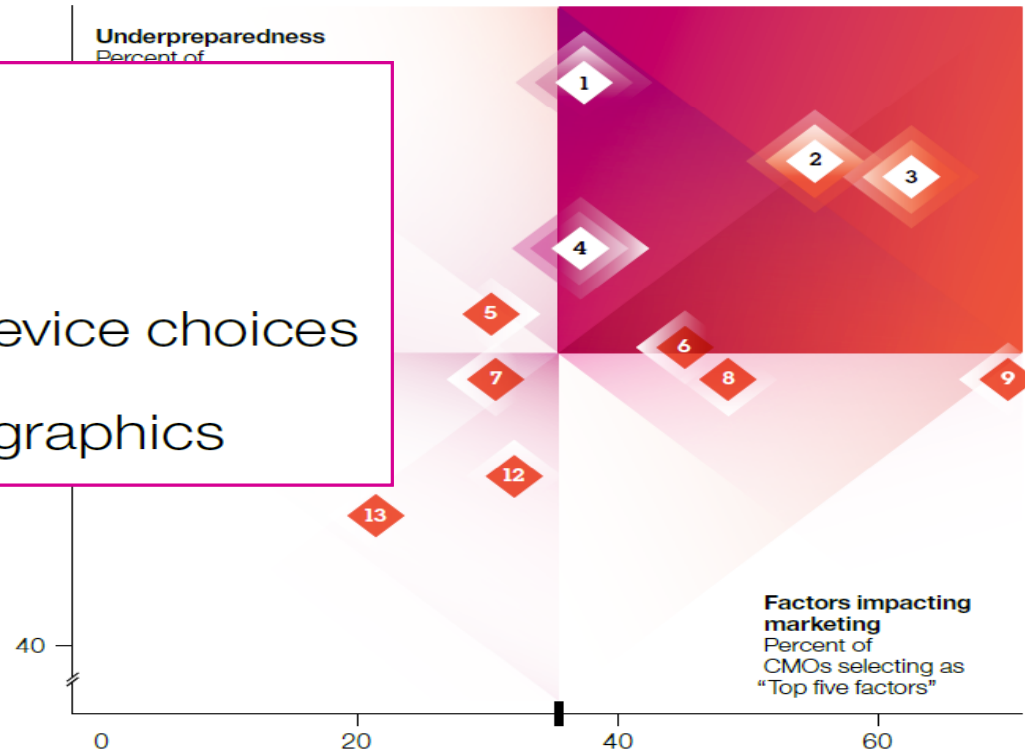
"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
www.ibm.com/cmostudy

How Customers & Prospects Behave

CUSTOMERS & PROSPECTS

Web site

Email

Mobile

Call center

Stores

Kiosk, ATM, etc.

Point of sale

Postal mail

twitter: *Follow @ANZ_IM or mention #IIGS*

What Customers & Prospects Expect

CUSTOMERS & PROSPECTS

- Web site
- Email
- Mobile
- Call center
- Stores
- Kiosk, ATM, etc.
- Point of sale
- Postal mail
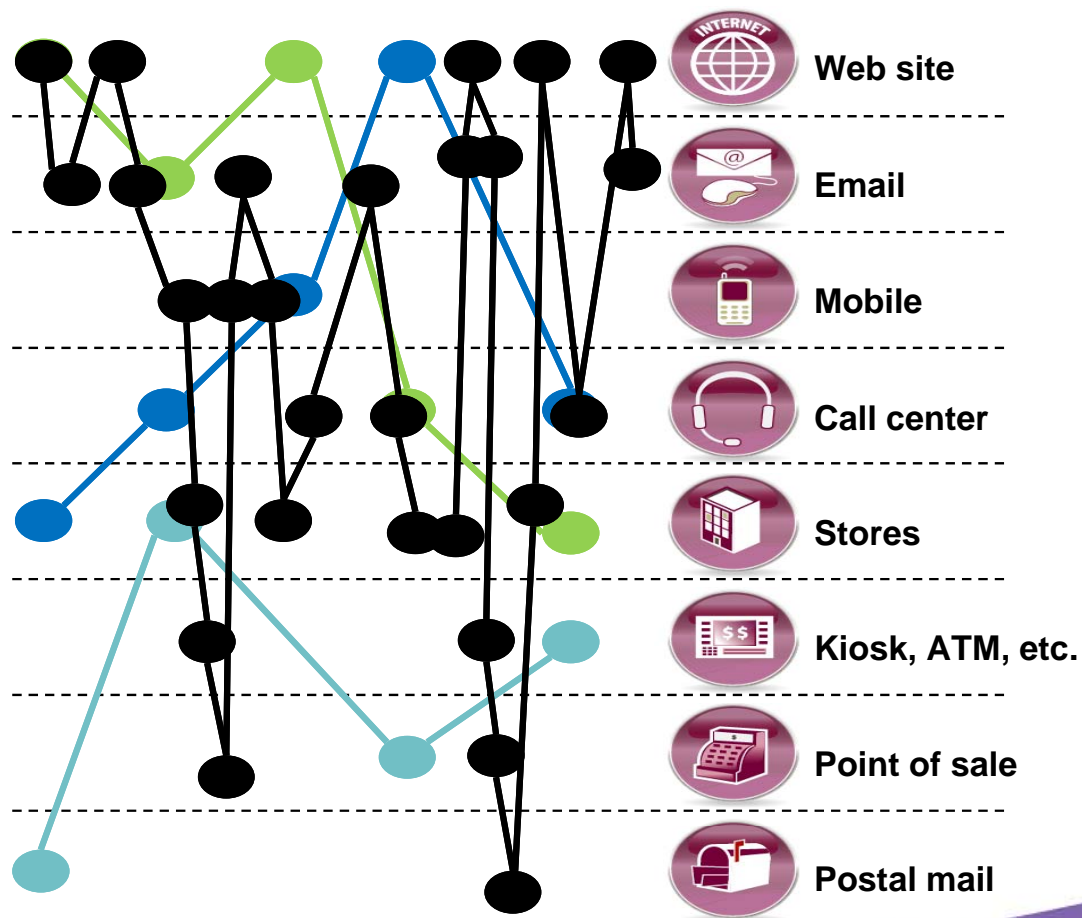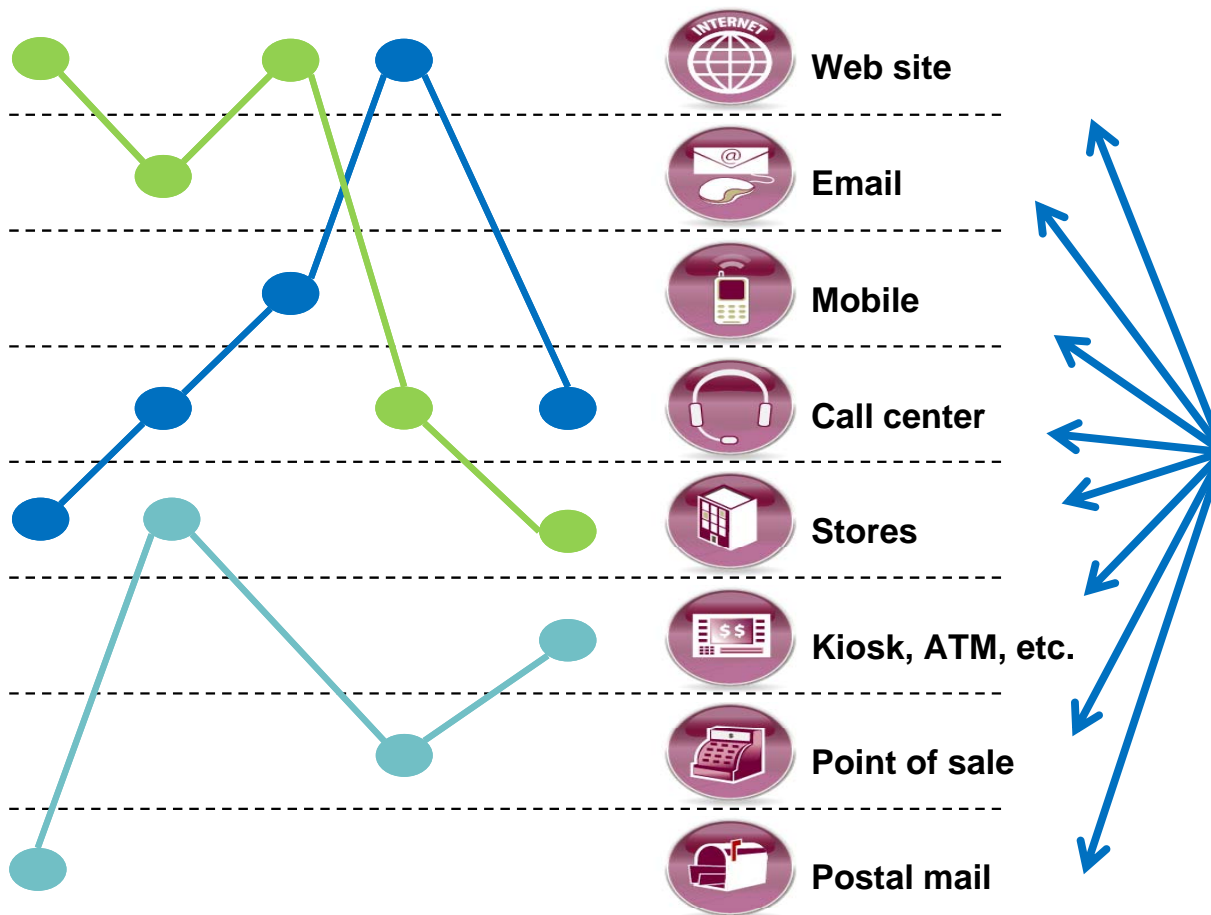
Interaction should feel like dealing with one person behind each channel
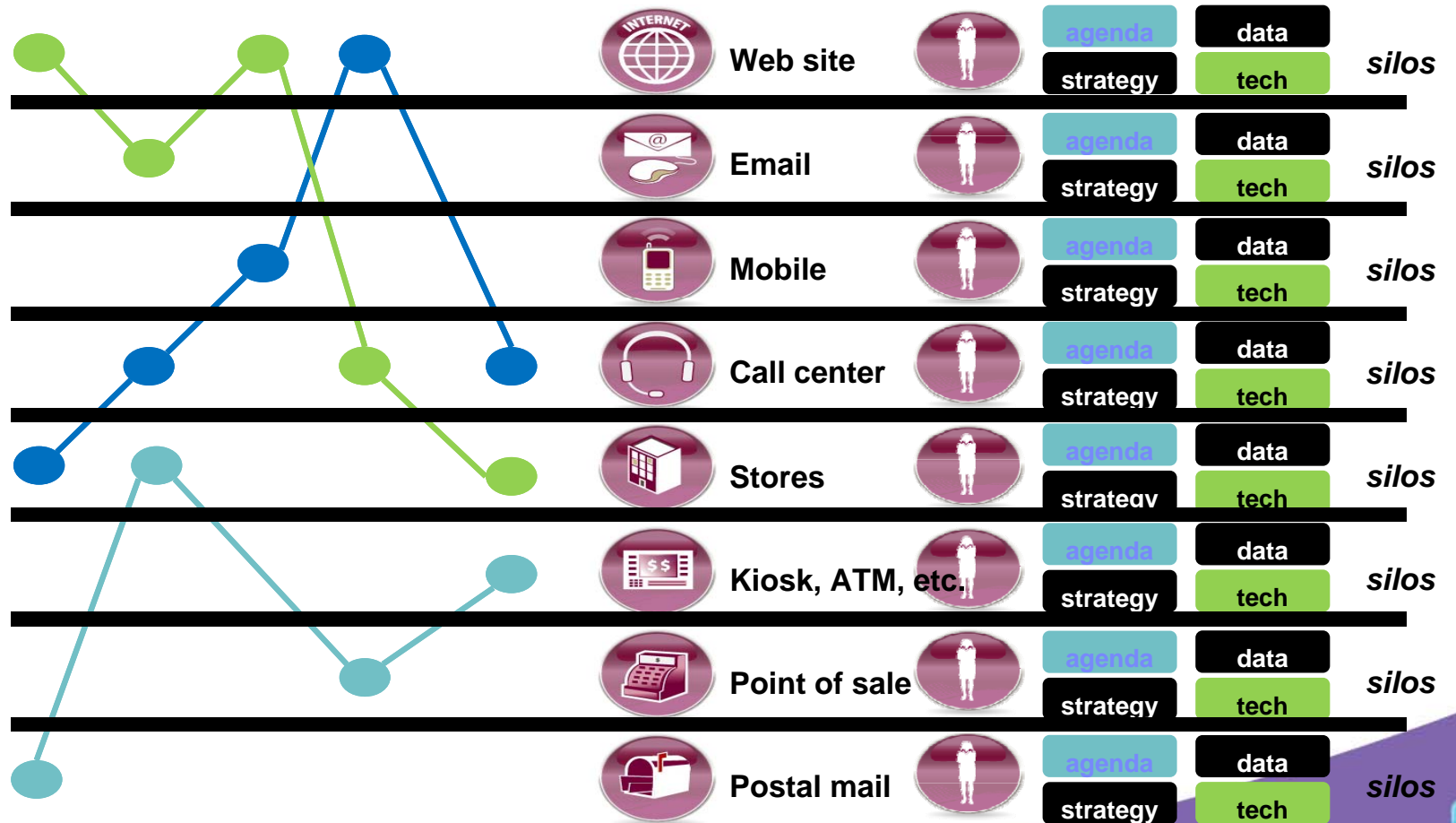
Expect companies to have a consistent "voice" and behaviour across channels
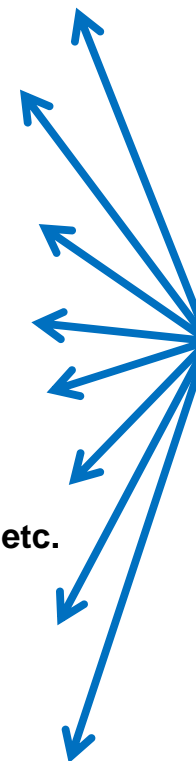
What Customers & Prospects Experience

CUSTOMERS & PROSPECTS

Channel		agenda	data	strategy	tech	
Web site		agenda	data	strategy	tech	*silos*
Email		agenda	data	strategy	tech	*silos*
Mobile		agenda	data	strategy	tech	*silos*
Call center		agenda	data	strategy	tech	*silos*
Stores		agenda	data	strategy	tech	*silos*
Kiosk, ATM, etc.		agenda	data	strategy	tech	*silos*
Point of sale		agenda	data	strategy	tech	*silos*
Postal mail		agenda	data	strategy	tech	*silos*

twitter: Follow @ANZ_IM or mention #IIGS

Putting The Whole Scenario Together

IBM

Cookie=24601
Regular web site browser
Recently looked at Velocity Card

Email =leo@leolimited.com
Cookie =24601
Open rate: 73%
Click-through rate: 5%

Email and cookie are tied together

@LMacD64
Tweets sneak preview link, opened by 25 friends

Comes to the web site and browses, but does not buy (cookie is set)

Later receives an email with a personal URL, and
clicks through to the web site.

Connections made between:
- Cookie and Email
- House Hold and Cookie
- Email and House Hold

Leo gets an email invitation to attend a sneak preview of a new product introduction and he can invite his friends via Twitter.

Leo applies for Velocity card and enters his email for confirmation and his address

Facebook ID
And cookie tied together

Leo, becomes a follower on our Twitter feed.

Leo, loved the experience so much he becomes a fan on Facebook.

@LMacD64
Following 53
Followed by 152

Facebook data can now be collected through Facebook API based on Leo's permissions.

Twitter data collected through Twitter API.

Facebook ID=01810
210 Facebook friends
Born in Sydney, NSW
Amex Fan

Channel	ID
Cookie	24601
Email	leo@leolimited.com
Direct	Leo MacDonald
Facebook	01810
Twitter	LMacD64

Marketers must integrate marketing across all media
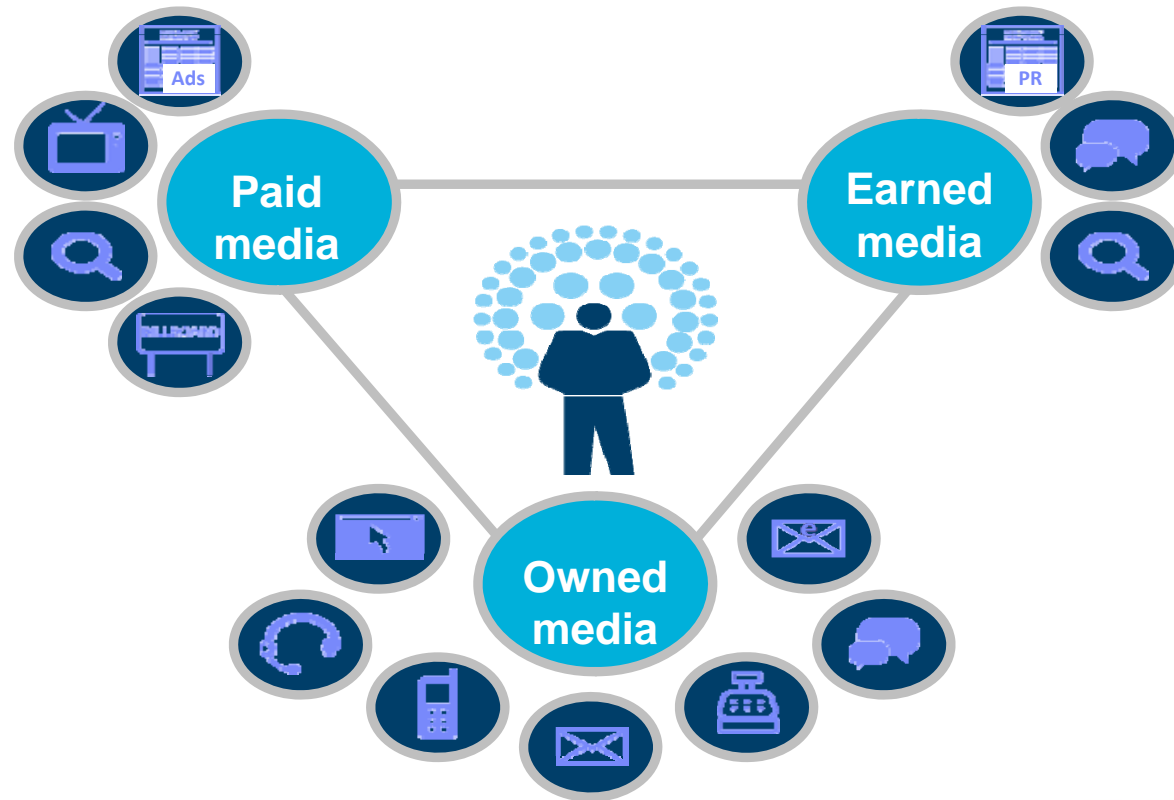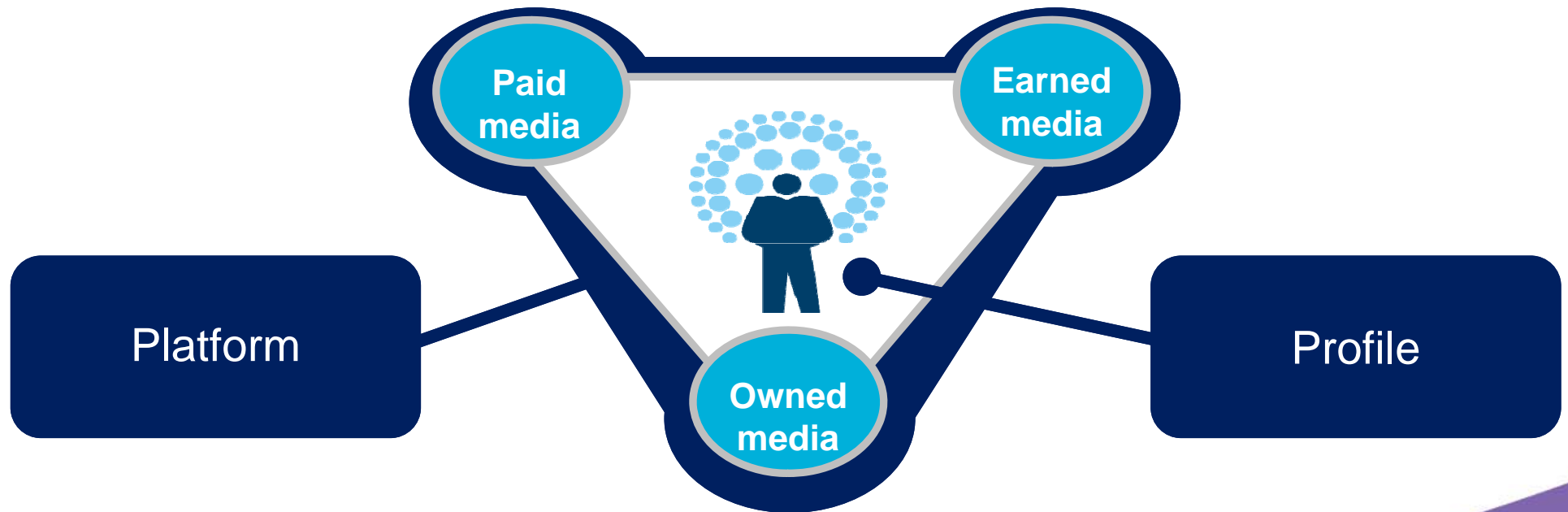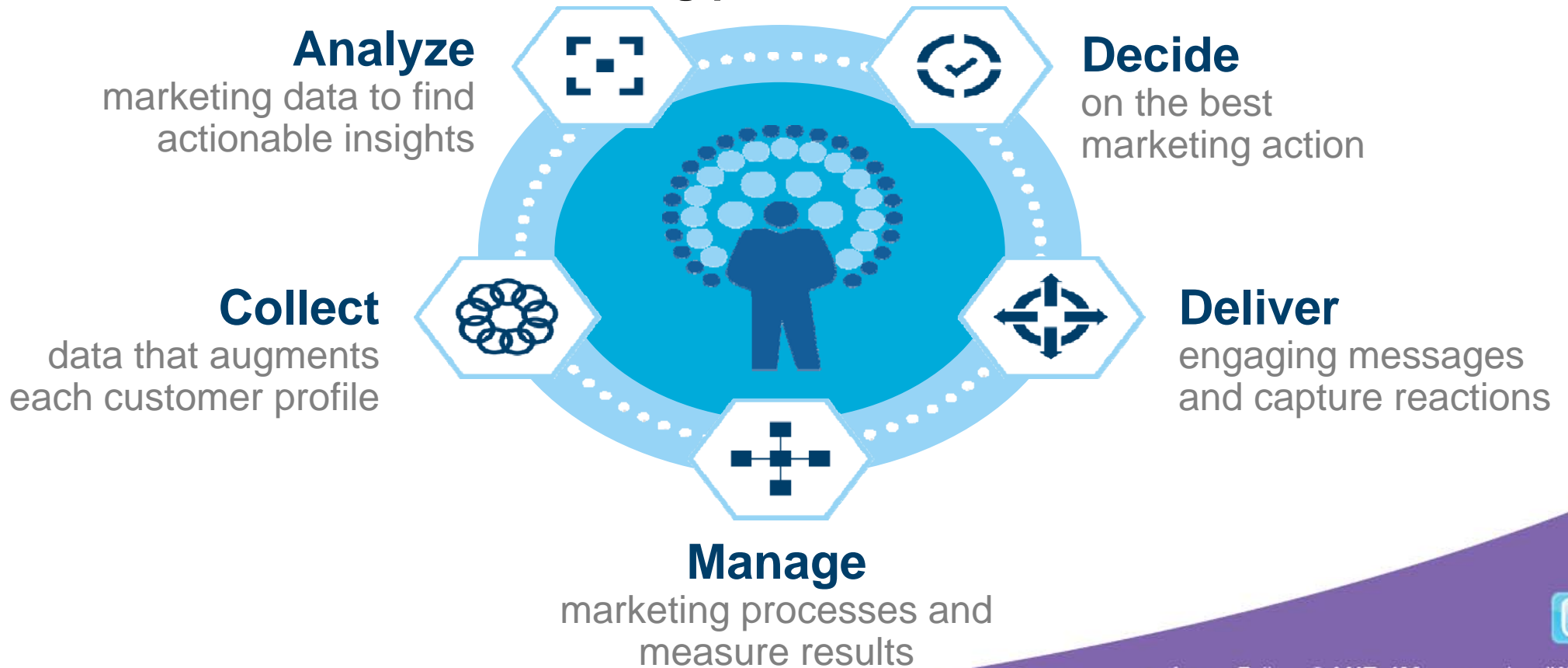
A single customer platform

**A comprehensive suite integrating
five critical marketing processes – across all media**

Analyze
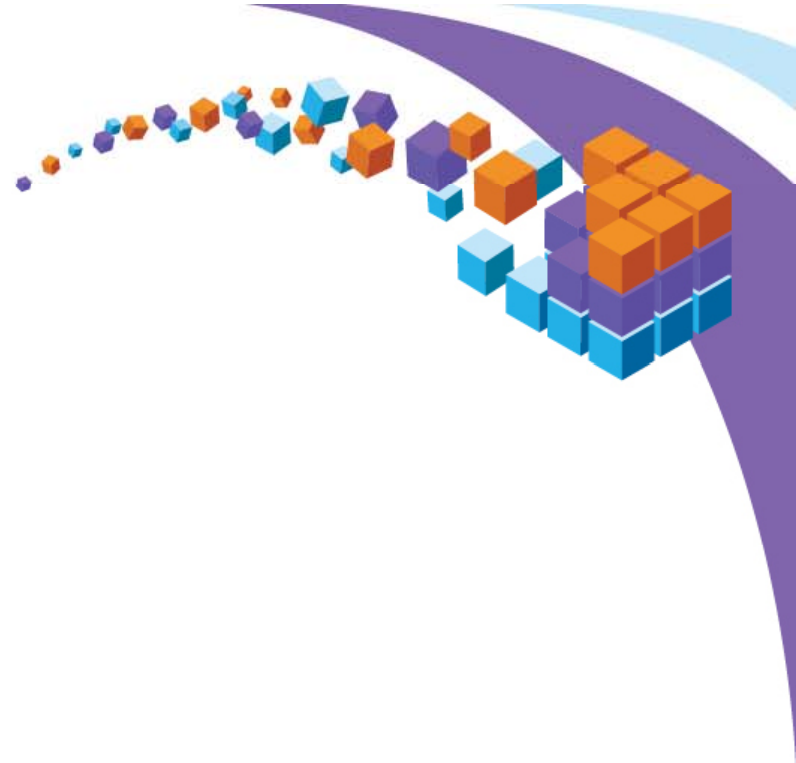marketing data to find
actionable insights

Decide
on the best
marketing action

Collect
data that augments
each customer profile

Deliver
engaging messages
and capture reactions

Manage
marketing processes and
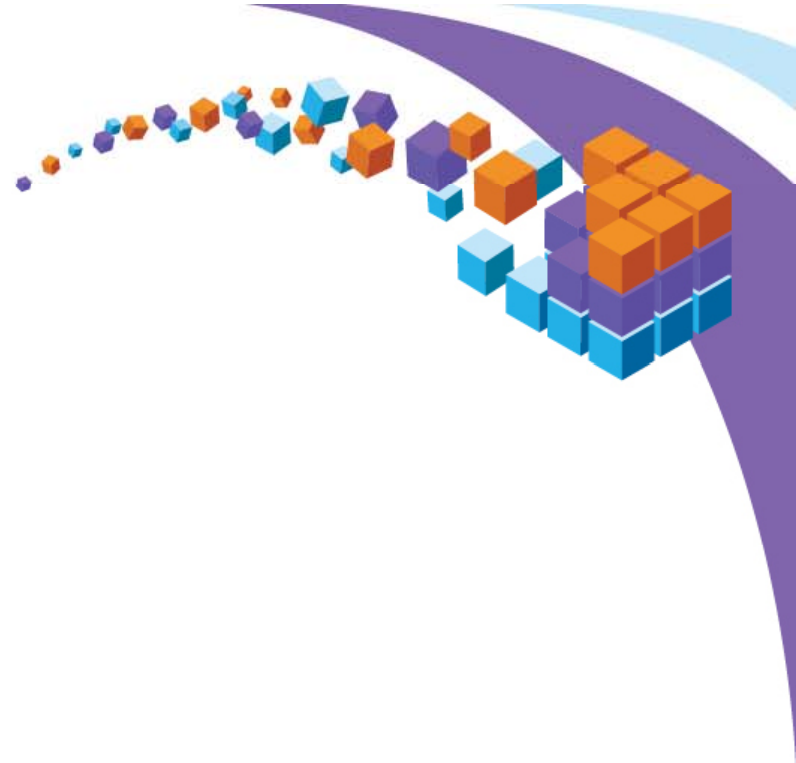measure results

twitter: *Follow @ANZ_IM or mention #IIGS*

IBM

IBM INFORMATION INTEGRATION
& GOVERNANCE SYMPOSIUM 2012

Delivering Trusted Information for Smarter Business Decisions

Capturing the Information

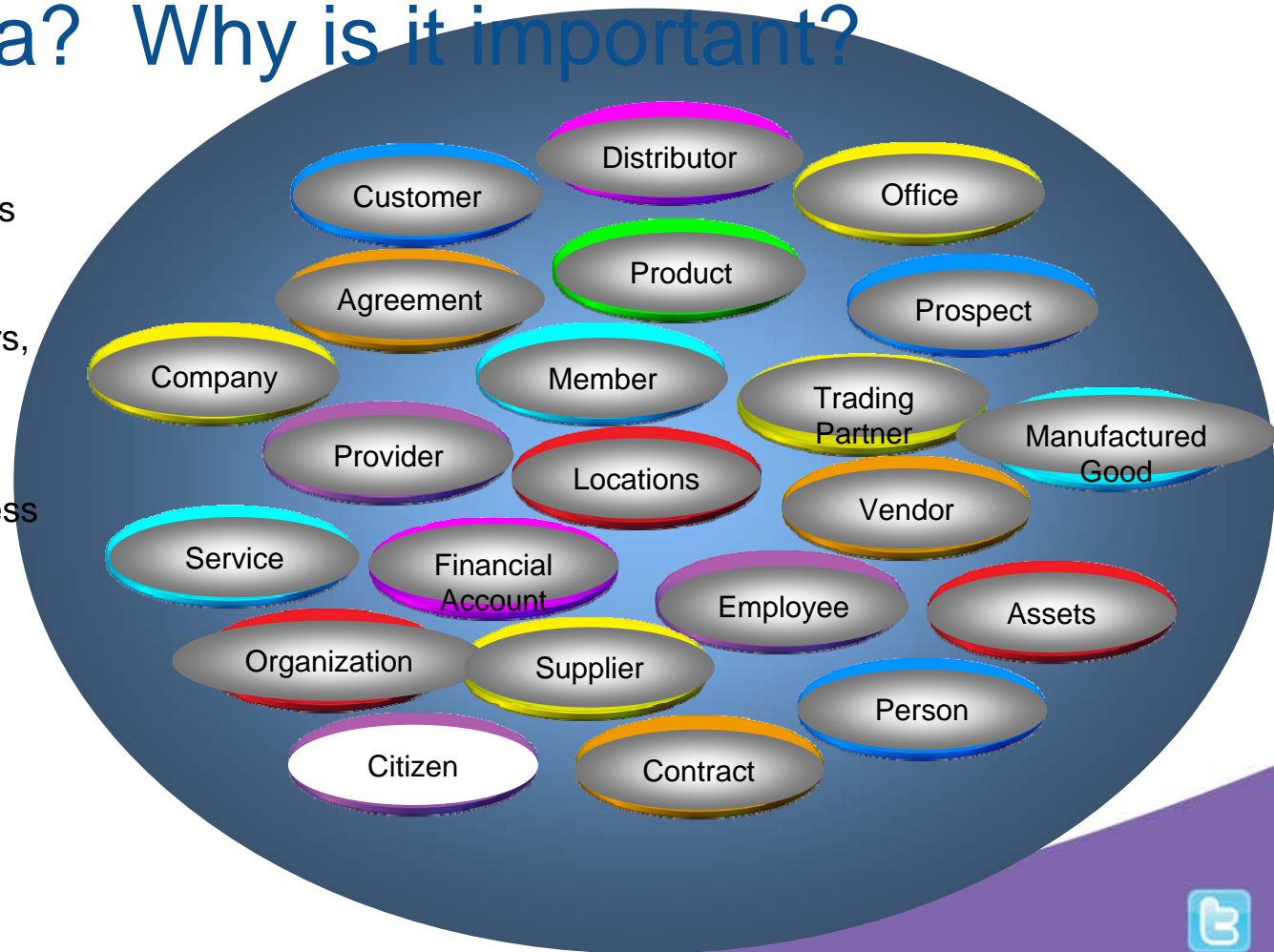# Where is my customer data?

Where is my customer data?
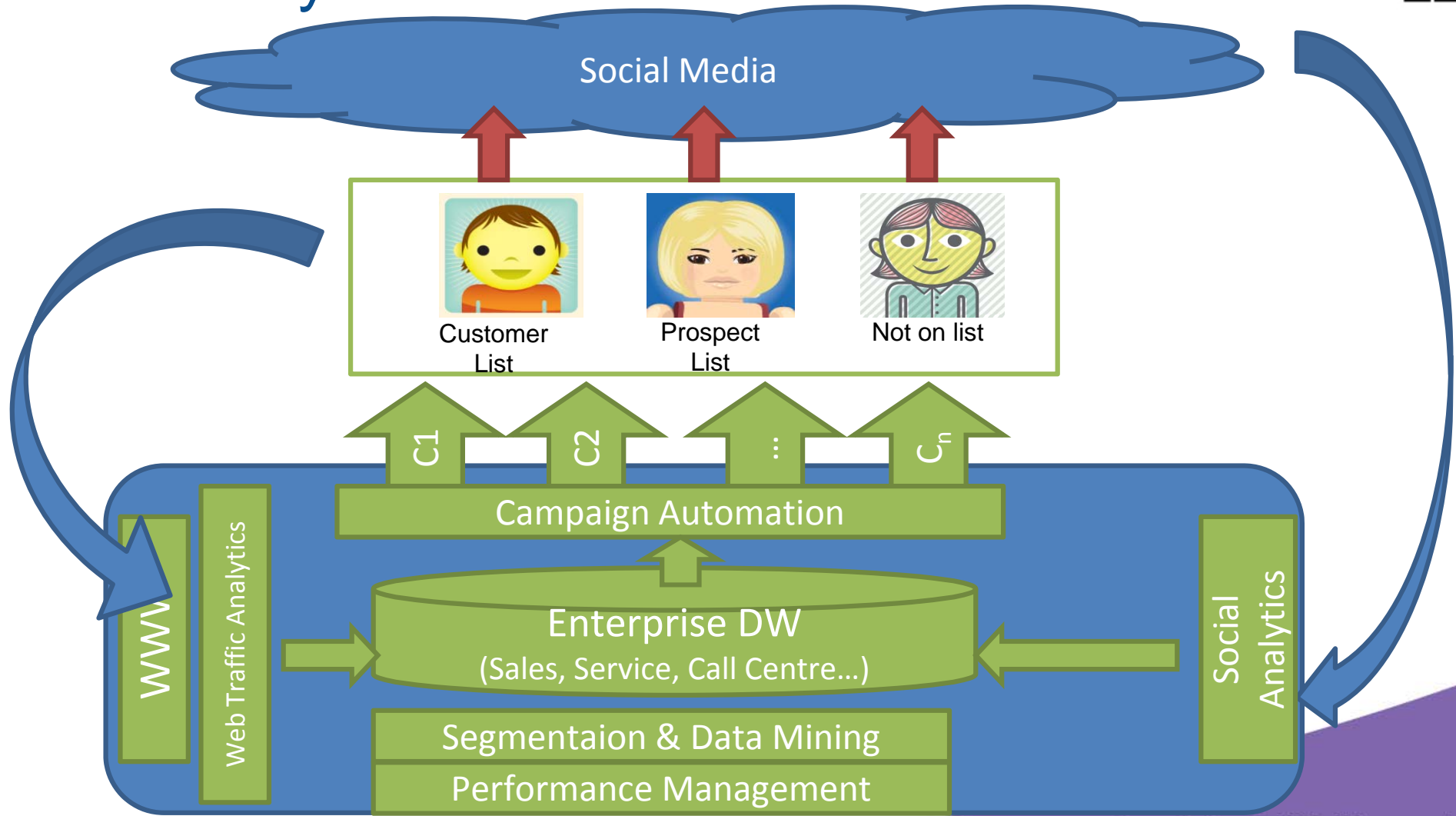
Social Media

Customer List

Prospect List

Not on list

C1   C2   ...   C$_n$

Campaign Automation

Enterprise DW
(Sales, Service, Call Centre...)

WWW

Web Traffic Analytics

Social Analytics

Segmentaion & Data Mining

Performance Management

twitter: Follow @ANZ_IM or mention #IIGS

Social + Web + Surveys + Predictive Analytics
From ano... ...s to s... ...ns ...ople

1. Collect & Analyse
   - social contribution
   - web behaviour

2. Determine segment profiles & response models

3. Survey looking for characteristics of preferred segment(s)

4. Direct marketing package to reach specific people in target segments
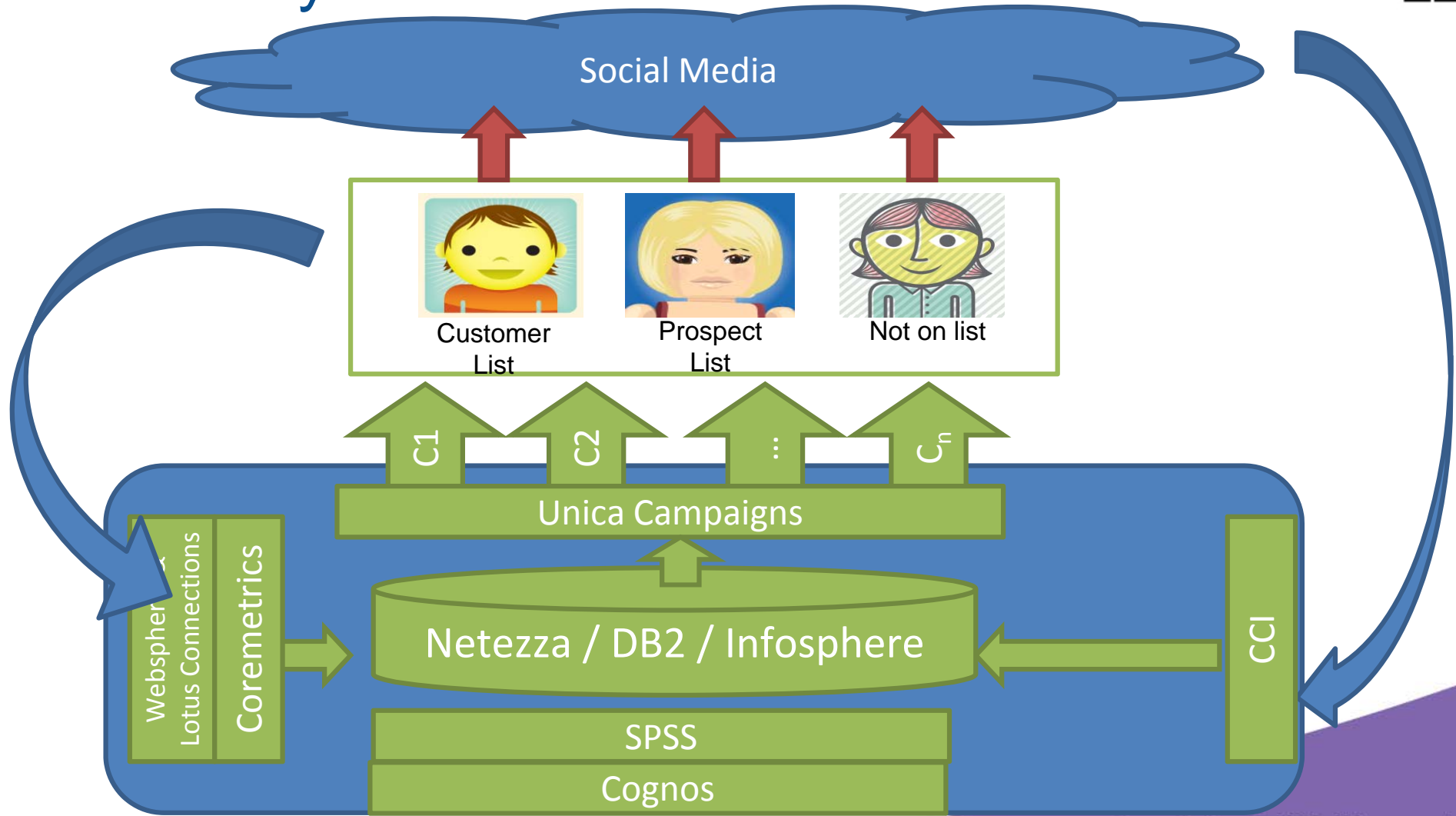
#IIGS

Managing and storing the information

Where is my customer data?

What is Master Data? Why is it important?

- **Master data** is the high-value, core information used to support critical business processes across the enterprise

- **Master Data** is information about customers, suppliers, partners, products, materials, employees, accounts and more

- **Master Data** is at the heart of every business transaction, application and decision

Distributor

Customer

Office

Product

Agreement

Prospect

Company

Member

Trading Partner

Manufactured Good

Provider

Locations

Vendor

Service

Financial Account

Employee

Assets

Organization

Supplier

Person

Citizen

Contract

What is Master Data? Why is it important?

- **Master data** is the high-value, core information used to support critical business processes across the enterprise

- **Master Data** is information about customers, suppliers, partners, products, materials, employees, accounts and more

- **Master Data** is at the heart of every business transaction, application and decision

- **Master Data** is not metadata or reference data

Metadata

ID	Last	First	Street	Attribute N...
CRM123	Jones	B.	35 West 15th	…
ERP789	J...			
SYS456	J...			

Prod ID	Short Description	Prod Category	Prod Class	Unit of Measure
1234	Phillips Head Screwdriver	SD-01	PH-01	Each
1244	Slotted Head Screwdriver	SD-01	SH-01	Each
1254	Hex Head Screwdriver	SD-01	HH-01	Each

Master Data

Gender Code	English	Spanish
0	Not Known	Desconocido
1	Male	Hombre
2	Female	Mujer
9	Not Applicable	No Aplica

Reference Data

Where is my customer data?

IBM INFORMATION INTEGRATION
& GOVERNANCE SYMPOSIUM 2012

Delivering Trusted Information for Smarter Business Decisions

So… coming back to Social Media data

Introducing IBM Cognos Consumer Insight
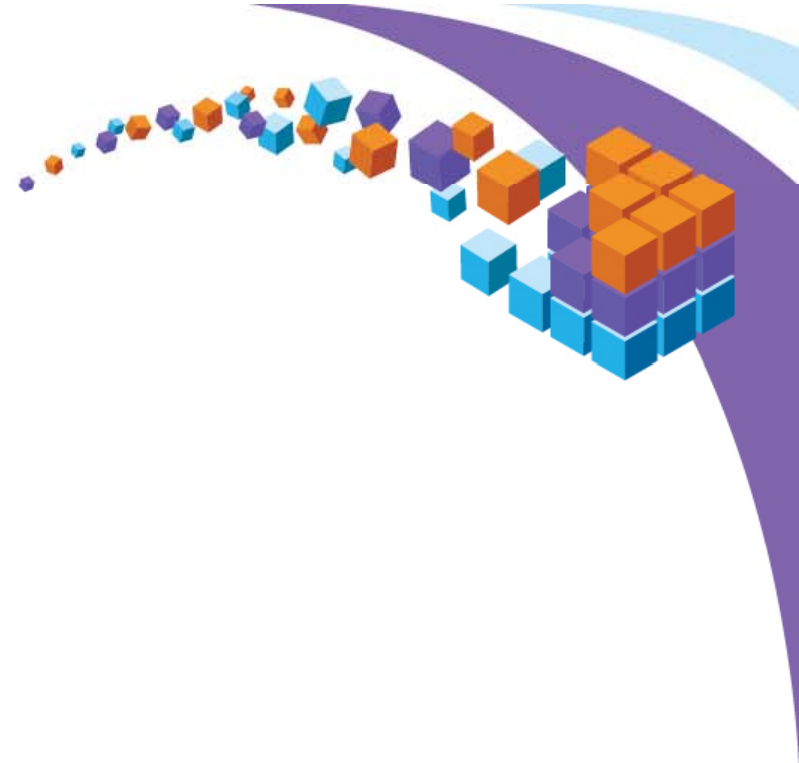
High value: source of competitive differentiation

Interaction data
- Email / chat transcripts
- Call centre notes
- Web click-streams
- In person dialogues

Attitudinal data
- Customer Feedback
- Social Media

360 DEGREE CUSTOMER VIEW

Descriptive data
- Attributes
- Characteristics
- Self-declared info
- (Geo)demographics

Behavioural data
- Orders
- Transactions
- Payment history
- Usage history

Traditional approach
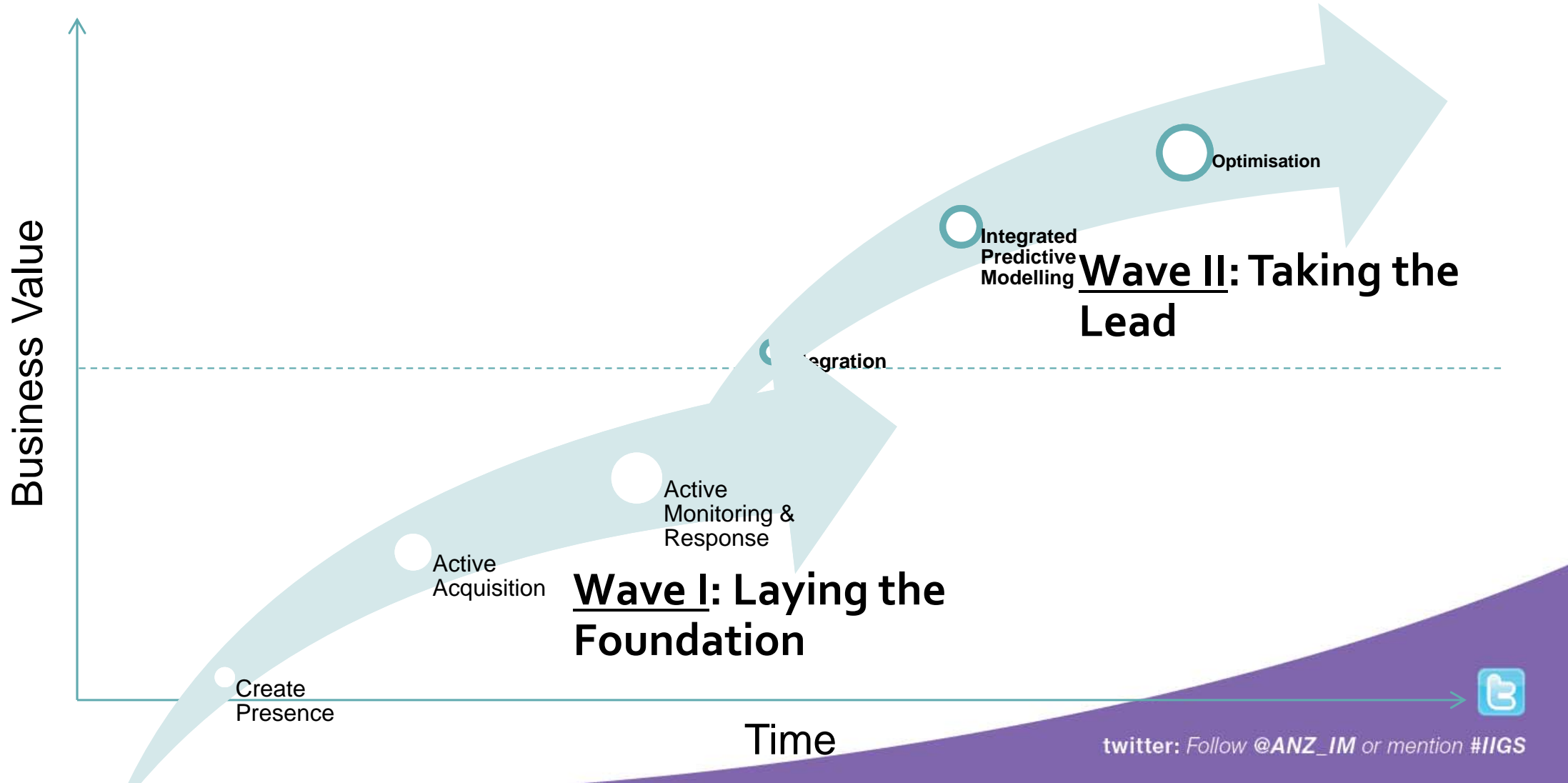
IBM Cognos Consumer Insight

- Analyze billions of blog posts
- Determine affinity to multiple analytic dimensions
- Provide related topics above and beyond your search
- Seamlessly integrate with Cognos BI

- **Understand students & prospects**
- **Make evidence-based messaging decisions**
- **Ensure seamless student experience across all channels**
- **Expand your point of analysis**
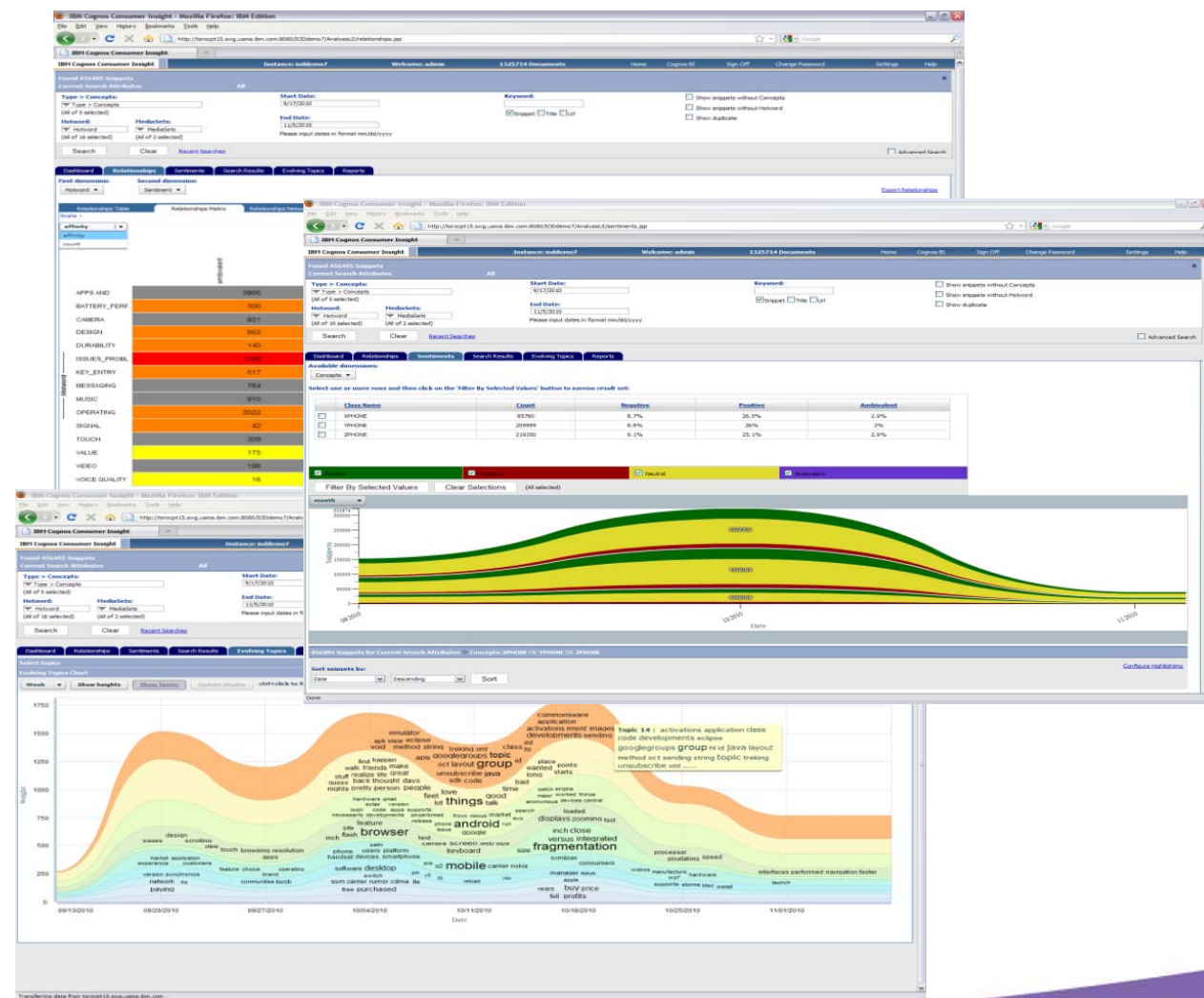
IBM Cognos Consumer Insight

IBM

Business Drivers

| Competitive Analysis | Corporate Reputation | student Care |

| Campaign Effectiveness | Product Insight |

Source Areas

- FACEBOOK
- BLOGS
- DISCUSSION FORUMS
- TWITTER
- NEWSGROUPS
- MULTILINGUAL

Product Capabilities

COMPREHENSIVE ANALYSIS
- Keyword Search
- Dimensional Navigation
- Drill Through to Content

SENTIMENT
- Dimensional Analysis
- Filtering
- Voice

AFFINITY ANALYTICS
- Relationship Tables
- Relationship Matrix
- Relationship Graph

EVOLVING TOPICS
- Relevant Topics
- Associated Themes
- Ranking and Volume
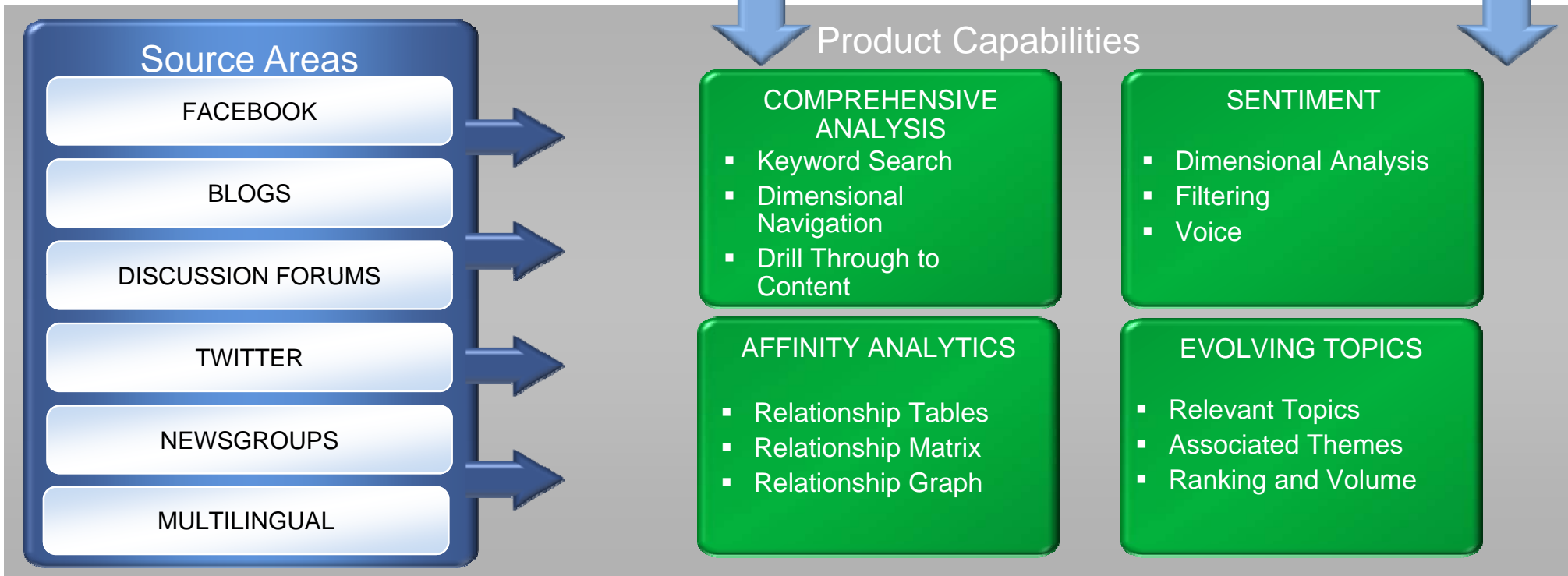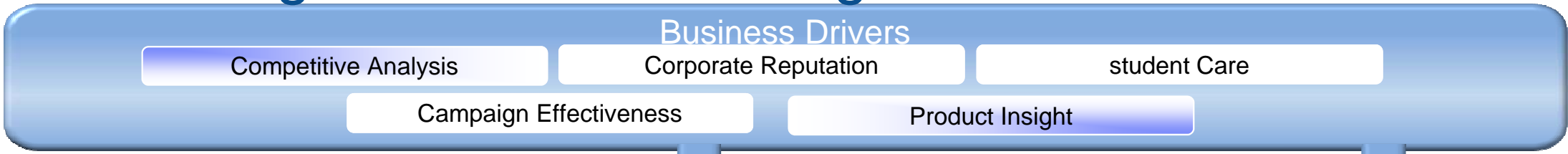
How IBM Cognos Consumer Insight Works?

IBM.

Automatically identify and tag relevant content

Process content based on relevance to business

Communicate insight broadly across the business

3rd Party Providers

Multiple Languages

Web content

Admin User Interface

Crawl

Information Extraction

Compute Infrastructure

Analytics Platform

Semantic & Faceted Search Index

Database

Web Server

Exploratory UI

Cognos Report/ Dashboard UI

Interactive Visualization
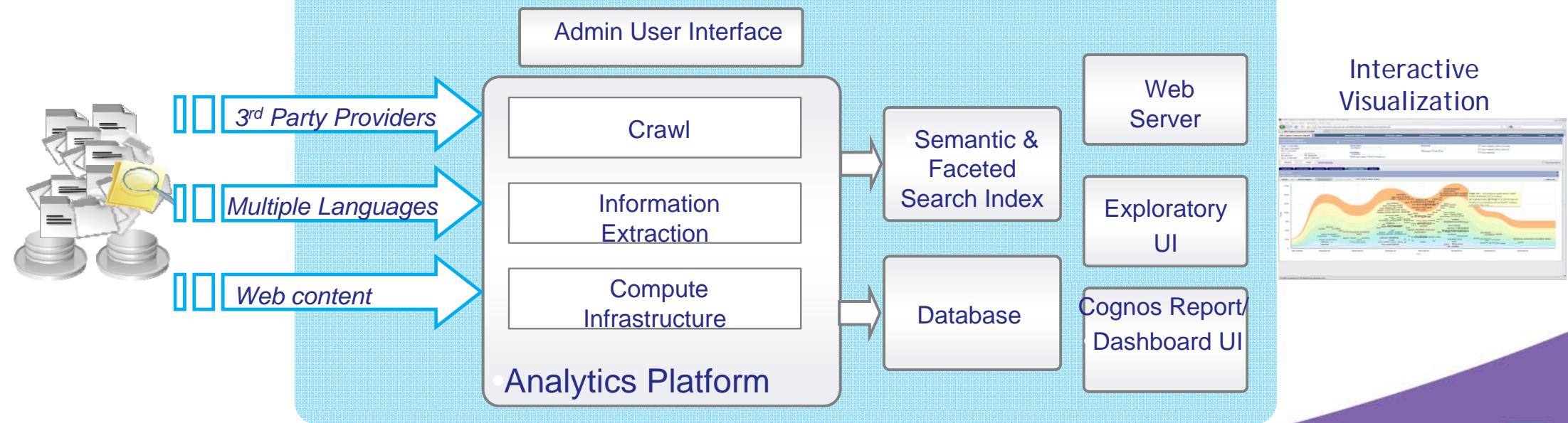
Comprehensive Analytics

Analyze billions of blog posts and hundreds of thousands of forums and discussion groups on publicly available websites "on the fly" to measure the effectiveness of your social media campaigns and the sentiment of consumer opinions of your brand and company

- **Highly scalable** and robust search that can pull snippets from multiple social media channels, such as blogs, posts and discussions forums, Twitter, Facebook and Linkedin

- **Easy to configure** with user-defined business rules, or analytics, to create snippets of consumer opinions that can be searched by different dimensions, such as date, keyword or region

- **Flexible search** by specifying attributes for your analysis, while modifying sentiment to analyze the same content from a different perspective
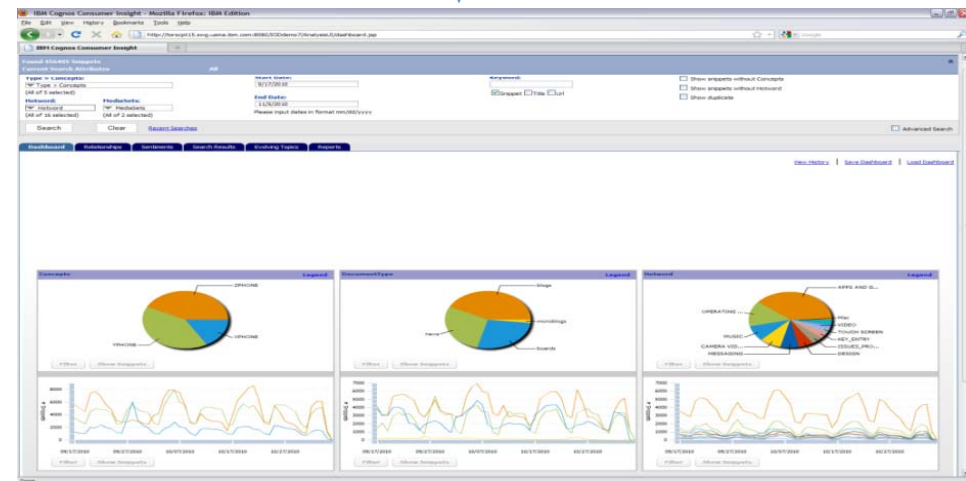
twitter: *Follow @ANZ_IM or mention #IIGS*

Affinity Relationships

IBM

> Understand the relationship between different areas of analysis and view the snippets that are associated with their intersection to gauge impact and identify future messages among key audiences

- **Gain insight** into affinity relationships in your search of your campaigns' hot words to more agilely and precisely modify messaging for your campaigns
- **Anticipate new opportunities** to engage audiences on specific subject areas with the words and messages that resonate with and are specific to their interests and perspectives
- **Evaluate campaign messaging** by analyzing affinity contexts and associations with corporate and brand values to ascertain responsiveness and reaction to reputation, student service and corporate social responsibility activities
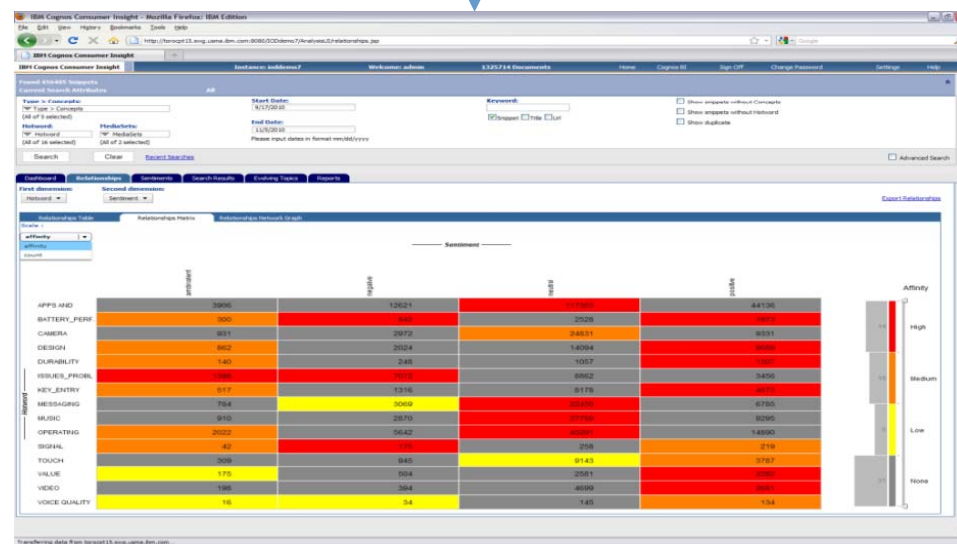
Evolving Topics

*Capture a weighted summary of discussions to determine snippets that share
the same terms and ascertain related topics above and beyond your analysis of trends
and common discussion topics across time*

- **Determine risks and opportunities** of related topics to corporate reputation, campaigns and student service
- **More effectively target** broader adjacent themes and events to link your product, services and corporate messages to, while prioritizing and ranking their relevance and applicability for proactive campaigns
- **Expand your social media** campaigns to incorporate other discussion contexts by analyzing evolving topics related to hot word sentiment and by targeting other social media communities or communication channels
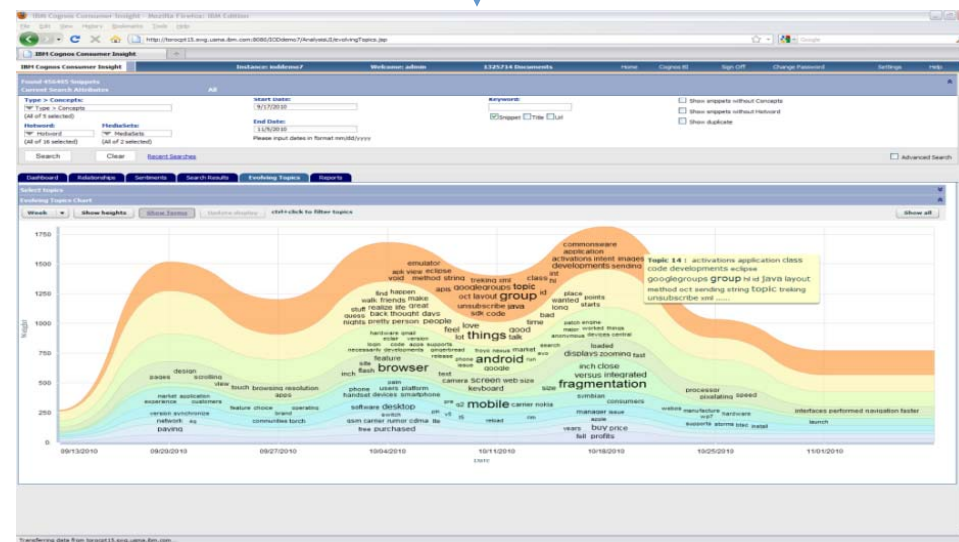
Sentiment

Analyze sentiment and filter by concepts, hot words and media sets – among others. Complete comparative analysis by comparing positive, negative, neutral, or ambivalent sentiment

- **Make evidence-based** messaging decisions with analysis into consumer and stakeholder sentiment; Assess with precision trends and changes in perception of your corporate reputation and reaction to campaigns

- **Identify and target** new social media channels to drive greater advocacy of your products and services with key influencers based on an analysis of sentiment

- **Determine the effectiveness** of your campaigns' messages and their impact on consumers' purchasing decisions, as well as the resonance and believability of their promise

Where to go from here..........

CCI Australia Page

http://ibm.co/CCI_AU

CCI Documentation

http://ibm.co/CCI_doc

twitter: Follow @ANZ_IM or mention #IIGS

How will your data governance strategy accommodate the future?

twitter: *Follow @ANZ_IM or mention #IIGS*

Thank You!

Dev Mookerjee
Dev.Mookerjee@au1.ibm.com
Twitter.com/mookerjee

twitter: *Follow @ANZ_IM or mention #IIGS*