



Smarter Content Now

Customer Stories Shape Your Business

How do you think this story will end?

Thank you for calling Woodbridge, Mr. Emerson. How can I help you?



Help! My dishwasher broke and I have 50 people coming to my family reunion this Saturday!



Oh dear. It looks like your warranty expired yesterday.

Every story has a shape

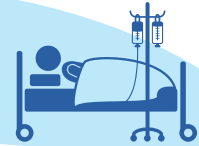
Man in Hole



Boy Meets Girl



From Bad to Worse



What is the story your customers are telling?

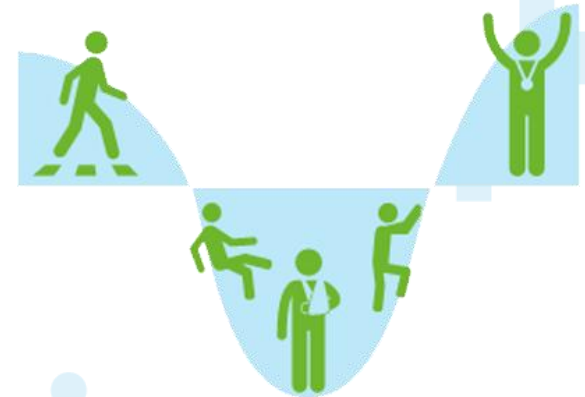
Better and Better



From Bad to Worse



Man in Hole



Man in Hole – Which way will it go?



Michael Z Emerson
@emersonofz

Follow

You have got to be kidding me! The warranty expired yesterday? I will never buy another Woodbridge product!
#Woodbridgeiskilling me

8 RETWEETS 2 FAVORITES

2:29 PM - 15 Mar 12 | Embed this Tweet

Reply Retweet Favorite



Michael Z Emerson
@emersonofz

Follow

Woodbridge came through. New dishwasher just arrived. And I'm buying another one - as a wedding present!
#Woodbridgeistherealdeal

8 RETWEETS 2 FAVORITES

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Improving Customer Experience has become the leading priority in all industries



boost in revenue for customers that focus on customer engagement



penalty for customers that don't focus on customer engagement

The Most Engaging Customers Study 2014, Peoplemetrics

Why does Customer Experience matter?

“Organizations able to skillfully manage the entire experience reap enormous rewards: **enhanced customer satisfaction, reduced churn, increased revenue and greater employee satisfaction.**”

'The Truth about Customer Experience,' Rawson, Duncan, Jones. Harvard Business Review 2013

What has changed?



More **convenience**

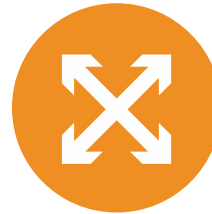
75% of customers approve of retailers using personal data



Information is everywhere,
90% of data is unstructured



More **socially connected**,
55% of consumers share their purchases on social media



More **multi-tasking**

Short term memory can only store 5 -9 items at once



More **media tools**

684,478 items posted to Facebook every second

Business Content is everywhere

Marketing manager posting on-line product videos

AP manager paying invoices

eCommerce product manager updating product photos

Telecom billing manager preparing customer bills

Insurance adjustor processing claims

Government agency processing benefits

Hospital searching medical records

Leasing sales manager mining contracts

Branch manager accepting a mortgage application

Taxi driver giving a receipt

Salesman submitting a sales order

Right content at the right time



How are IBM customers improving customer centricity?



Changing how they look at customers



Extending engagement through mobile and cloud



Increasing business agility for faster response



Applying analytics for deeper understanding to inform better actions

Outside-in view:

Customer Focused

A customer centric approach drives better engagement over time and across channels



Increased agility in 4 key areas:



Improve customer service



Enhance compliance & risk

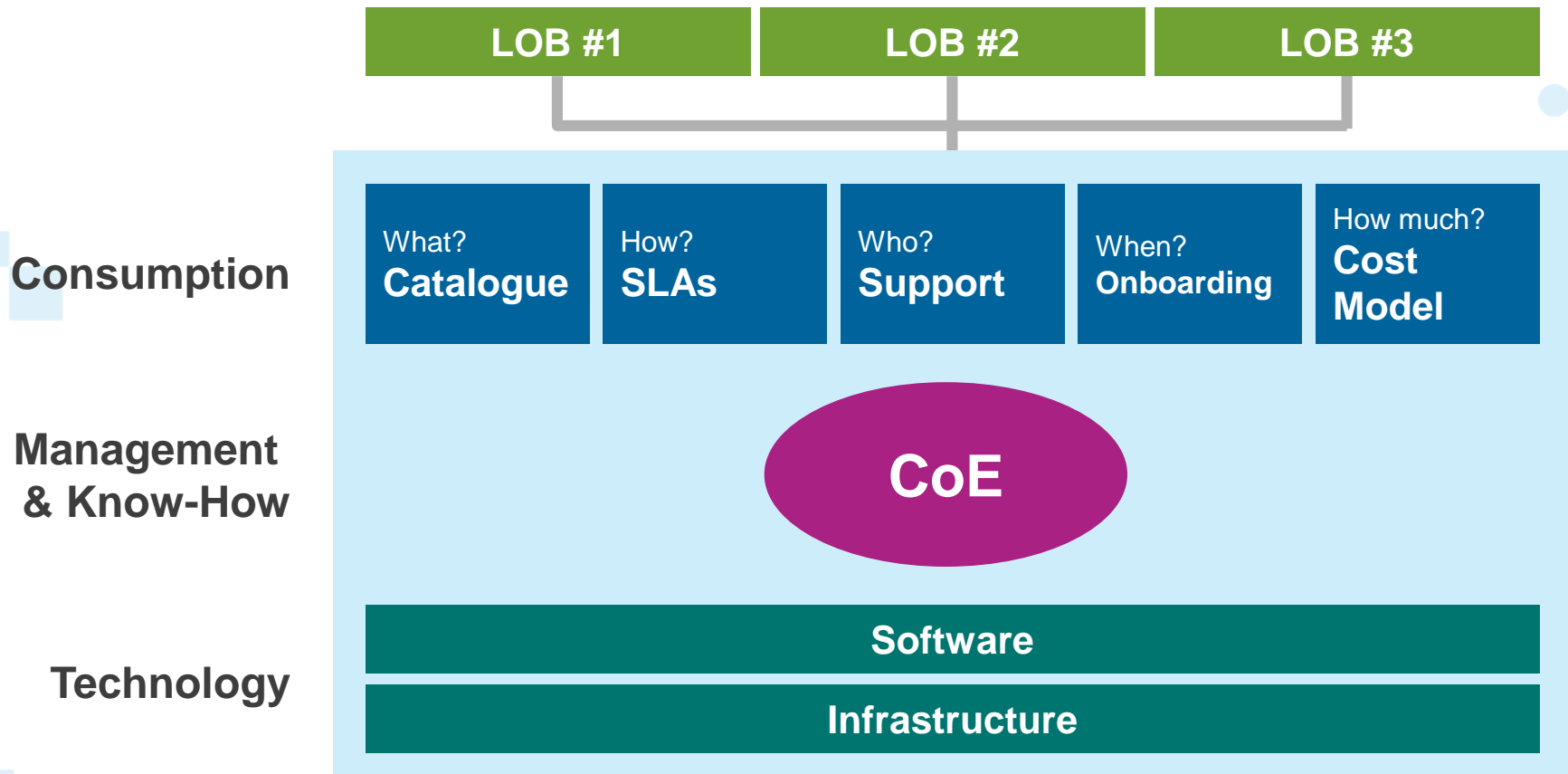


Raise productivity



Improve time & cost

Agility from a Content Center of Excellence



Need



- Improve customer service & legal teams in the courtroom

Solution



- iPad and iPhone solution to access to the content repository

Results



- Faster claims processing
- Better customer service
- Consistent content & records management



Need



- Better visibility into supply chain to answer customer inquiries in real time

Solution



- A Cloud-based content repository that Ceva employees can access from anywhere, anytime

Results



- Improved TCO
- Increased efficiency & customer satisfaction

Need



- Reduce onboarding process
- Offer more personalized & faster response

Solution



- A case management solution that encompasses all customer information

Results



- 238% ROI
- Save average of 57 minutes per transaction
- Reduced onboarding from 3 hours to 3 minutes

A Portfolio for Customer Centricity

3:45 - ECM
Roadmap
& Strategy

IBM Unified Interface



Capture

- Document imaging
- Content classification
- Mobile capture



Protect

- Content archiving
- Records management
- eDiscovery



Activate

- Case management
- Flexible workflow
- Content dashboard



Analyze

- Data assessment and cleanup
- Analytics for investigations
- Advanced search



Engage

- Customer communications
- Content collaboration
- Mobile access



Content Platform IBM and 3rd Party



Summation

Stories shape our business

**Customer experience is the story
your customers tell about you**

**Smarter Content Now gives you
capabilities to improve the story**

**Shared
Services**

Cloud

● **Business
Partner**

Video



**Don't miss these
interactive breakout sessions!**

Mobile ECM

Hands On Lab

**Customer
Communications**

Capture