



# IBM Connect 2015

Innovate. Understand. Engage.

## The Mobile-enabled Consumer

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Thursday 7<sup>th</sup> May

#IBMConnect

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# The Mobile-enabled consumer

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*IBM Asia Pacific*

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# Mobile devices have fundamentally changed daily life



## Mobile Devices

Smartphones



Tablets



Wearables



## Mobile Characteristics

Portable



Easily carried anywhere

Connected



Connected to a network

Personal



Attached to a real person

Intelligent



Real time information processed



# Many organisations view mobile as just another channel



**Additional transaction channel**  
*e.g. mobile payments and deposits*



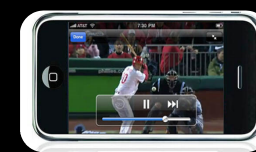
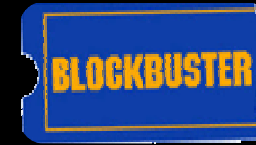
**Extra way to connect**  
*e.g. alerts and notifications*



**Different mode to provide information**  
*e.g. providing product details*



Likewise, many companies failed to recognise the internet's potential



Just another channel?

# SHOWROOMING

THIS PAIR IS SO PERFECT, I  
CAN'T WAIT TO BUY THEM  
CHEAPER ONLINE SOMEWHERE.  
WHAT'S YOUR WIFI PASSWORD?

TOM  
FISH  
BURNE

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I just bought it all online. Let's go home.



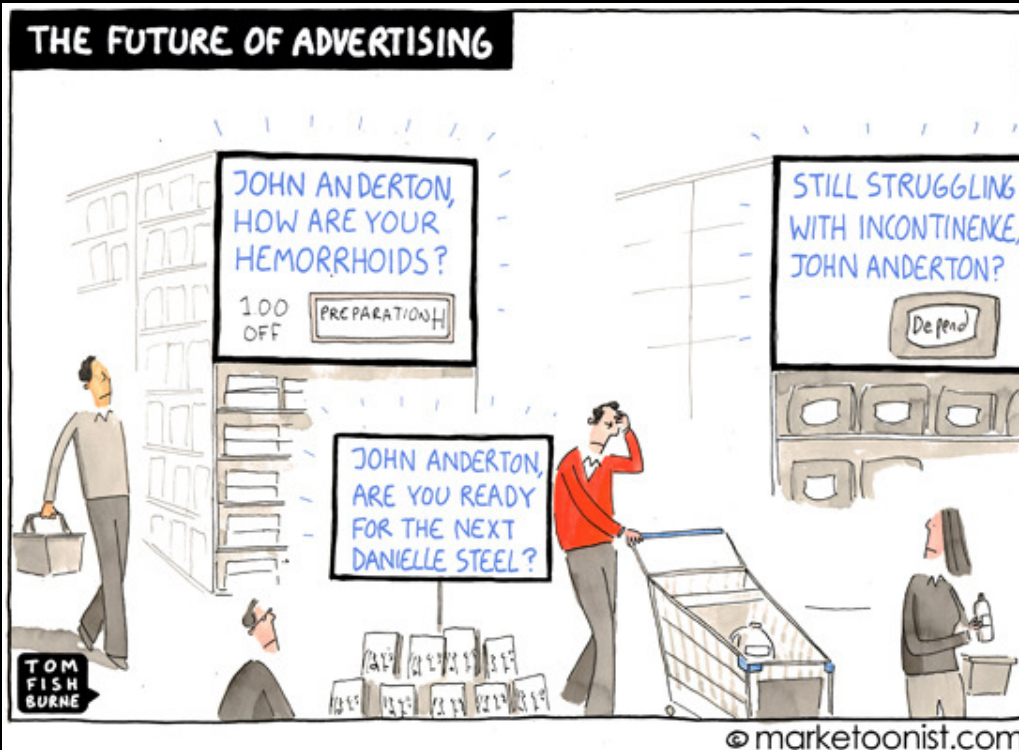


84%

of **CIOs** rate mobility solutions as a critical area for investment to get closer to customers

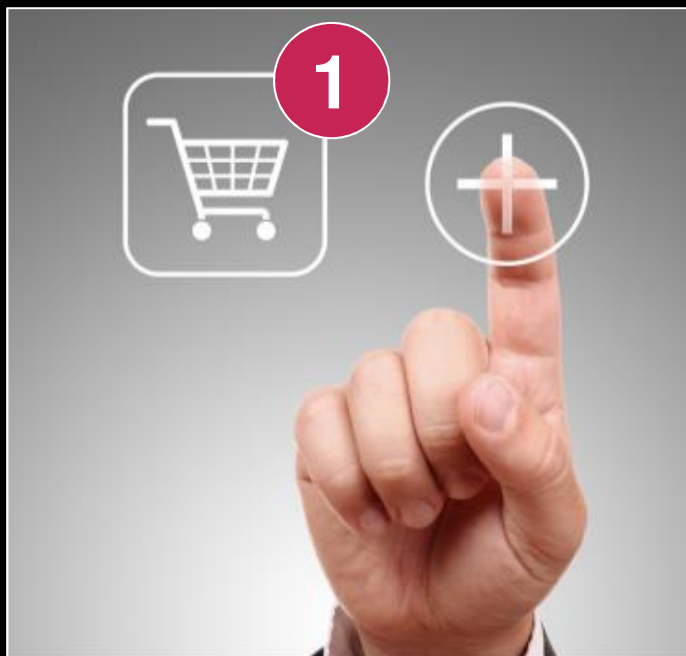
94%

of **CMOs** rank mobility apps as a critical part of their digital marketing plans





## The (emotional) State of Digital Shopping



# 18%

of recent purchases were made online, up from 15% last year.

Globally it's closer to 29%!

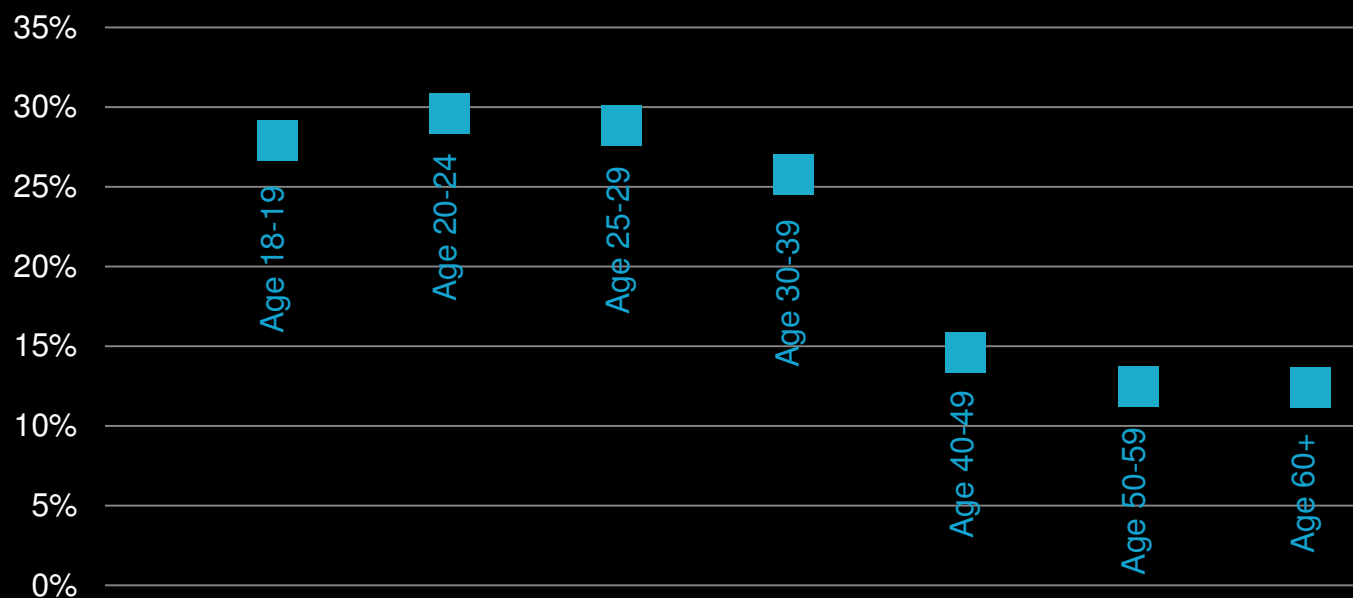
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As the population ages, **more purchases will be made online.**





**27%** prefer to shop online

(Globally 43%)



Shoppers rank retail sales staff **last** on their list of information sources.

- ① Friends/Family
- ② Product Experts
- ③ Reviews on retailer websites
- ④ Reviews on independent sites
- ⑤ Manufacturers
- ⑥ Retail employee / sales staff



## My Message, My Terms

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78% own a smartphone.

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A photograph of two women sitting at a table outdoors, looking at a smartphone together. The woman on the left is wearing a pink scarf and a blue jacket, and the woman on the right is wearing a blue scarf and a white jacket. A glass of beer is visible on the table.

By 2019, **49%** of all online physical goods purchases will be made with a mobile device

The IBM Connect 2015 logo is located in the bottom left corner, featuring a colorful geometric pattern of overlapping lines in blue, yellow, and pink.

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A decorative footer pattern consisting of a repeating sequence of colorful geometric shapes (blue, yellow, pink, and teal) in a zig-zag arrangement.

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# 63%

would happily share information with a retailer in exchange for **personalised** offers.

Including their location (24%)  
and mobile (31%)



# 50%

would prefer to “control” the identification process  
via mobile apps vs automatic recognition (24%)



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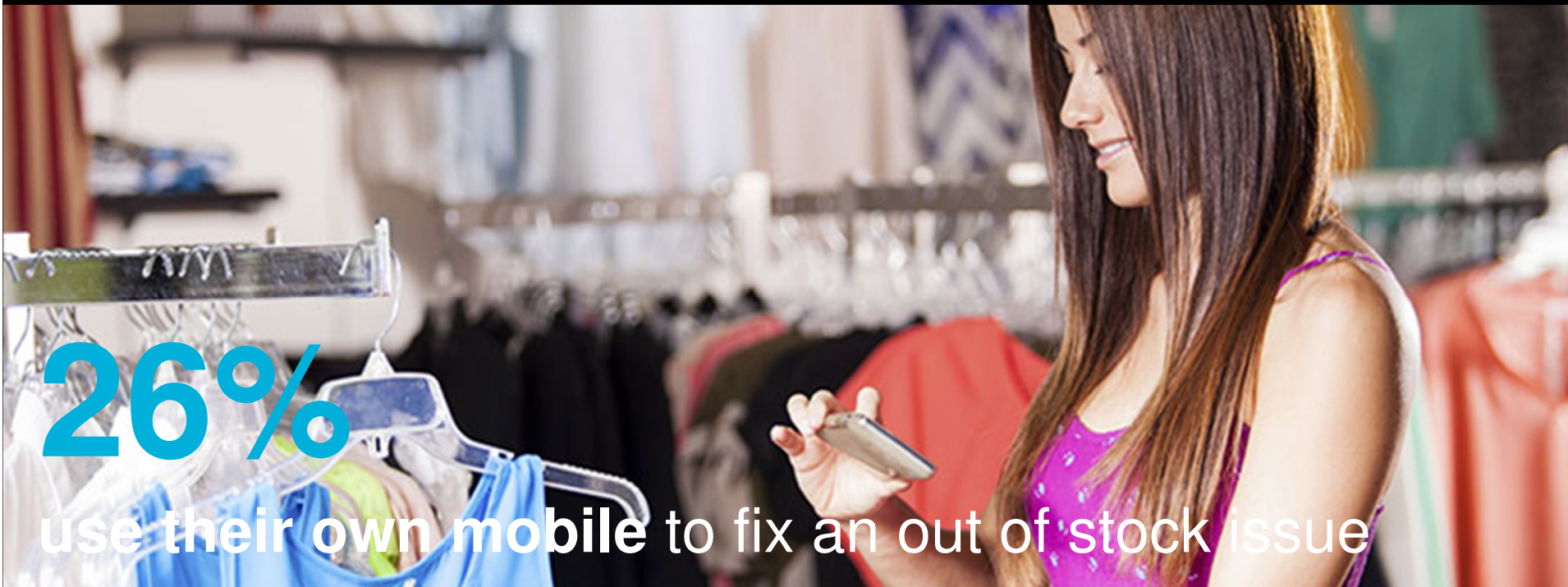
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## A Shopper's Last, Best Experience

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26%

use their own mobile to fix an out of stock issue



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# The mobile transformation



**80%** of apps are used once then deleted



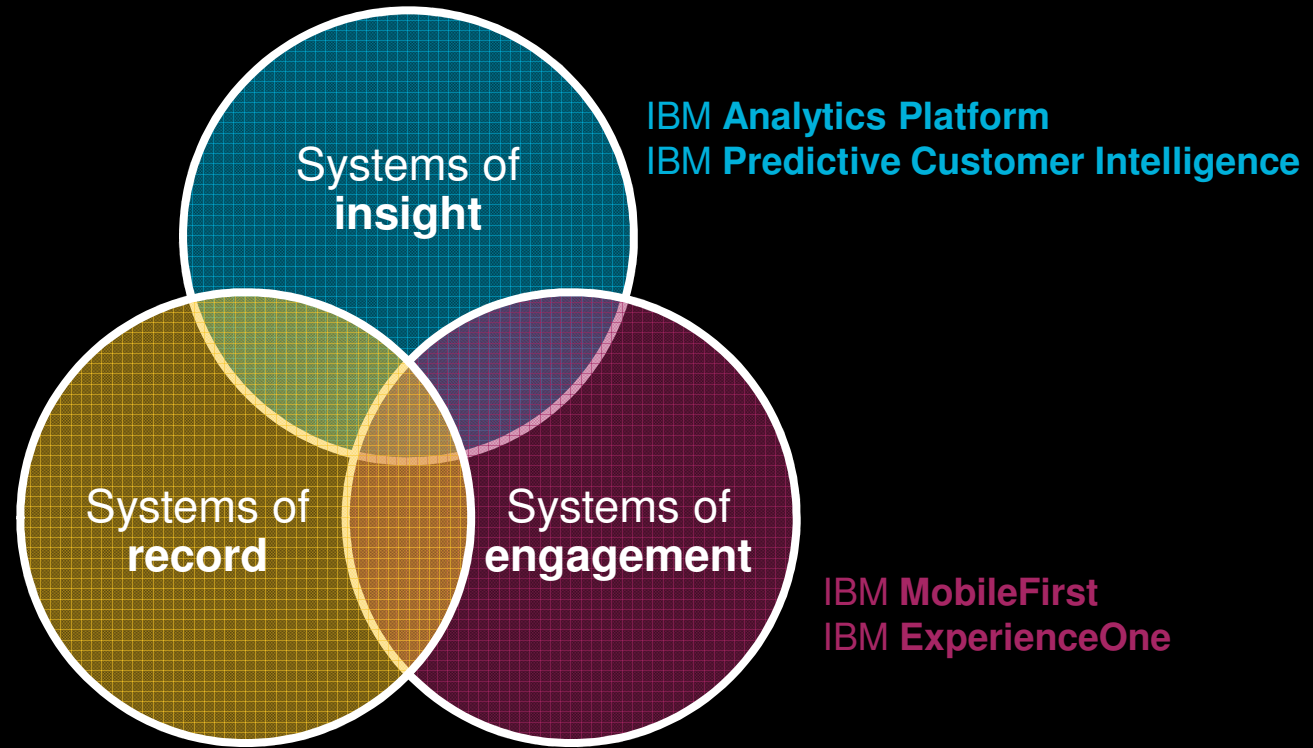
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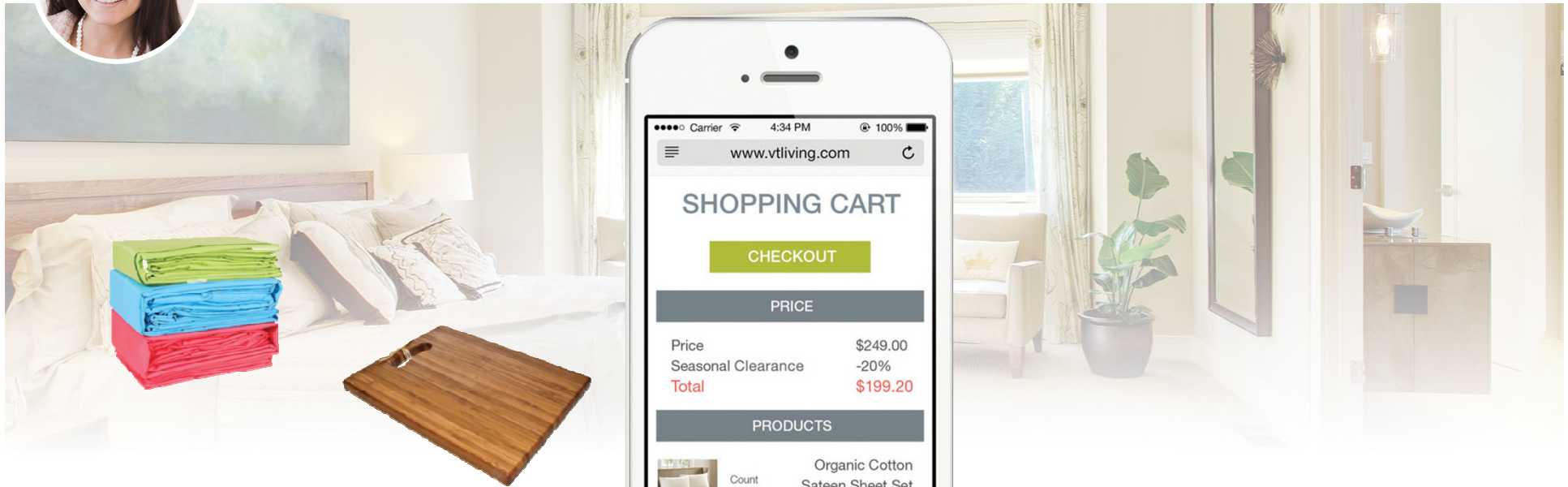


Analytics is critical to capturing the Mobile-enabled consumer





# Lily



Lily launches VT Living app, browses the natural bamboo cutting boards and organic cotton sheets

Drops cotton sheets in her basket, but closes app without making a purchase

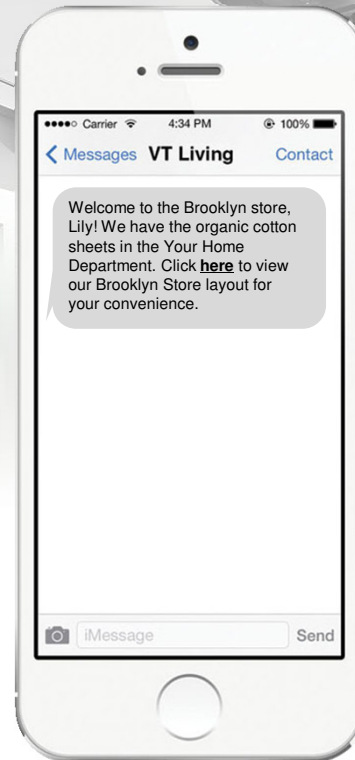


# Lily

## Millennial Female Shopper

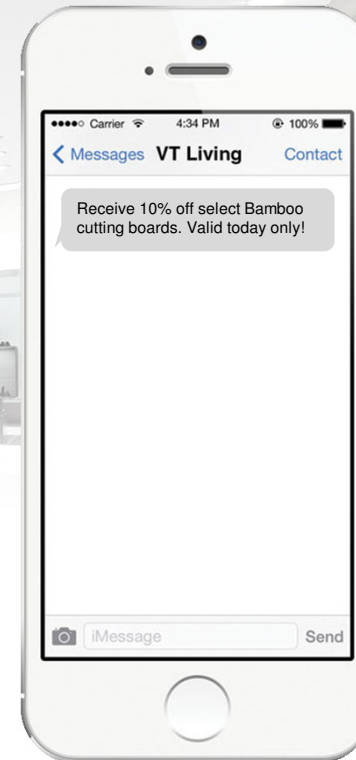


### Offer 1



Lily receives a concierge text message at the entrance

### Offer 2



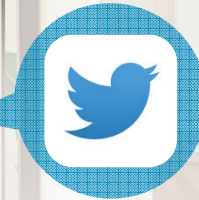
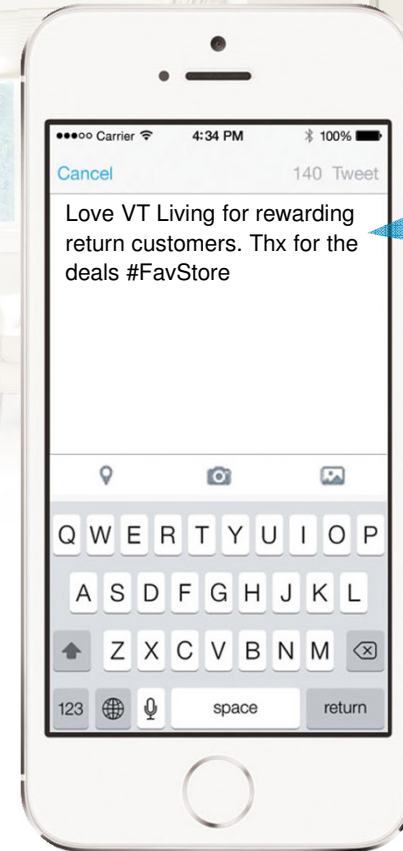
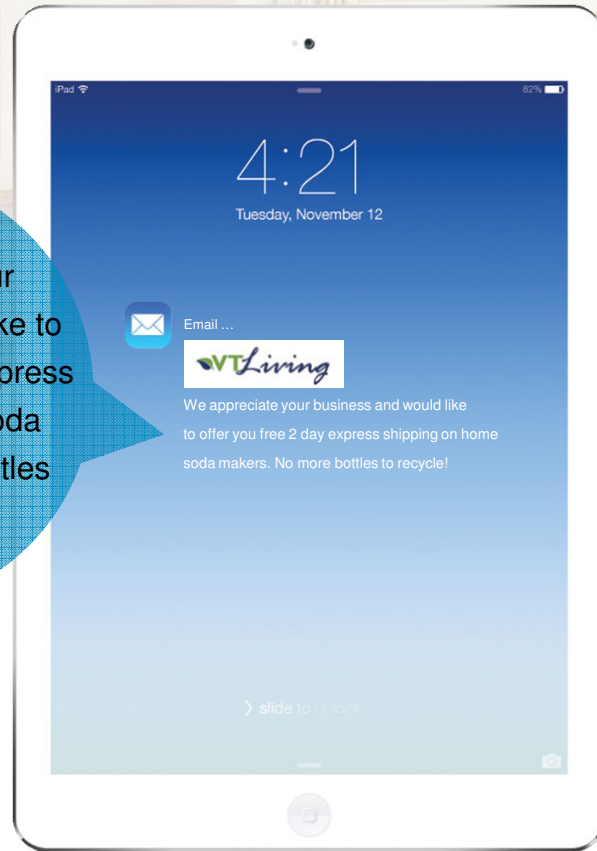
After wandering more than 10 minutes in Your Home zone



# Lily

## Lily receives a third offer

We appreciate your business and would like to offer you free 2 day express shipping on home soda makers. No more bottles to recycle!



# IBM Predictive Customer Intelligence delivers personalised marketing offers to systems of engagement



## Big Data

**WHAT?**  
Behavioral data

**WHO?**  
Descriptive data

**HOW?**  
Interaction data

**WHY?**  
Attitudinal data

## IBM Predictive Customer Intelligence



- Acquisition models
- Campaign response models
- Churn models
- Customer lifetime value
- Market basket analysis
- Price sensitivity
- Product affinity models
- Segmentation models
- Sentiment models

## Enterprise Marketing



- Campaigns
- Offers
- Lead Management
- Cross-channel Campaign Mgmt
- Real-time Marketing
- Digital Marketing

## Multi-channel Customer Interactions



Web



Interactive Voice Response



Mobile apps



Short Message Service



Social media



Chat



Voice



Email

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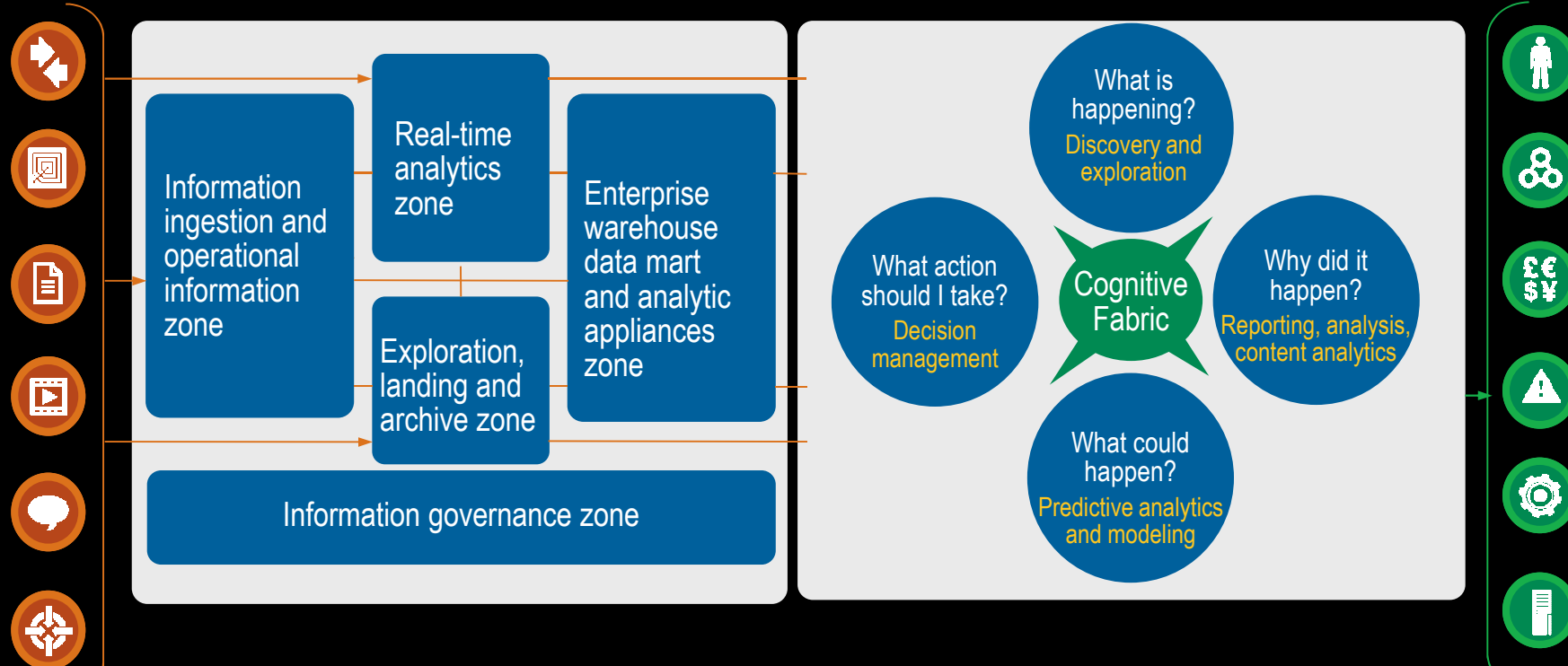
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# IBM Analytics Platform delivers customer insight and measures success



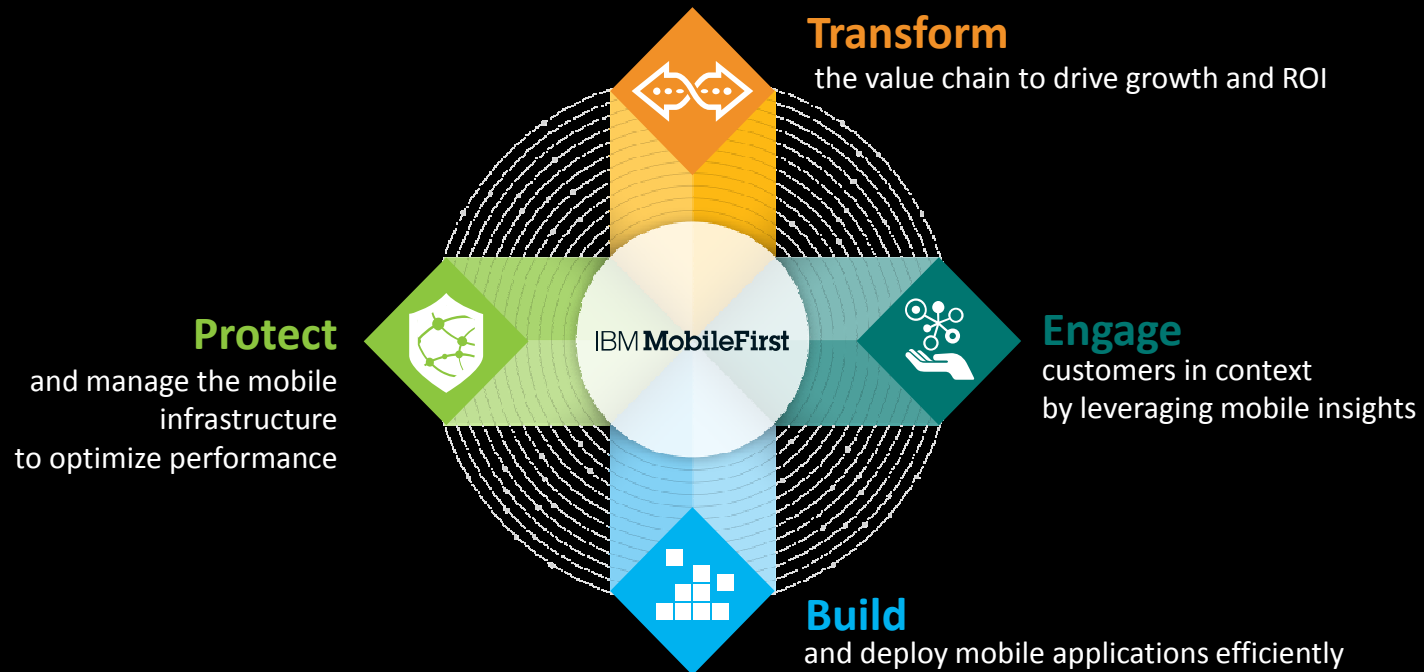
All Data

New/Enhanced Applications



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# IBM MobileFirst simplifies the end-to-end delivery process for new and existing apps



# IBM ExperienceOne delivers mobile customer insights and experiences that differentiate your brand or service

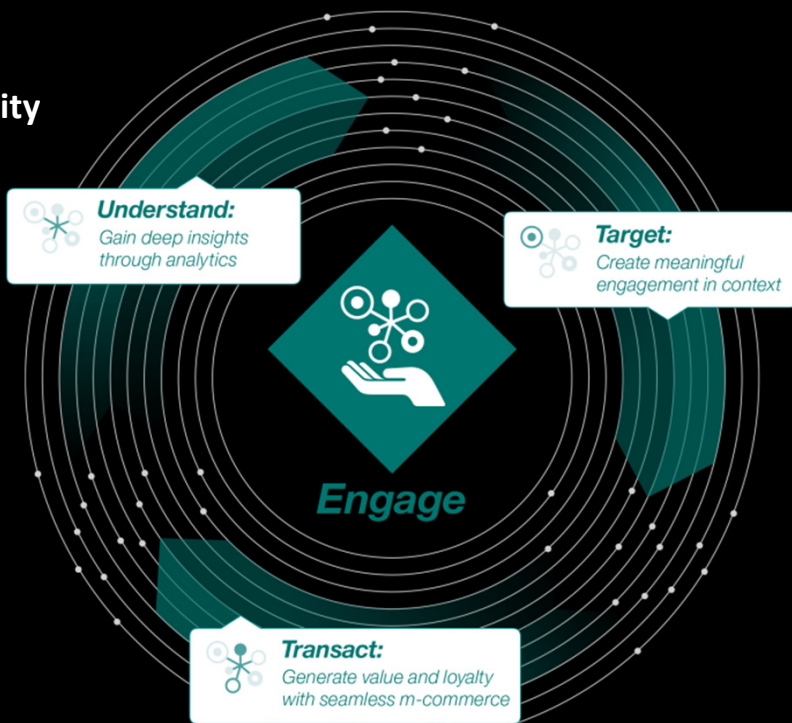


Gain complete mobile visibility to optimize the mobile customer experience.

**Understand:**  
Gain deep insights through analytics

**Target:**  
Create meaningful engagement in context

Engage each customer in a real-time dialogue that builds on past and current behavior.



**Transact:**  
Generate value and loyalty with seamless m-commerce

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**Identify**

high-value opportunities

**Establish**

the right architecture for business and IT

**Prove**

value to business leaders through pilot programs

**Scale**

by expanding to additional use cases

**Transform**

to a data-driven culture



- Leverage what you have
- Add what you need
  - Move at your own pace
  - with governance and security

Are you ready?



# Start Today

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41%

luxury brands

36%

consumer  
electronics

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