

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Hopelessly devoted to

you:

increasing customer retention,
profitability and loyalty with big
data and analytics.



The timeless responsibilities of marketers...

A man in a purple shirt is sitting at a desk in an office setting. He is looking down and to the right with a thoughtful expression, his hand resting on his chin. The background is dark and out of focus, suggesting a modern office environment.

Knowing the customer.

Defining what to market and how to market it.

Protecting the brand promise.

Today's customer puts businesses to the test

78%

of consumers trust peer recommendations

86%

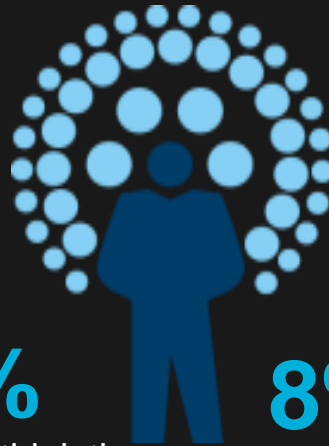
use multiple channels

75%

do not believe companies tell the truth in ads

4 in 10

Smart phone users search for an item in a store



58%

are more price-conscious today than they were a year ago

80%

of CEOs think they deliver a superior customer experience

8%

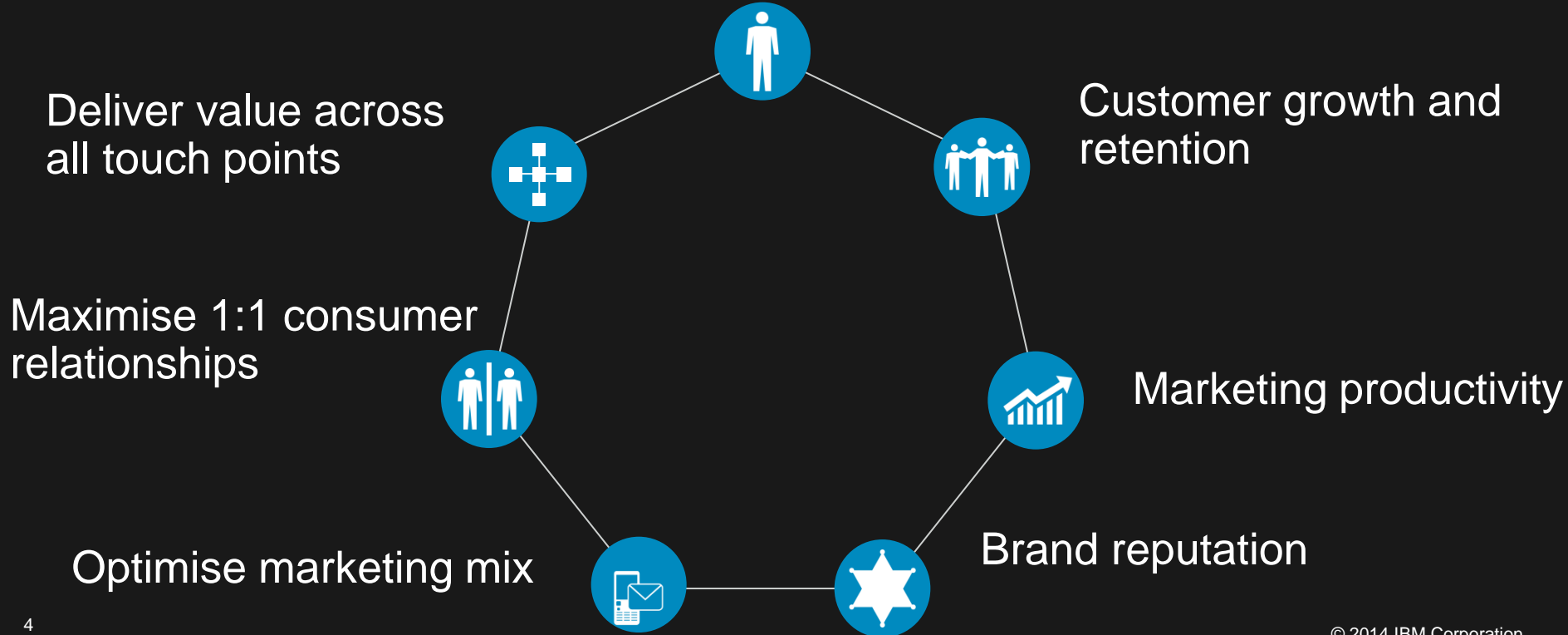
of their customers agree

4-5x

more than average is spent by multi-channel buyers

Despite changes, imperatives remain constant

360 Degree View of the Customer



Techniques companies can employ today

Many options exist to find a way to improve performance

Here are some examples:

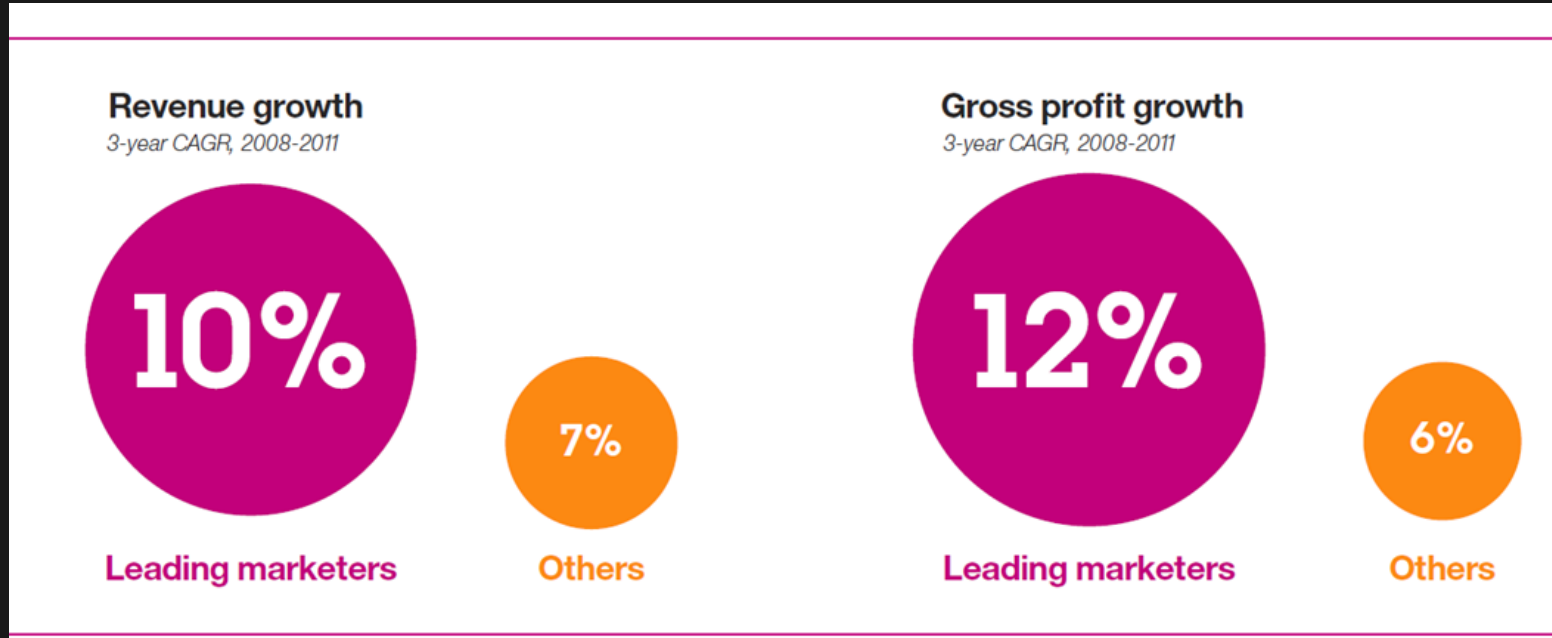
Reorg

More people =
better results

Squeeze more
from operations

Technology

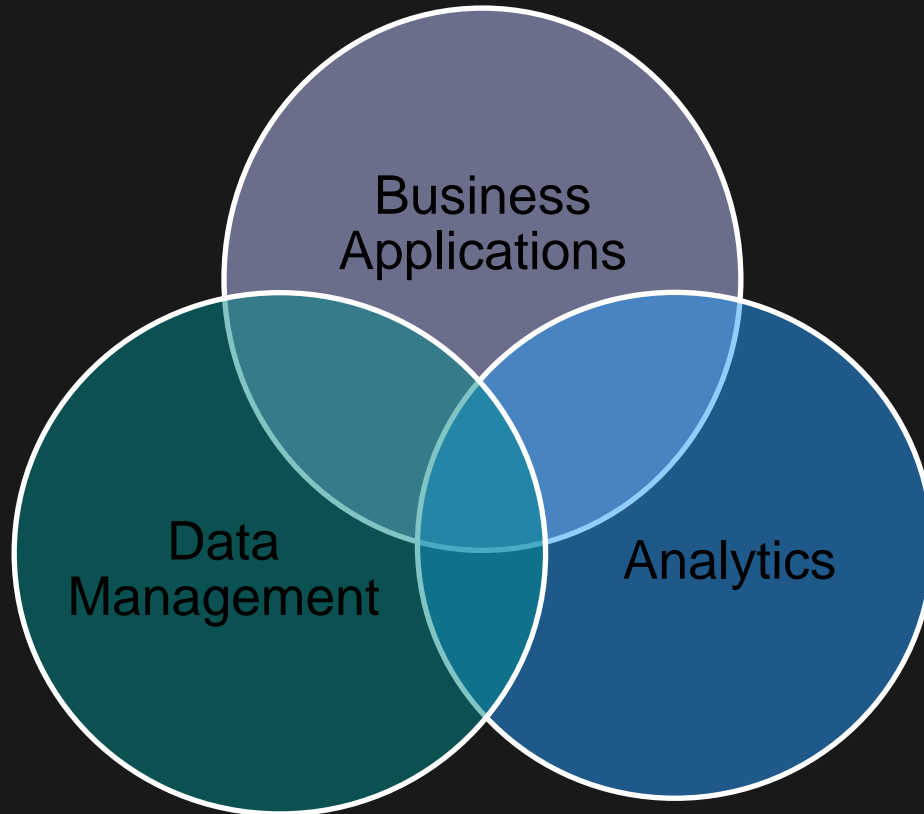
However, the best approach utilizes technology



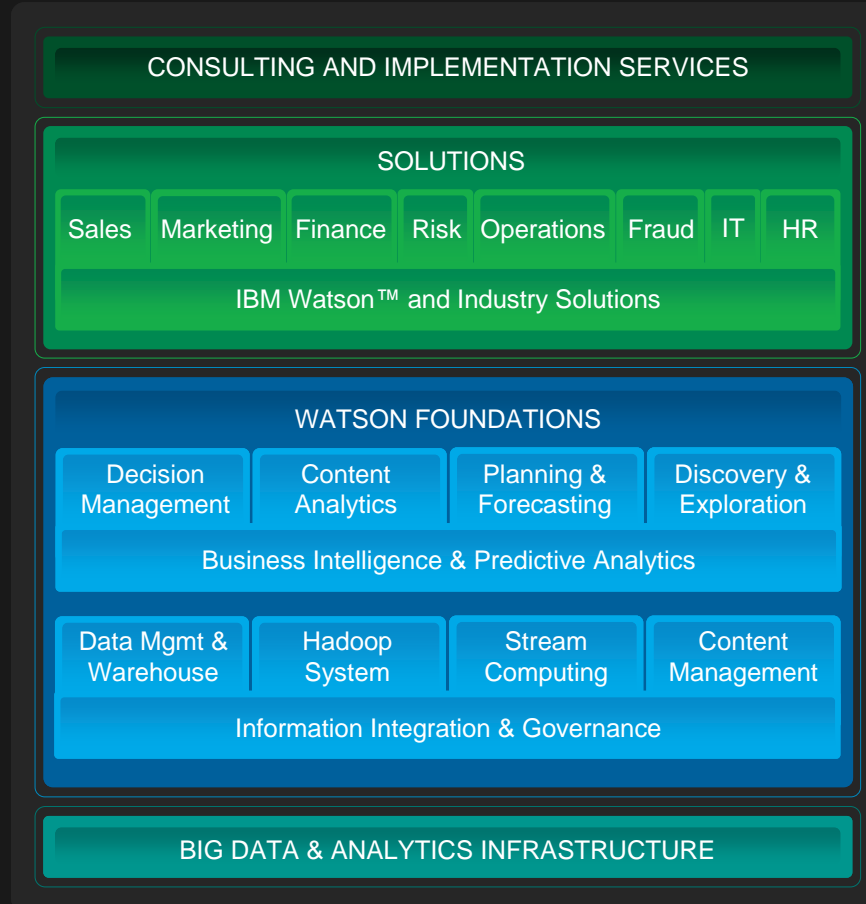
Leading marketers:

1. Make more informed marketing investments with greater returns
2. Engage with customers in personalised way
3. Automate, deliver, guide & measure impact of marketing actions across all channels

But as a company – what do I need and how can I make it work together?

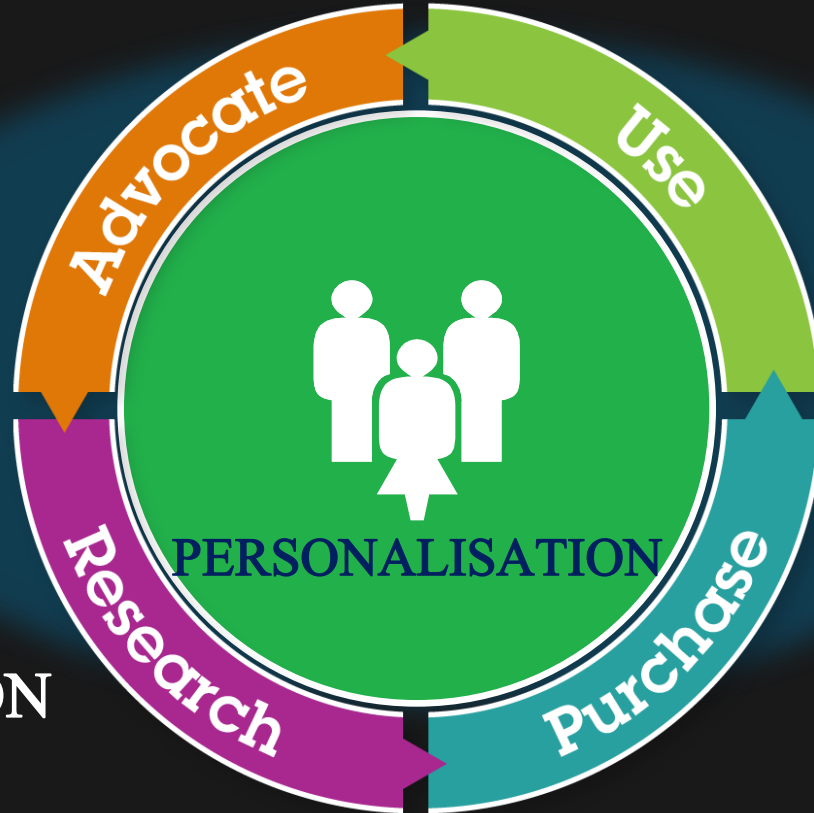


IBM Big Data & Analytics brings it together



With the intent to deliver deeper relationships

RETENTION



ACQUISITION

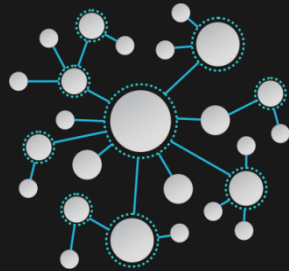
PROFITABILITY

How can this be done?

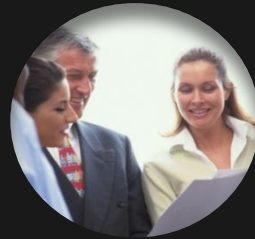
Adding value at every point of impact

....*Each decision, interaction & process*

System of Record



- Infrastructure
- Security Intelligence
- Enterprise Applications



Systems of Engagement



- Mobile Commerce
- Call Center
- Social Business



Infuse, Extend & Integrate



iPad 10:47 AM Not Charging

http://www.socialstreamer.com/lilyhenson

Looking for a good pair of noise canceling #headphones.

Facebook

Lily Henson Just Now
Ugh!! Lost in Space!! Can't hear the movie on my iPad with these earbuds!
[Like](#) [Comment](#)

John Renko 5hrs Ago
Can't wait to see you! Have a safe flight. Text me when you land.
[Like](#) [Comment](#)

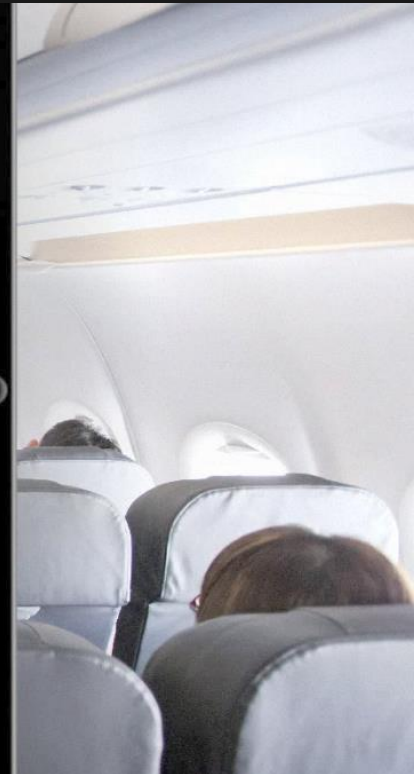
Lily Henson 1 Day Ago
Wow! What a great event last night. The totals just came in and we raised over \$500K which will help support a number of local charities. :)
[Like](#) [Comment](#)

Twitter

Lily Henson 30m Ago
Leaving for #NewYorkCity today, back2back mtgs starting Thurs! #TCB
[Like](#) [Comment](#)

Milton Kennedy 2hrs Ago
While in the city, drop by @TaoNY & check their new menu
[Like](#) [Comment](#)

Sheila Thomas 5hrs Ago
For all the info on #SmarterRetail visit ibm.com/SmarterRetail
[Like](#) [Comment](#)





iPad 12:15 AM Not Charging

http://www.vtliving.com/search/noise-canceling/ Google

VT Living Welcome back, Lily

Home | Electronics | Headphones | Noise Canceling

Search Results

We've put a 20% off any Headphones in your wallet

Valid until 1/19/2013

FREE SHIPPING ON \$200+

Automatically applied to your order

Offers

Safeguard your recent LCD HDTV purchase with our 3-Year Protection Plus Warranty.

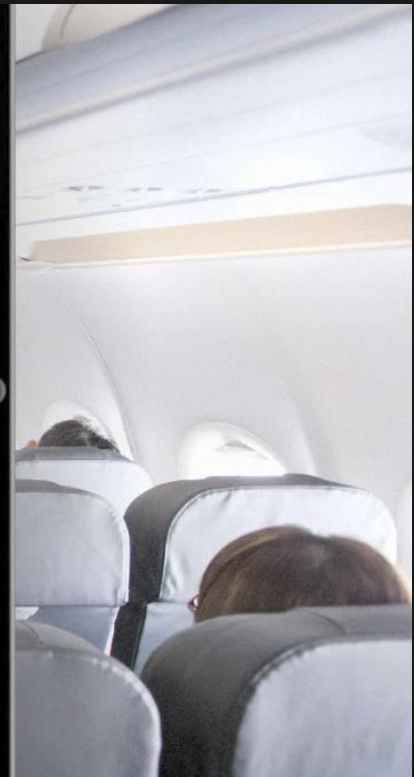
\$129.99

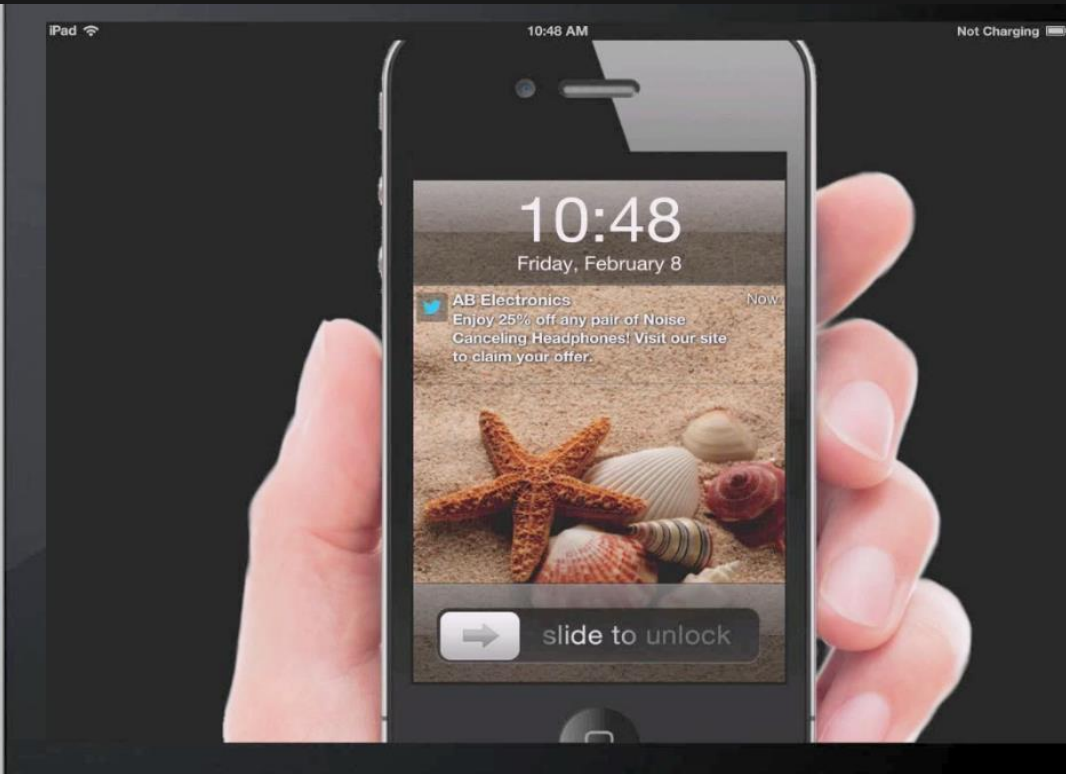
My Home

VTX ViewMaster LCD HDTV 40"

Our picks for Lily

<p>\$299.99</p> <p>Ocean Waves VT01132013</p>	<p>\$119.99</p> <p>770 mph VT01152013</p>	<p>\$149.99</p> <p>Rappers DeLite VT01162013</p>
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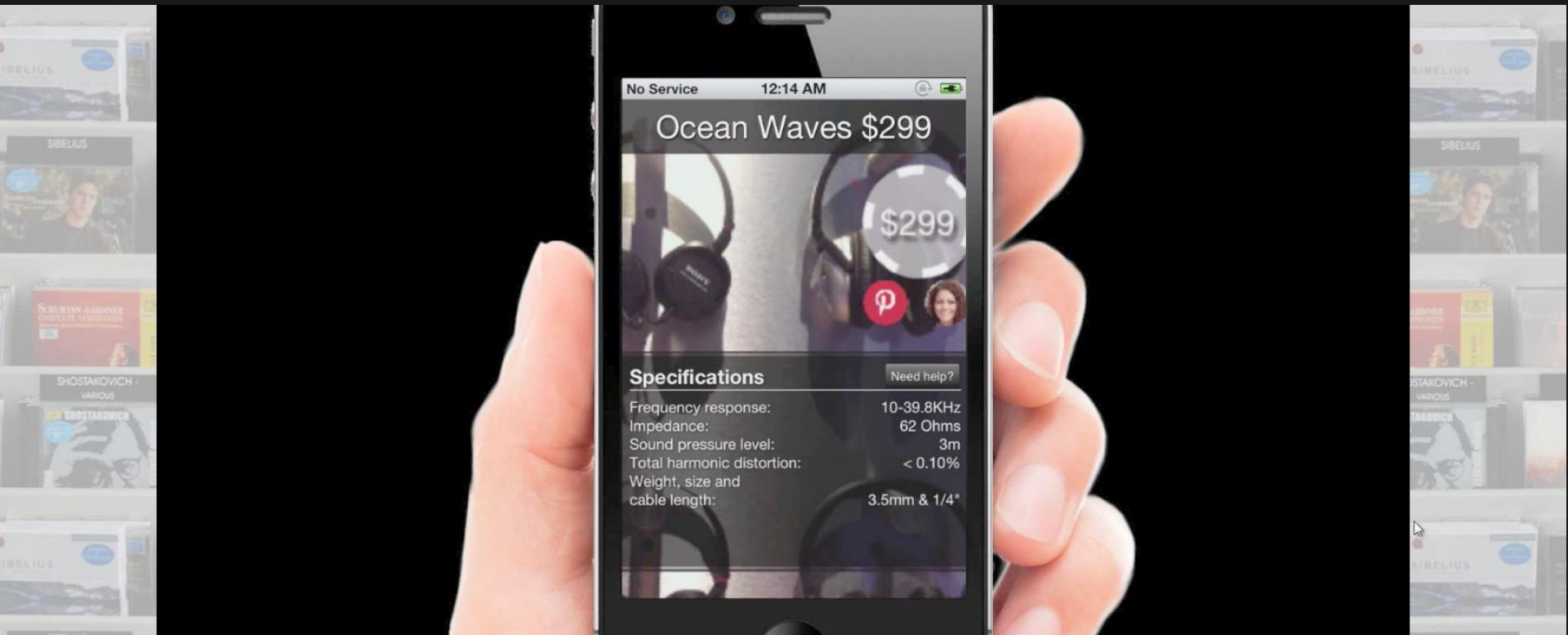


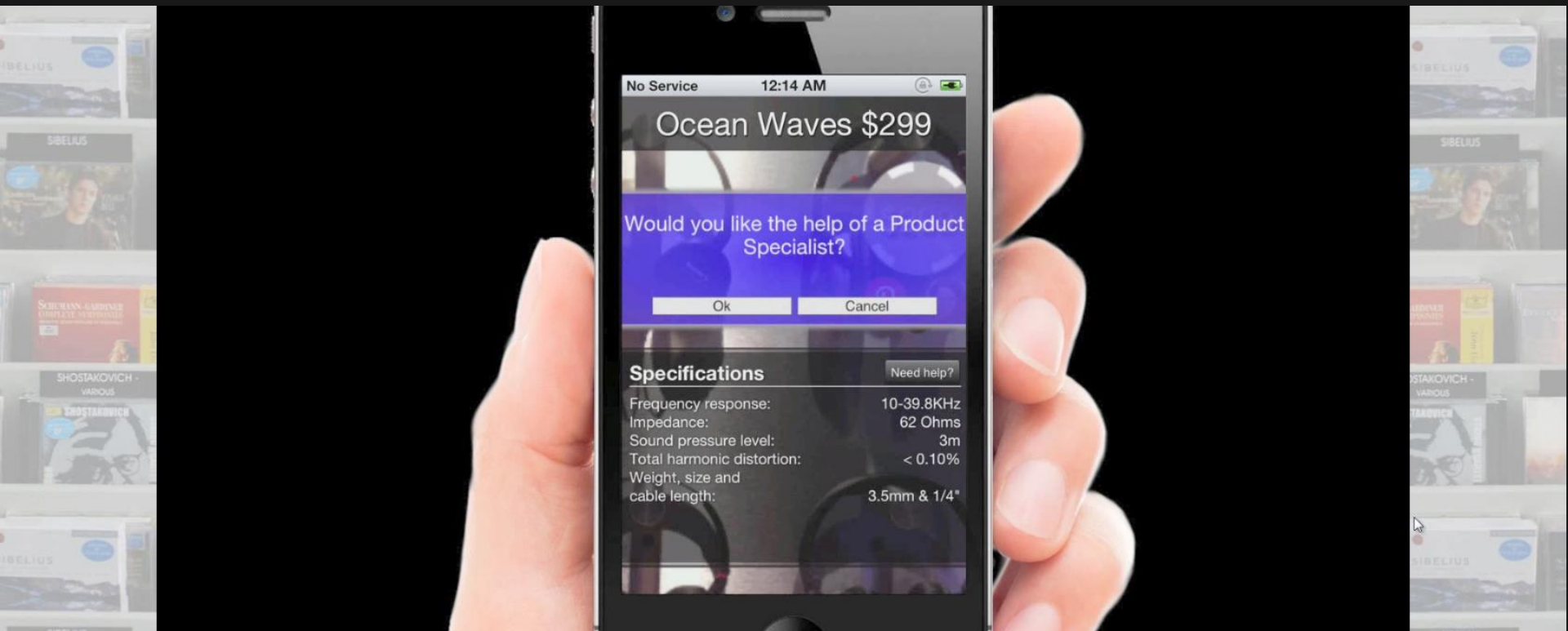















iPad 10:50 AM Not Charging

Associate Organizer

To Dos

High

Customer Assistance Needed

 Lily Henson requires assistance in the Headphones section of the Electronics Department.

Company Holidays for 2013 Calendar Year

Expectations for the 2013 Holiday Season.

CEO thanks VT Living employees for their hard work and dedication to the company.


New Retail Concept to be Debuted in Europe
VT Living's European stores have big plans this summer.

Need Furniture? VT Living to Launch New Designer Line
Under the guidance of one of the world's top designers, VT Living has created a beautiful new line of furniture for every space in your home.


Calendar

8
January
WEDNESDAY

7 PM

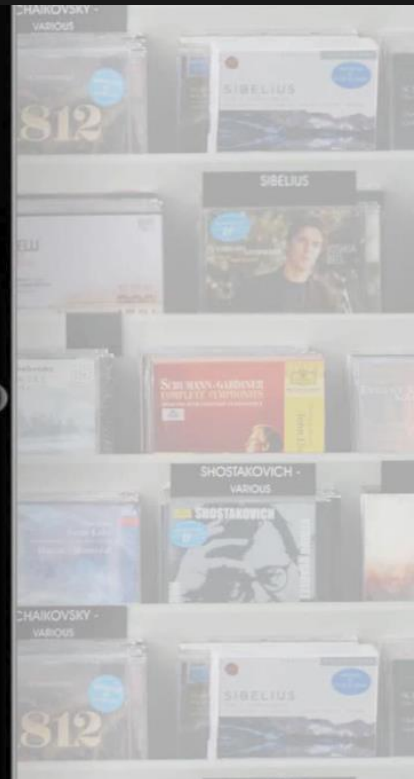
 **Appointment with Ms. Morgan Jacobs**
VT Magnifico Espresso
Product Demonstration
Installation Details

8 PM

 **Appointment with Ms. Erica Smith**
Generic Espresso Consultation

JAN 2013

Home Customer Profile Products Rewards Services Collaborate All Apps POS





iPad
10:50 AM
Not Charging

Associate Organizer

Customer Profile

Lily Henson

Likes VT Living
Member since '02

Platinum Shopper

Long Term

Frequent Visitor

Annual Spend

Previously Purchased Items

Earsounds - Mini

Rating

These were a gift and have been great! However, I had trouble using them in a noisy environment.

VTX - ViewMaster

Rating

The picture quality on this television is incredible! I would definitely recommend this to others!

Recently Browsed Items

Ocean Waves
VT201323472
\$299.99

770 mph
VT0111202
\$119.99

Rappers DeLite
VT01132012
\$149.99

Def Defying
VT01132013
\$299.99

Recent Communications

LCD Extended Warranty Offer

Viewed

20% Off Headphones

Evaluating

Napa Valley Wine Collection

Unopened

Home
Customer Profile
Products
Returns
Inventory
Collaborates
A/R E-Log
POs

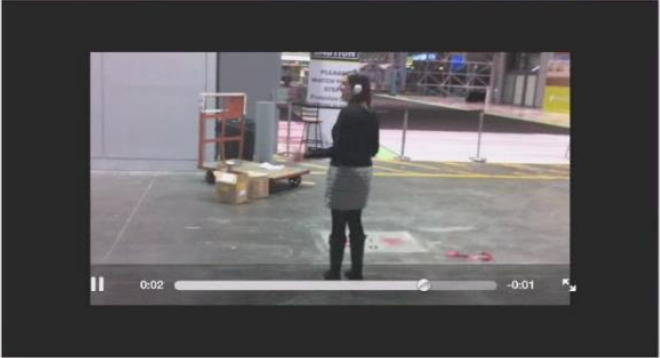
21

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iPad 12:13 AM Not Charging

Description Gallery Reviews **Selling Tips** Offers



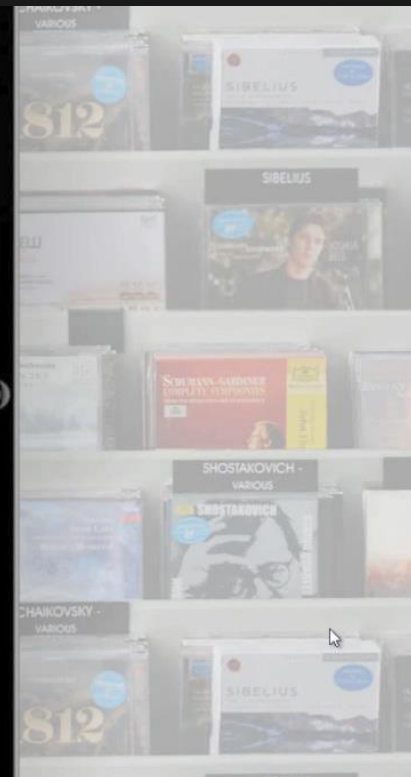
0:02 0:01

Selling Tips for Ocean Waves Noise Canceling Headphones




POST

Customer Profile





iPad 10:50 AM Not Charging



Ocean Waves ✕

Price: \$299.99

Product Number: VT 201313321

Top Seller: ✓

Units in Store: 1

Units in Warehouse: 0

Units in Transit: 6

Available: 6

Availability Date: 1/14/2013

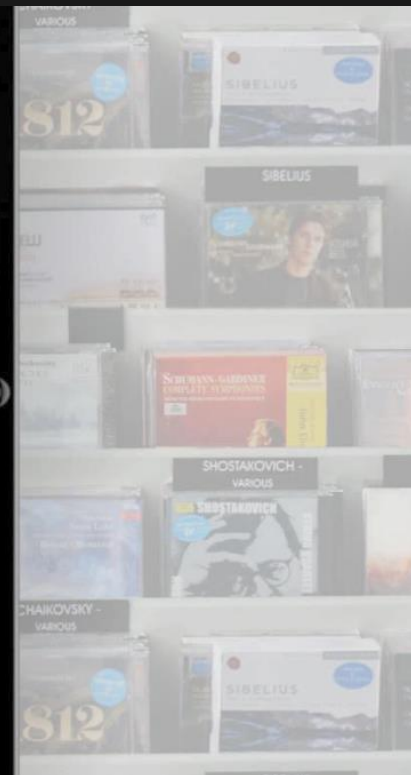
Location in Store: Electronics

Inventory Lookup
Add to Cart

Description Gallery Reviews Selling Tips Offers

30% off headphones, with additional 3YR Protection Plan	Competitor Takeout
25% off headphones	Competitor Match
0.00% financing for 6 months	Finance Promotion

Customer Profile





iPad 10:50 AM Not Charging

Lily Henson X

Shopping Cart

	1	Noise Canceling Headphones Ocean Waves VT-2013020123 \$209.99 - 30% OFF - Was 299.99
	1	3yr Headphone Protection VT Living \$49.99

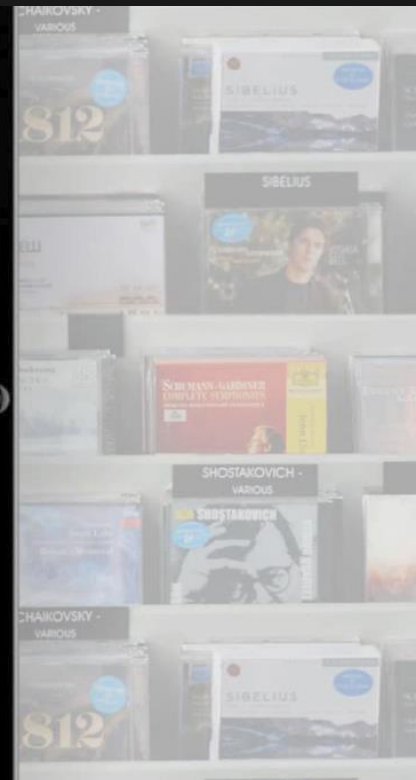
Sub Total: \$259.98
Tax (8.25%): \$21.45

Total: \$281.42

Your \$200+ order has earned free shipping!

Delivery

Customer Profile







iPad 10:50 AM Not Charging

Lily Henson

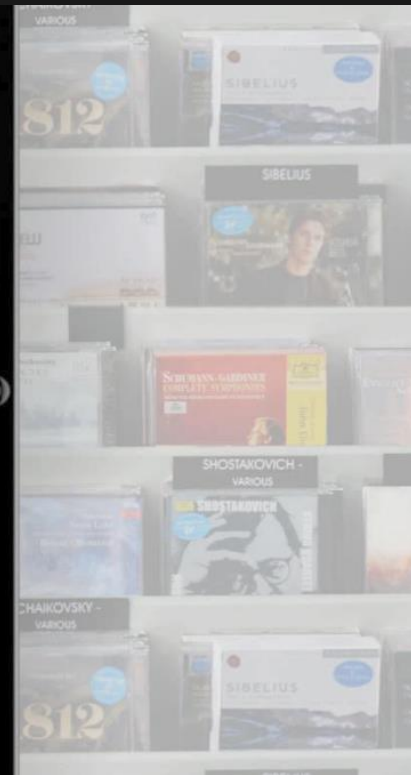
Authorization

 Will be billed to credit card on file XXXX-XXXX-XXXX-2143 10/15



Process

Customer Profile



The future of shopping...behind the scenes...

All Data Types



When do I promote, alter inventory or sourcing?

Is the “buzz” relevant to my business?

How do I optimise all customer interactions on a consistent basis?

Real-time event correlation

Quickly sift thru all relevant data

Assured delivery of insights to all channels

As a customer, Lily is a puzzle made up of many pieces



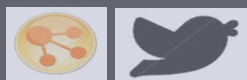
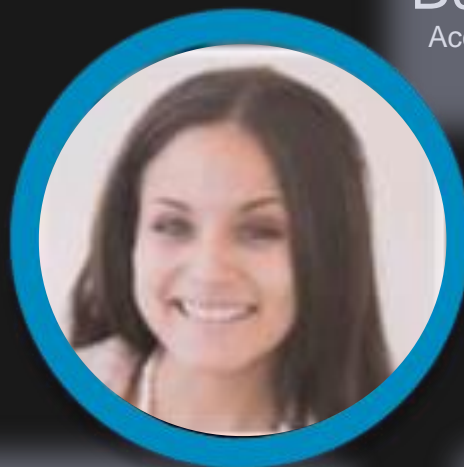
Contact Information

Name, address, employer, marital...



Business Context

Account number, customer type, purchase history, ...



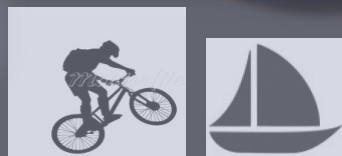
Social Media

Social network, affiliations, network ...



Legal/Financial Life

Property, credit rating, vehicles, ...



Leisure

Hobbies, interests ...



Professional Life

Employers, professional groups, certifications ...

Analytic capabilities form a journey roadmap

IBM's breadth of analytics enables better decisions



How can everyone
be more right ...
... more often?

Cognitive

Prescriptive

Predictive

Diagnostic

Descriptive

*Business
Value*



Acquire & grow the ideal customers

Target those likely to respond with the correct offer, channel, & time

Understand customer behavior and trends with advanced analytics (e.g. average spend)

Predictive Analytics

Personalise up-sell & cross-sell offers with social media data

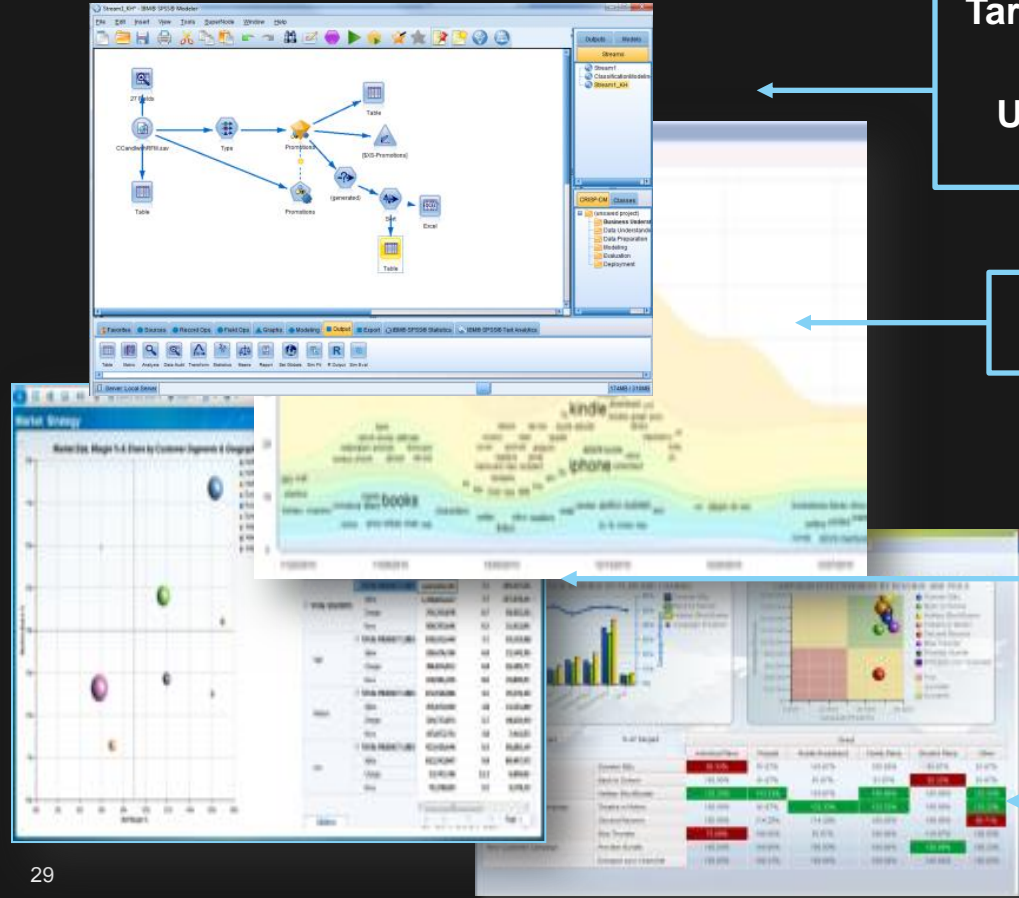
Content Analytics

Optimise marketing budgets aligned with goals through what-if analysis

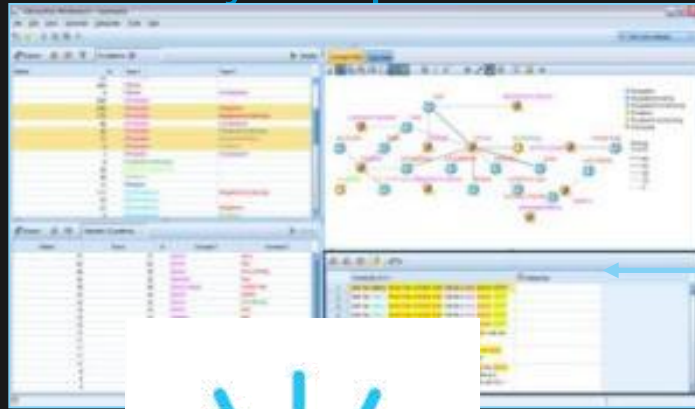
Planning & Forecasting

Analyse results of sales performance & marketing campaigns, understanding which valuable segments to target

Discovery & Exploration



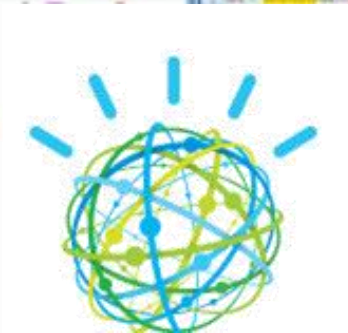
Retain loyal & profitable customers



Analyze sentiment to determine the tone and causal factors for product / service satisfaction / dissatisfaction

Identify those with strong social influence to increase advocacy through social network analysis

Content Analytics



Interact with Watson in Q&A format to deliver fast, evidence-based answers to customers and employees alike

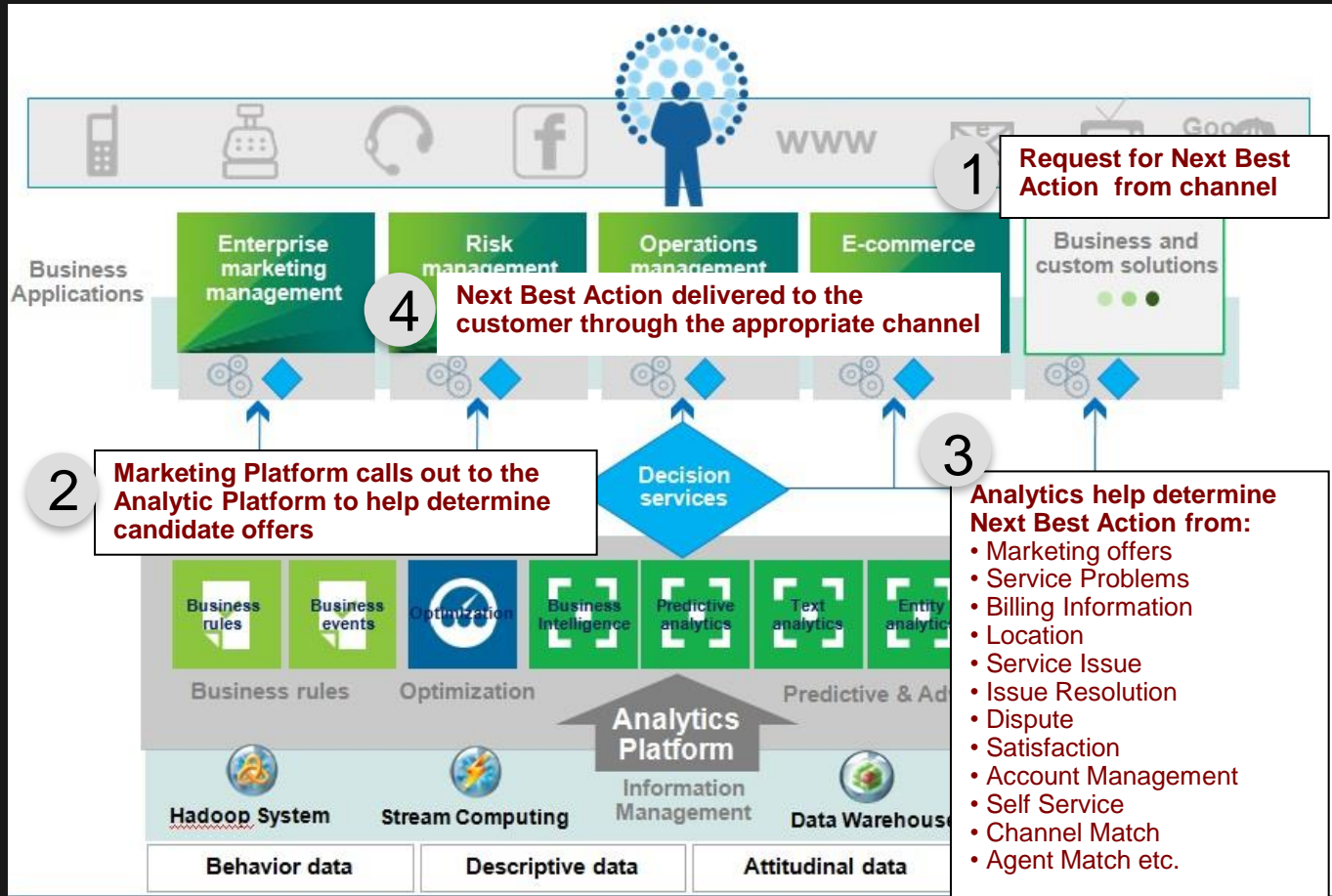
Cognitive Systems



Deliver targeted retention offers in real time

Decision Management Systems

Putting it all together



CUSTOMER STORIES

Increase customer profitability through intelligent segmentation and offer management

Need:

Anticipate customer behaviour and needs

Segment & target to deliver the right offer at the right time



Increased customer profitability

Results

- ROI of **122%** In just 7 months
- Decreased campaign management and data processing times by **90%**

Increase customer retention by detecting and acting on early warning signals of dissatisfaction

Need:

Blend

big data sources with
enterprise data

Optimise

for large volumes of
data, simplicity and
cost



Increased
Customer
Retention

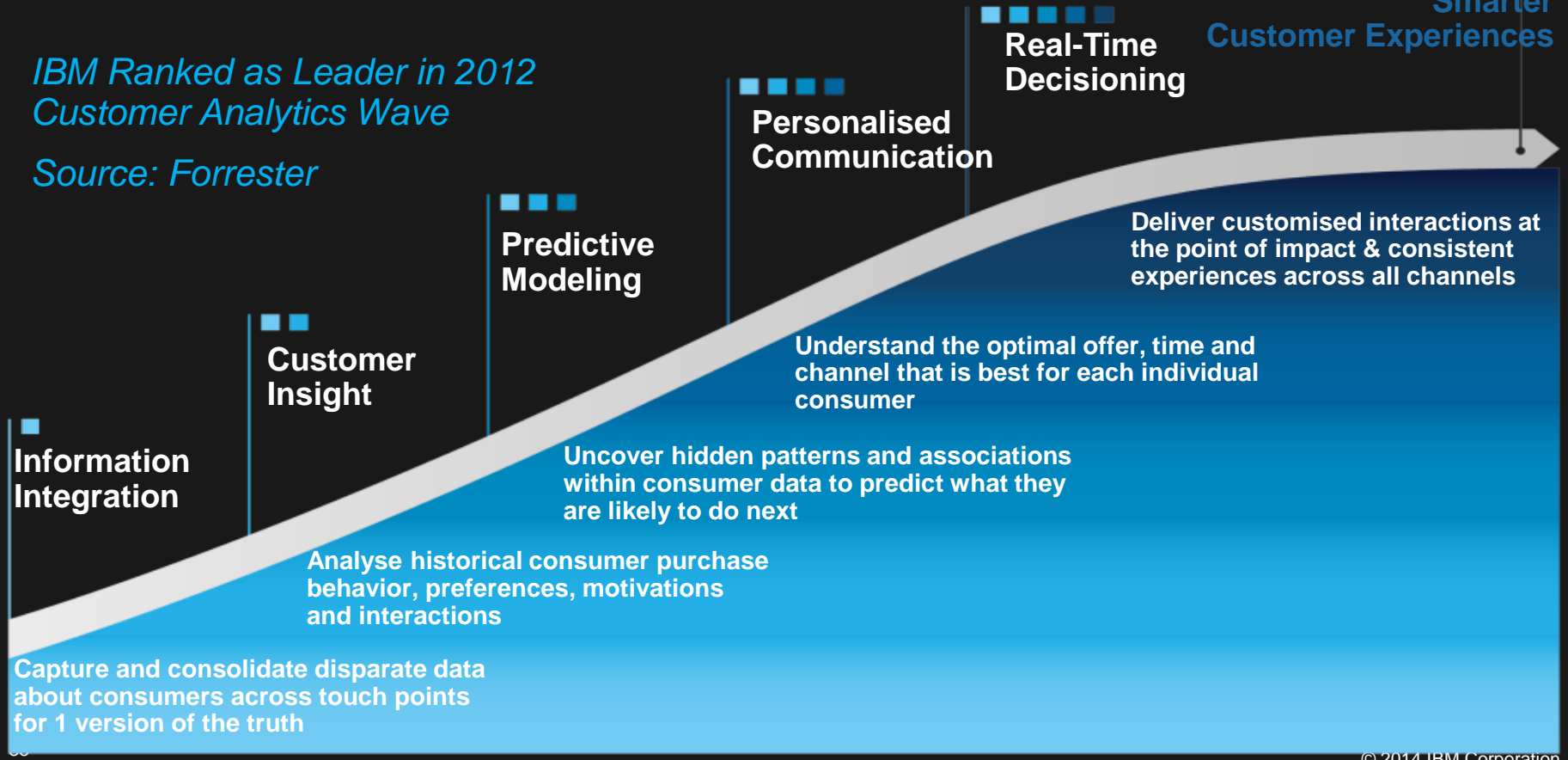
Results

- **60%** improvement in revenue retention rates
- Analyzed customer data from a broad array of sources

Where do you stand in your customer journey?

*IBM Ranked as Leader in 2012
Customer Analytics Wave*

Source: Forrester



Get started on your big data journey today

Get Educated

- IBM Big Data platform webpage
- IBM BigDataHub.com & AnalyticsZone.com
- Big Data University
- IBV study on big data
- Books / analyst papers

Schedule a Small Group Workshop

- Free of charge
- Your location or ours
- Topics include: Big Data, Predictive Analytics and more!
- Industry use cases
- Hands on available



BusinessConnect and SolutionsConnect

It's time to make bold moves.

THANK YOU



IBM®