

**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, looking thoughtful with his hand to his chin. The background is a blurred office setting with glass partitions.

**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%**

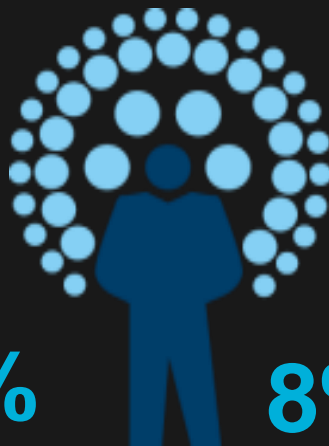
of CEOs think they deliver a superior customer experience

**8%**

of their customers agree

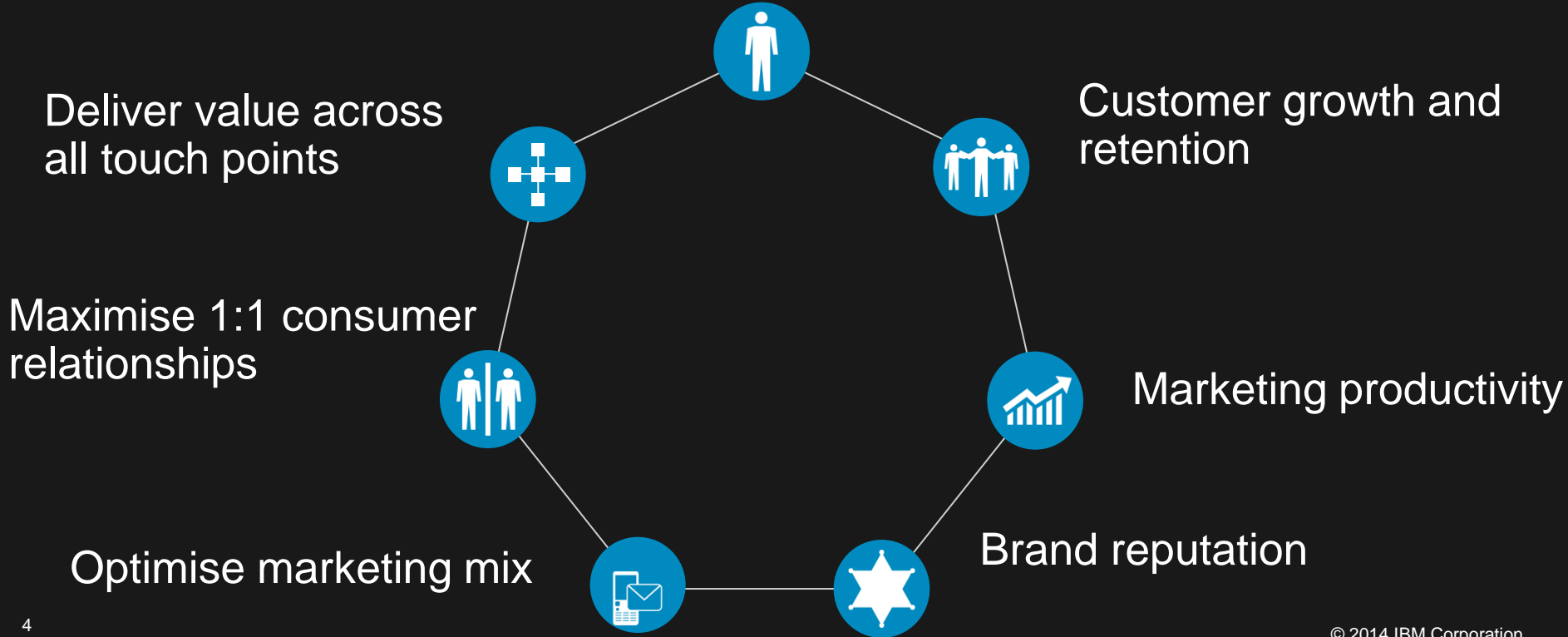
**4-5x**

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:

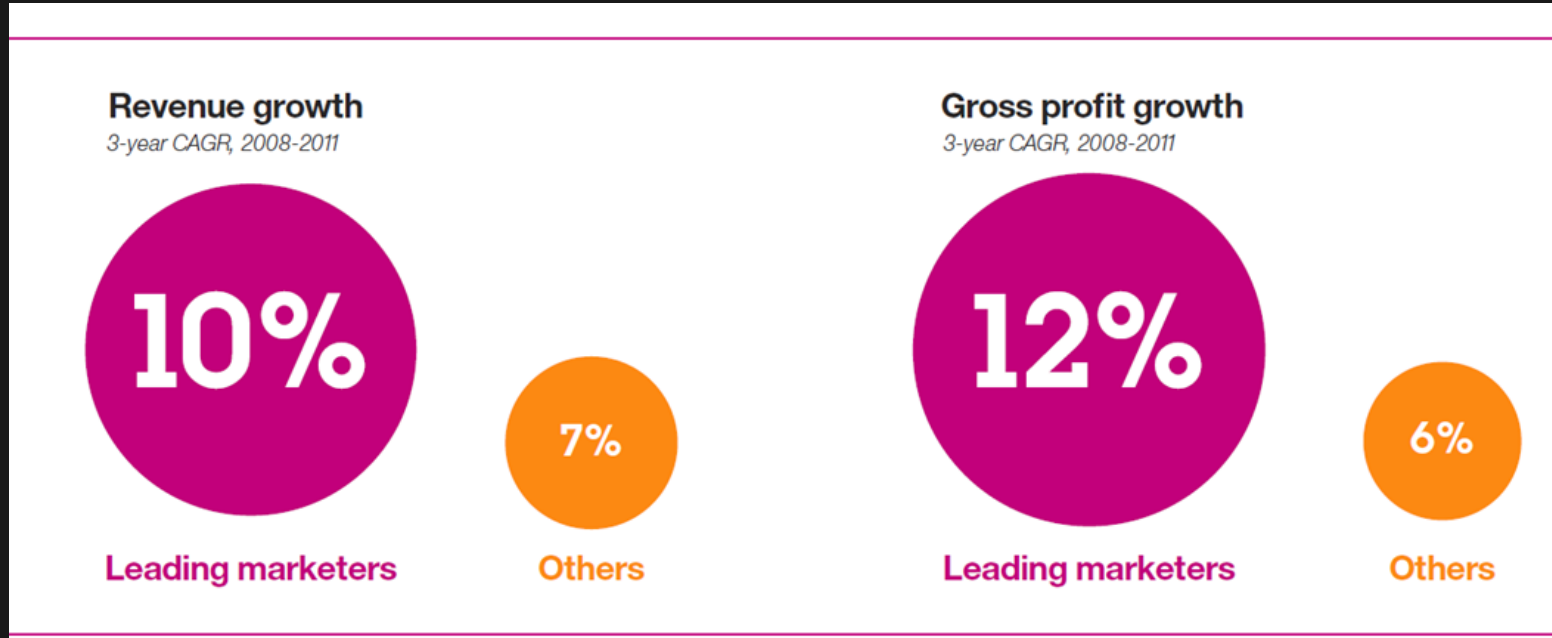
Reorg

More people =  
better results

Squeeze more  
from operations

Technology

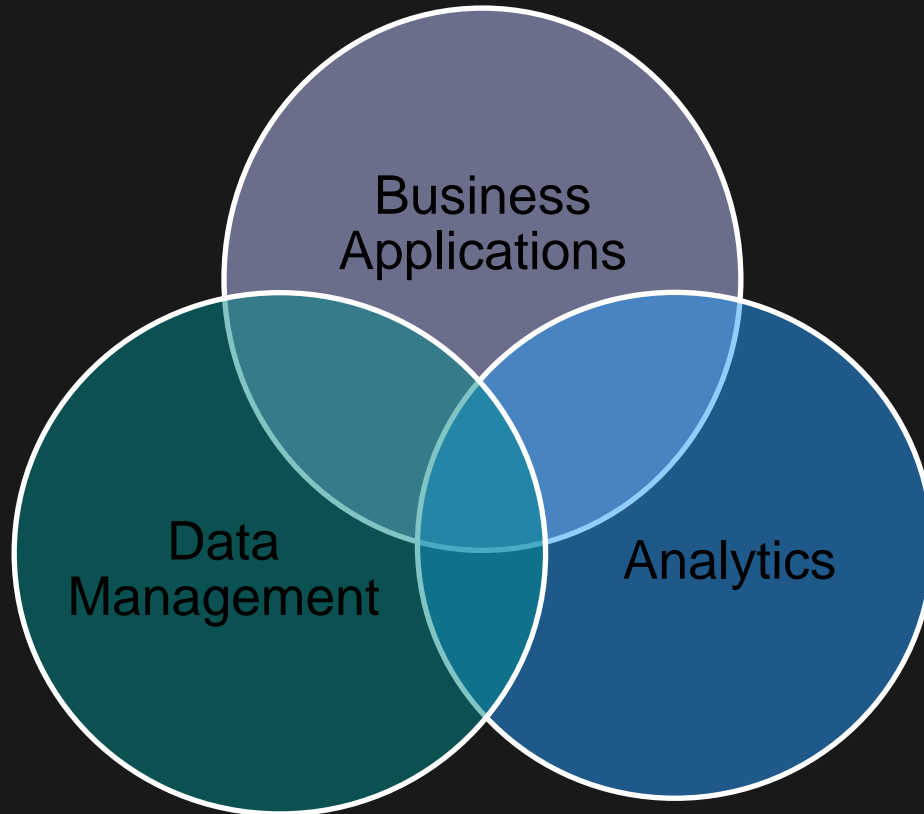
## However, the best approach utilizes technology



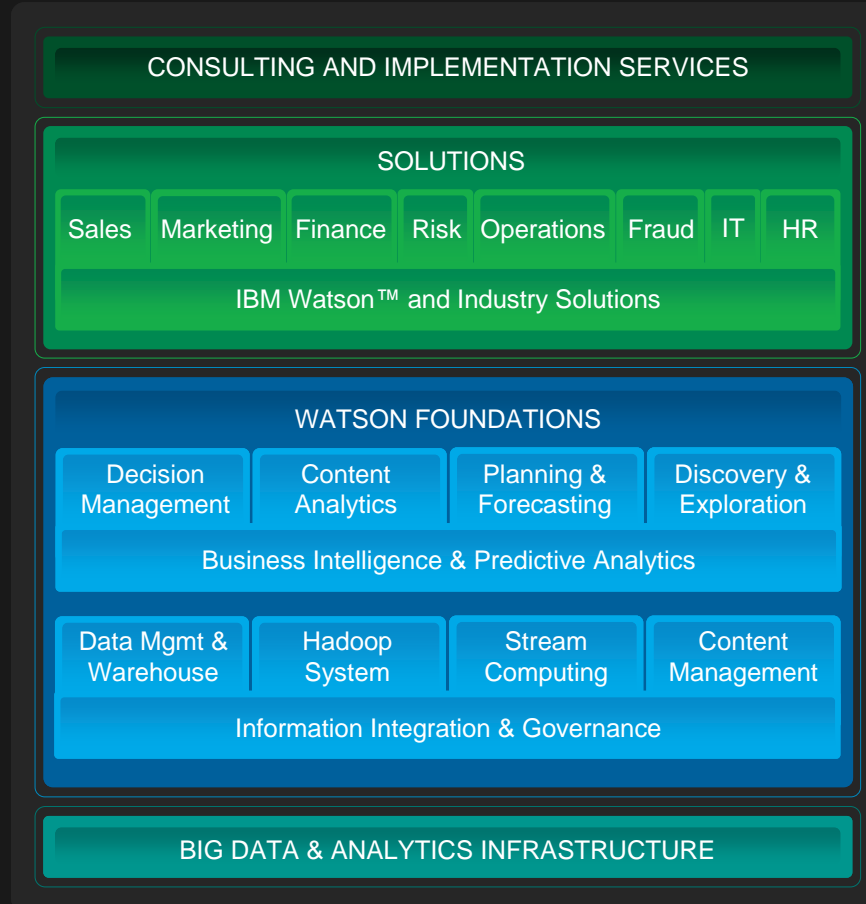
### Leading marketers:

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?



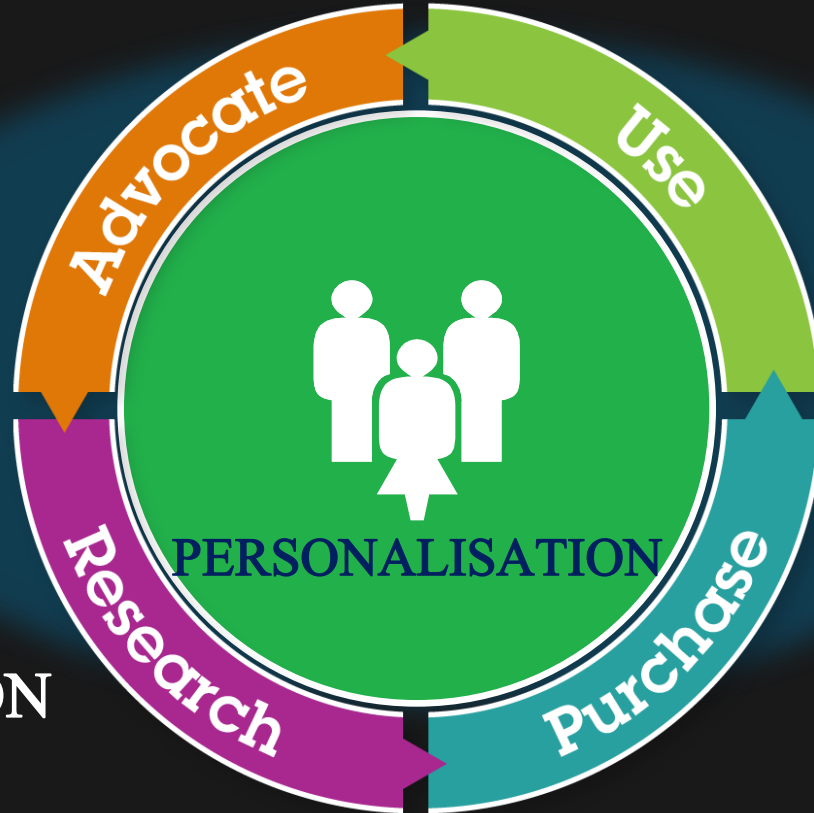
# IBM Big Data & Analytics brings it together





With the intent to deliver deeper relationships

RETENTION



ACQUISITION

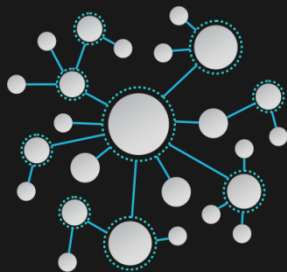
PROFITABILITY

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

**Big Data  
& Analytics**

*Infuse, Extend &  
Integrate*



iPad 10:47 AM Not Charging

http://www.socialstreamer.com/lilyhenson

Looking for a good pair of noise canceling #headphones.

Facebook Twitter

**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

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**Milton Kennedy** 2hrs Ago

While in the city, drop by @TaoNY & check their new menu

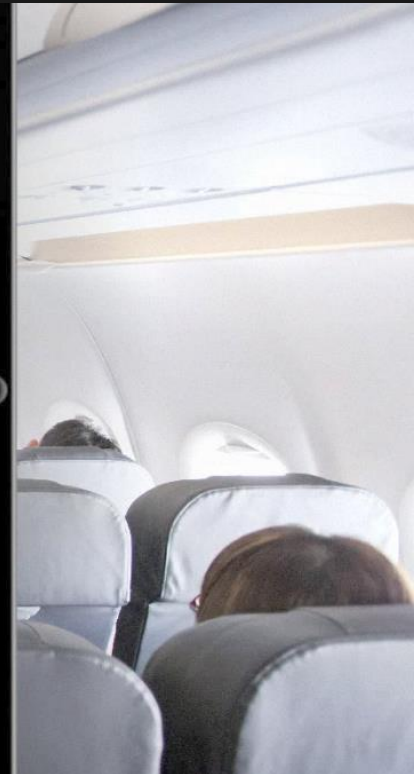
Like Comment

---

**Sheila Thomas** 5hrs Ago

For all the info on #SmarterRetail visit [ibm.com/SmarterRetail](http://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

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**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**

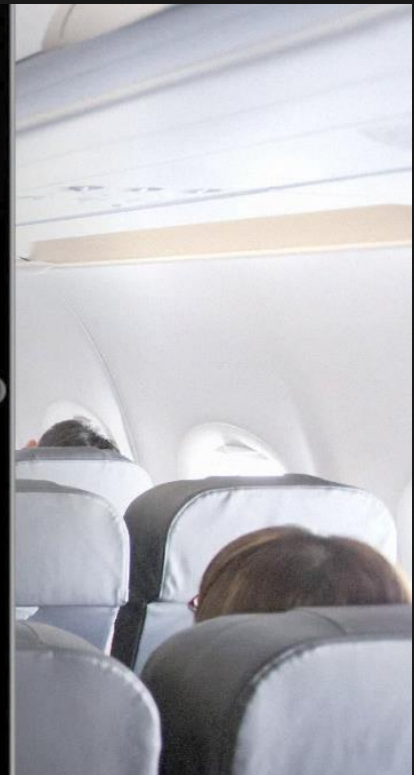
Safeguard your recent LCD HDTV purchase with our 3-Year Protection Plus Warranty.

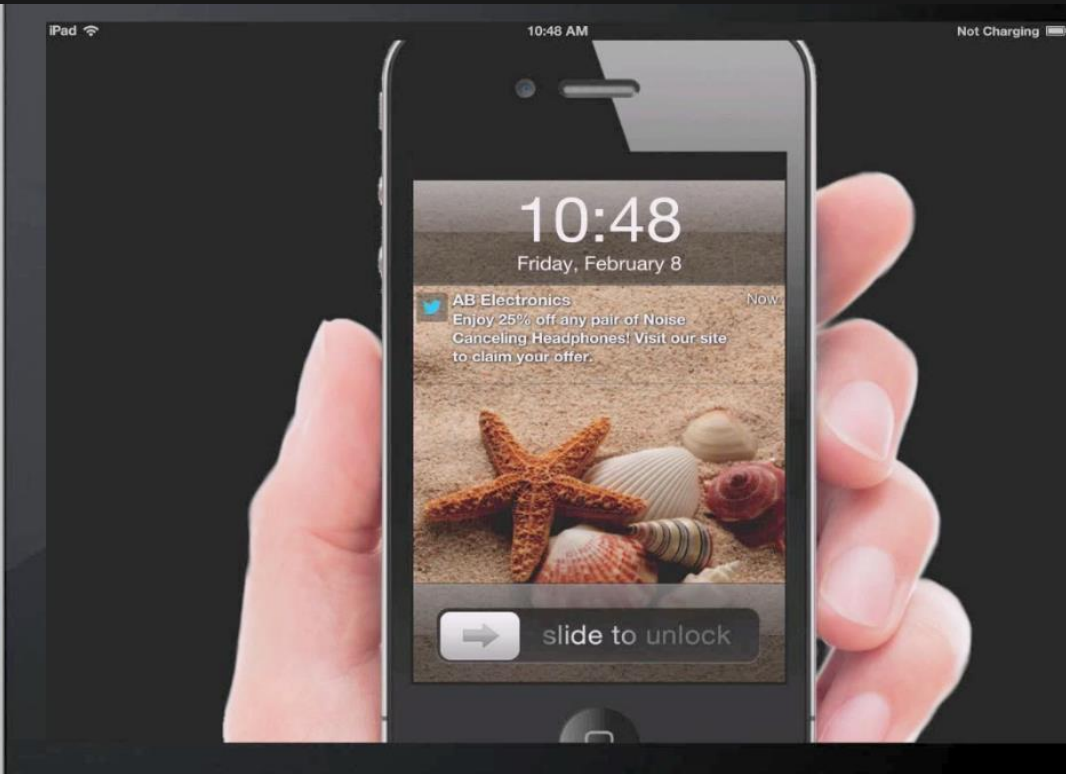
**\$129.99**

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**My Home**

VTX ViewMaster LCD HDTV 40"





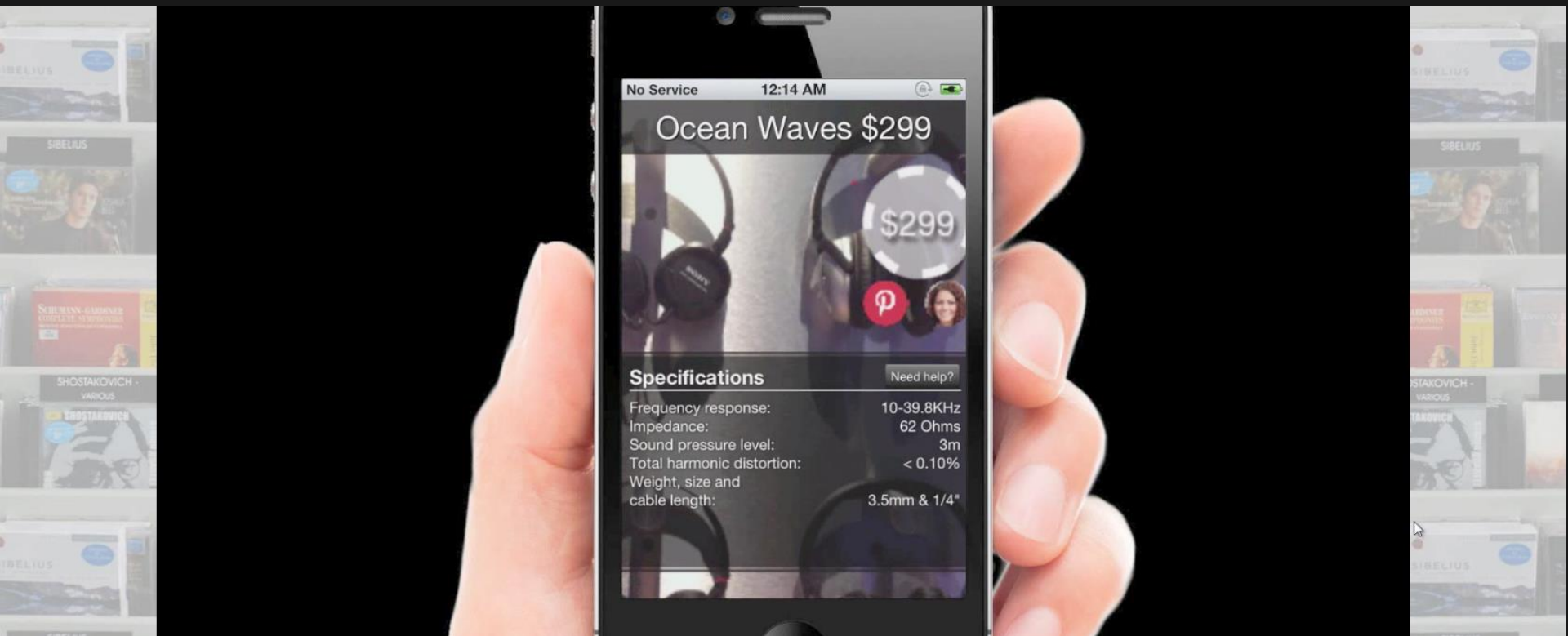






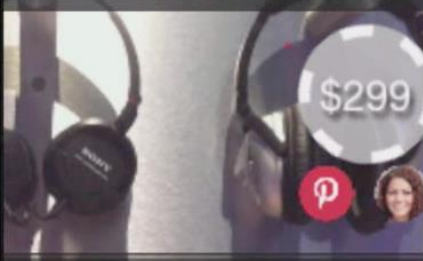






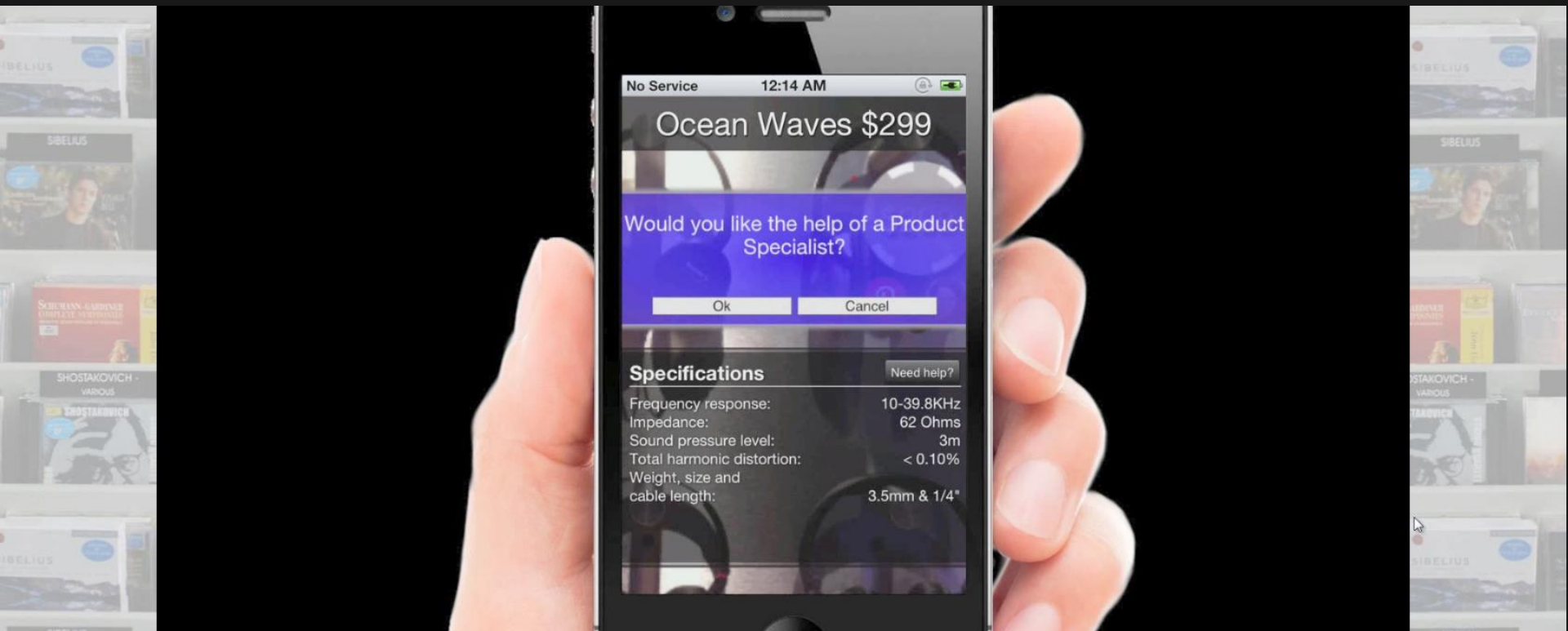
No Service 12:14 AM

# Ocean Waves \$299



## Specifications Need help?

Frequency response:	10-39.8KHz
Impedance:	62 Ohms
Sound pressure level:	3m
Total harmonic distortion:	< 0.10%
Weight, size and cable length:	3.5mm & 1/4"






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.


**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

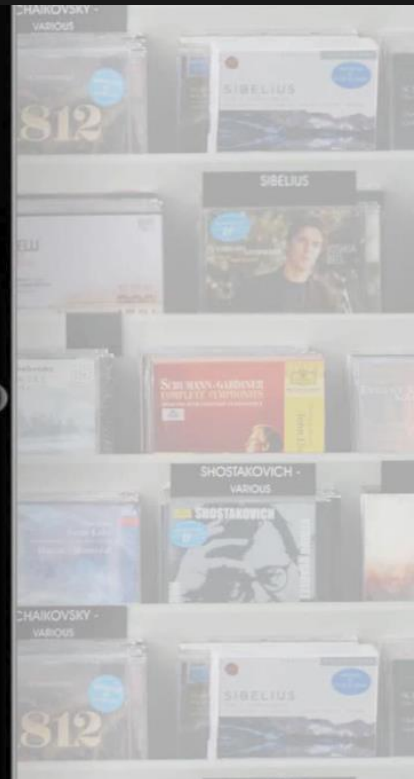
 **Appointment with Ms. Morgan Jacobs**  
VT Magnifico Espresso  
Product Demonstration  
Installation Details

8 PM

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

JAN 2013

Home Customer Profile Products Returns Discounts Collaborate All Staff POS





iPad
10:50 AM
Not Charging

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## 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

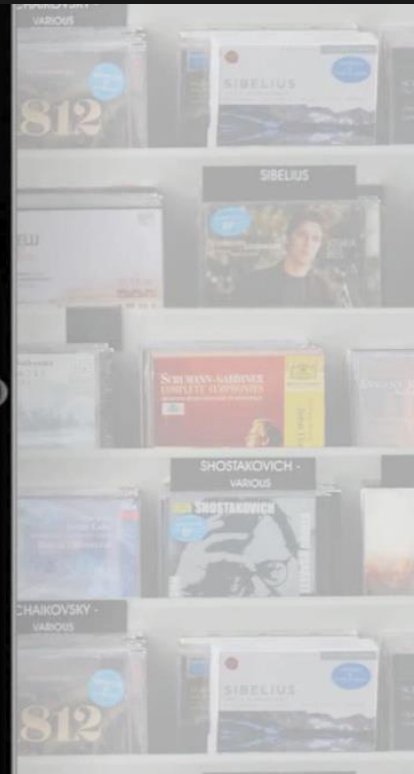
**Rappers DeLite**  
VT01132012  
\$149.99

**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
Collaborate
APIs
FAQ

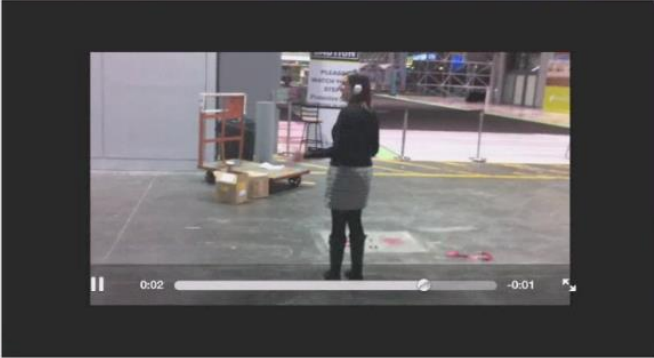







iPad 12:13 AM Not Charging

Description Gallery Reviews **Selling Tips** Offers



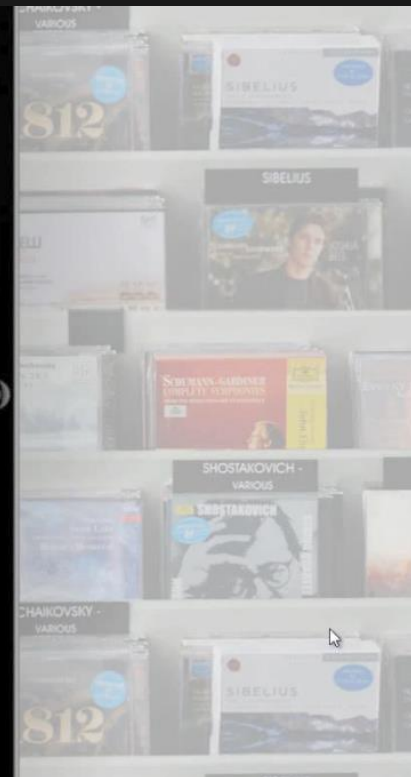
0:02 0:01

**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

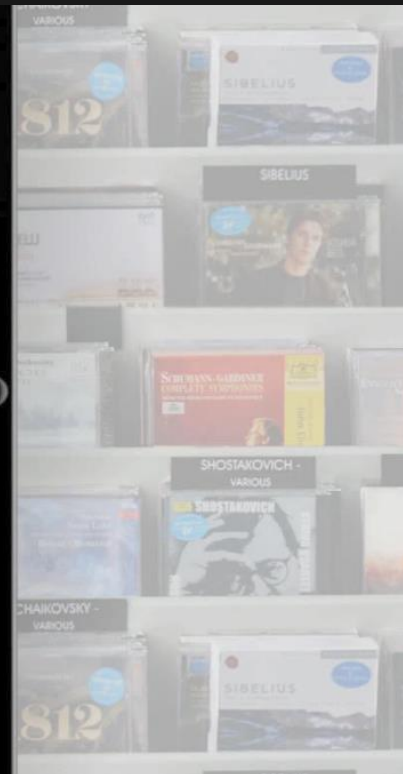
Inventory Lookup
Add to Cart

✕

Description
Gallery
Reviews
Selling Tips
Offers

30% off headphones, with additional 3YR Protection Plan	<span style="background-color: #00a0c0; color: white; padding: 5px 15px; border-radius: 3px;">Competitor Takeout</span>
25% off headphones	<span style="background-color: #00a0c0; color: white; padding: 5px 15px; border-radius: 3px;">Competitor Match</span>
0.00% financing for 6 months	<span style="background-color: #00a0c0; color: white; padding: 5px 15px; border-radius: 3px;">Finance Promotion</span>

Customer Profile







iPad 10:50 AM Not Charging

## Lily Henson

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

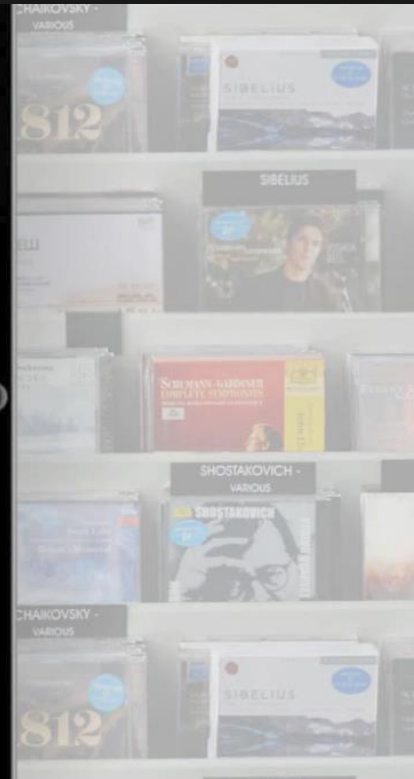
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Total: \$281.42

Your \$200+ order has earned free shipping!

Delivery

Customer Profile









iPad 10:50 AM Not Charging

**Lily Henson** ✕

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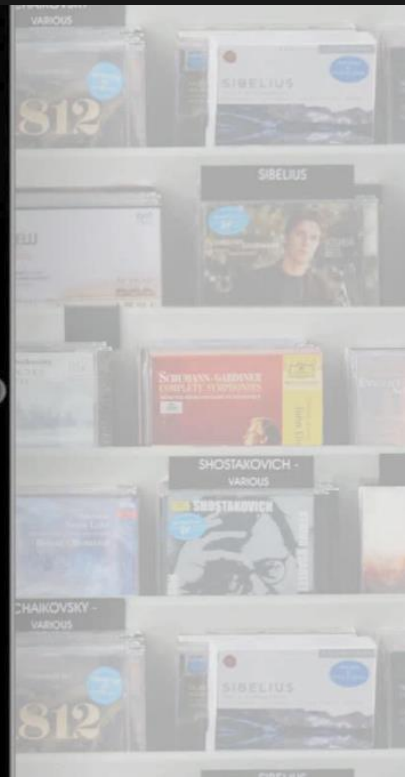
Authorization

 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

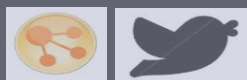
Assured delivery of insights to all channels

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



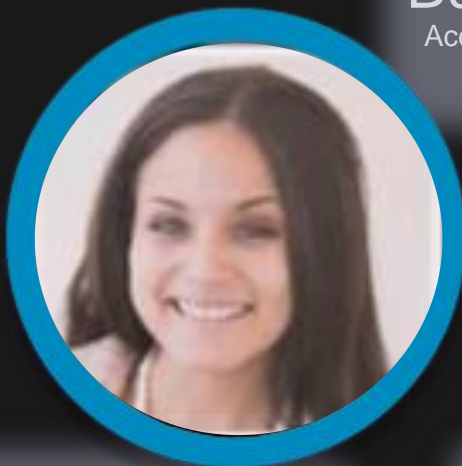
## Contact Information

Name, address, employer, marital...



## Social Media

Social network, affiliations, network ...



## Business Context

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



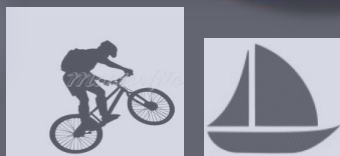
## Legal/Financial Life

Property, credit rating, vehicles, ...



## Professional Life

Employers, professional groups, certifications ...



## Leisure

Hobbies, interests ...

# 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

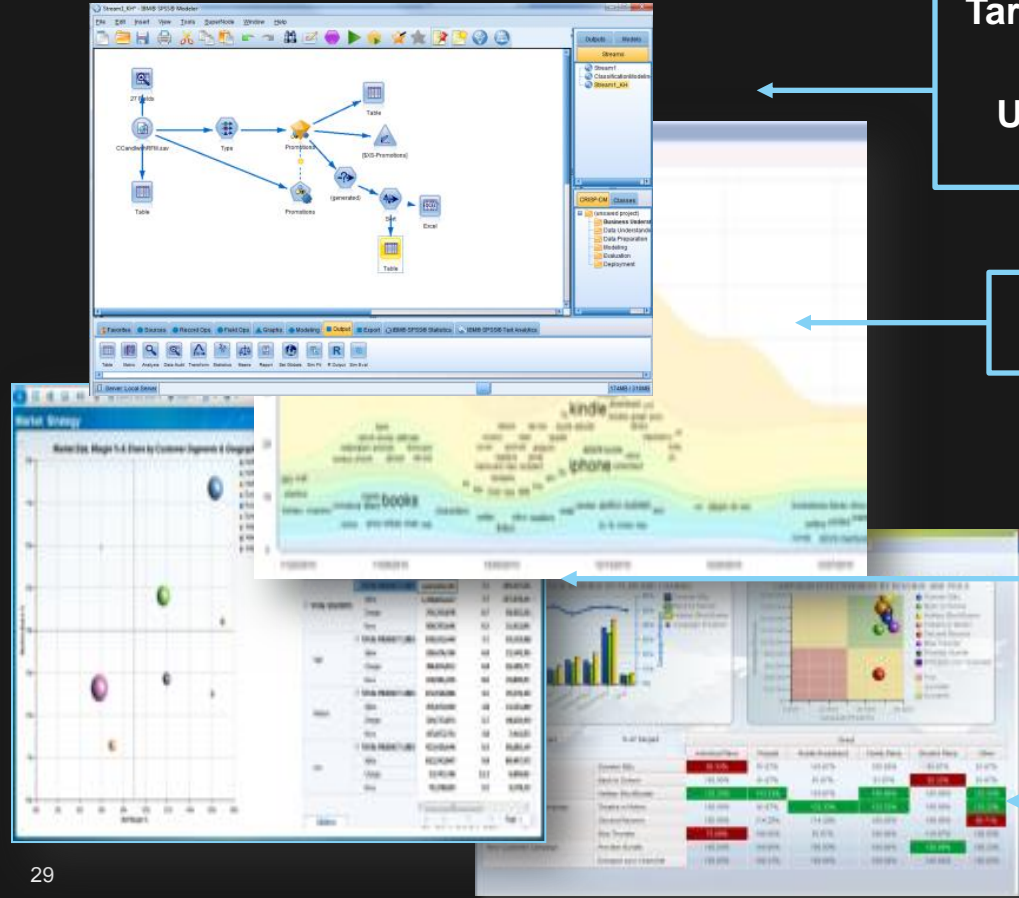
**Content Analytics**

**Optimise** marketing budgets aligned with goals through what-if analysis

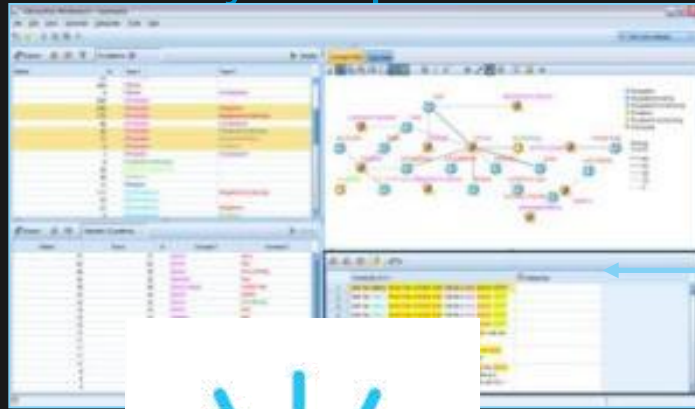
**Planning & Forecasting**

**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

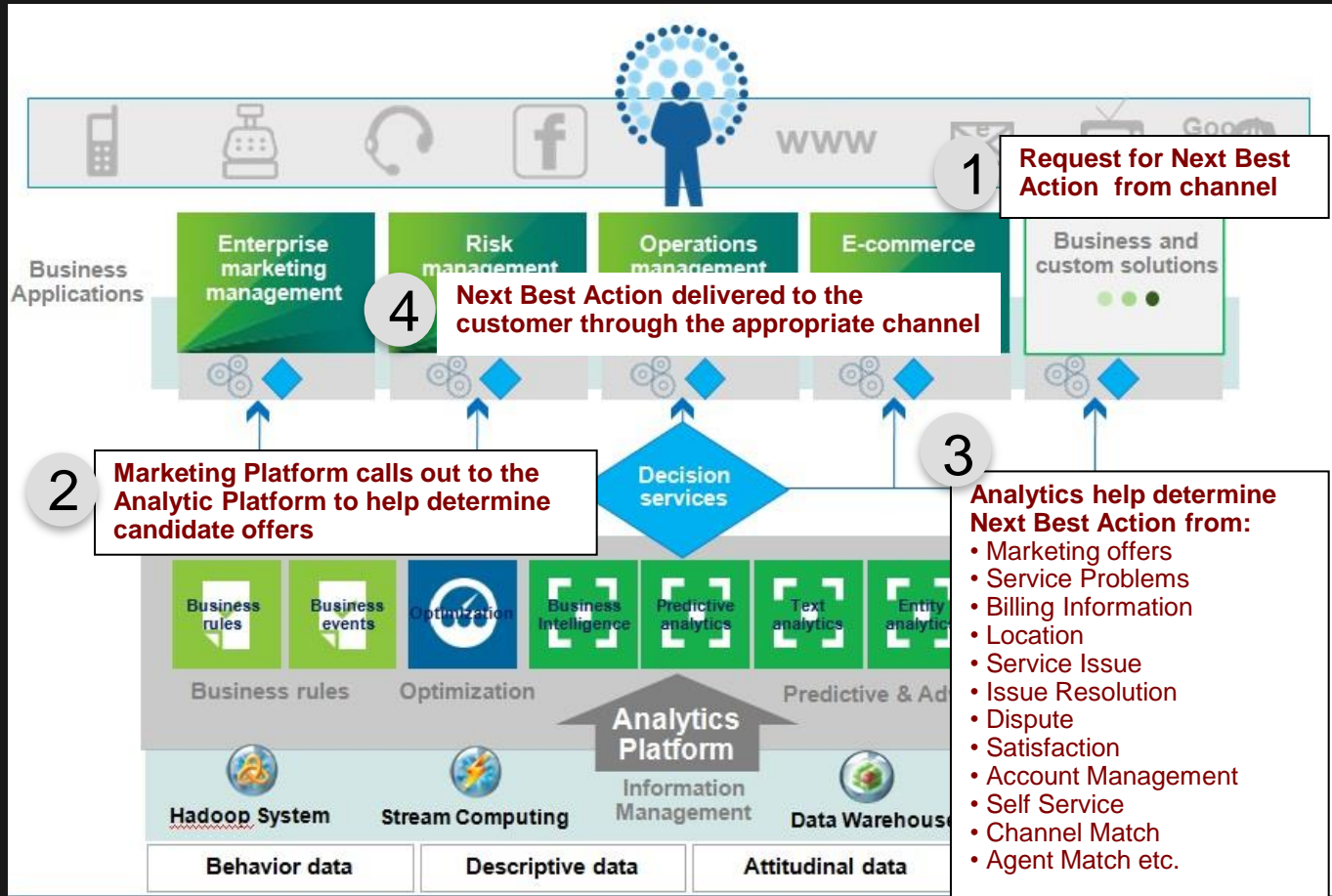
**Cognitive Systems**



**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

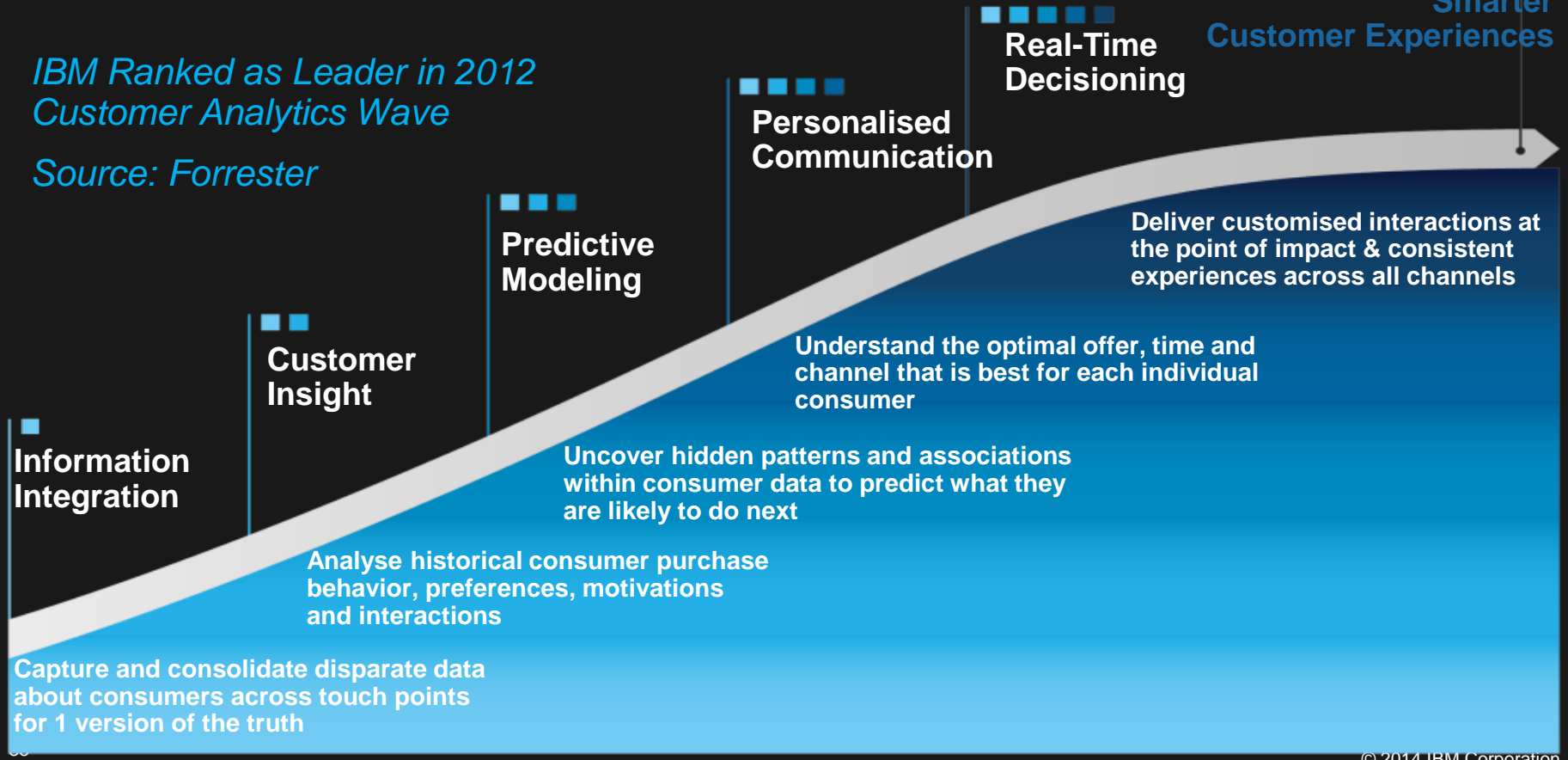
Results

- **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®**