



Business Value:

- Maximizes business results by optimizing inbound, outbound and unplanned events
 - Improves decision making through the use of deep analytics
 - Provides single view of the customer as the foundation for next best action
 - Creates a client-specific application reference architecture that helps optimize existing investments
 - Delivers proven outcomes with solution built on a rich portfolio of analytics capabilities
 - Accelerates time-to-value with short-term projects that support the long-term roadmap
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IBM Smarter Analytics Signature Solution – next best action

Build long-term customer relationships that drive enterprise business results – one interaction, one decision at a time.

Every day consumers and enterprises create 2.5 quintillion bytes of data. In fact, 90 percent of data in the world today has been created in the last two years.¹ Today, most business executives understand the value of collecting customer-related data. However, many organizations struggle to extract new insight and use it to create more meaningful relationships.

Recent IBM research reveals that today's empowered customers respond to a collaborative interaction between the company and customer – preferably in real-time. Therefore, organizations seek to build long-term customer relationships that drive enterprise business results and inspire brand loyalty² – one interaction, one decision at a time.

As part of IBM Smarter Analytics Signature Solutions, an analytics-driven approach called next best action combines in-depth segmentation, multi-channel customer integration and real-time action recommendation that allows organizations to drive the best possible outcome on each individual customer interaction to maximize customer profitability.

Personalized interactions that deliver business results

The IBM next best action solution delivers the most appropriate action at the right time across channels. Personalized interactions are enabled by:

- Comprehensive view of a customer
- Real-time predictive analytics to anticipate customer behavior, preferences and attitudes
- Cross-channel delivery of best action to address customer need and enhance long-term business revenue



*“Companies leading in use of predictive analytics and executing effectively across multiple channels have been able to increase top-line growth up to **five times more** than their less sophisticated peer group.”*

The IBM next best action solution helps organizations gain a comprehensive view of a customer, derived from traditional enterprise data and customer sentiment gleaned from social networks, logged customer service interactions and web click stream data. Then, real-time analytics predict customer behavior and preferences to inform decisions on the next best action on behalf of that customer. These capabilities help organizations build long term customer relationships that drive enterprise business results, improve service delivery and higher customer satisfaction. Companies that are able to apply real-time predictive analytics while executing a multi-channel next best action strategy have an average converted response rate of 24.1 to 64.3 percent (*cumulative results from all the work that lead up to this approach*).³

Within organizations, using a next best action approach can optimize inbound, outbound and unplanned events and improve decision making through the use of deep analytics – especially in real time – to help maximize business results. One communications company used the approach to reduce its wireless customer churn from an average of 19 percent to 2 percent.

The IBM next best action solution can also optimize revenue generating actions such as up-sell, cross-sell and retention, and deliver those results quickly. For example, an insurance company increased its agent retention by up to 40 percent. Another communications company increased its client retention by 20 percent in two months.

Accelerates time-to-value

The IBM next best action solution leverages mature, proven offerings to deliver real-time decision management on an integrated data platform. As part of the offering, IBM provides single view of customer as the foundation for the IBM next best action solution and a client-specific application reference architecture that makes the most of existing investment. It accelerates time-to-value with a cohesive roadmap that helps maximize outcomes and minimize initial costs based on your priorities.

Delivered by IBM Global Business Services industry specialists and world class analytics experts, next best action is deployed as a modular integrated solution designed to deliver near-term value with the goal of optimal customer-level next best action across channels, including:

- Revenue generating actions such as up-sell, cross-sell and retention
- Increased strategic lifetime value and loyalty
- Improved delivery of service and customer satisfaction



IBM Smarter Analytics Signature Solutions

IBM Smarter Analytics is a holistic approach that turns information into insight and insight into business outcomes.

IBM Smarter Analytics Signature Solutions are a portfolio of outcome-based analytic solutions designed to address the most pressing industry and functional challenges clients are facing in today's evolving marketplace – a marketplace in which organizations need Smarter Analytics to stay ahead of their competitors.

The IBM Smarter Analytics Signature Solutions are built on the knowledge and experience of IBM's global team of researchers, consultants, sellers and software specialists. These solutions bring together the breadth and depth of IBM's intellectual capital, software, infrastructure, research, and consulting services to deliver break-away result to clients seeking to transform and tackle their key business challenges using Smarter Analytics. Signature Solutions represent a portfolio of proven innovation that has been implemented at clients worldwide, and brings the best of IBM capabilities together to deliver accelerated client value.

For more information

To learn more about how IBM Smarter Analytics can help you optimize your next interaction with customers, please contact your IBM representative.

Notes and sources

1. "Bringing big data to the enterprise: What is big data?" IBM Web site. 2011. <http://www-01.ibm.com/software/data/bigdata/>
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3. Teerlink, Marc. "Turning Data into Dollars, Consumerism and Beyond." Ongoing research in cooperation with leading U.S. and European business schools. 1995-2011.



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Route 100
Somers, NY 10589
U.S.A.

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April 2012
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