



IBM LeadershipConnect

Driving Transformation for Greater Value

Creating Value at Every Touch

Vince Leat

Business Unit Executive

IBM Marketing Solutions

ASEAN

Re imagining the path to marketing transformation

Imperative #2
Creating a “System of Engagement” that maximizes value at every touch

Design the full customer journey

Based on individual customer analytics, offer the right products, content, and experiences

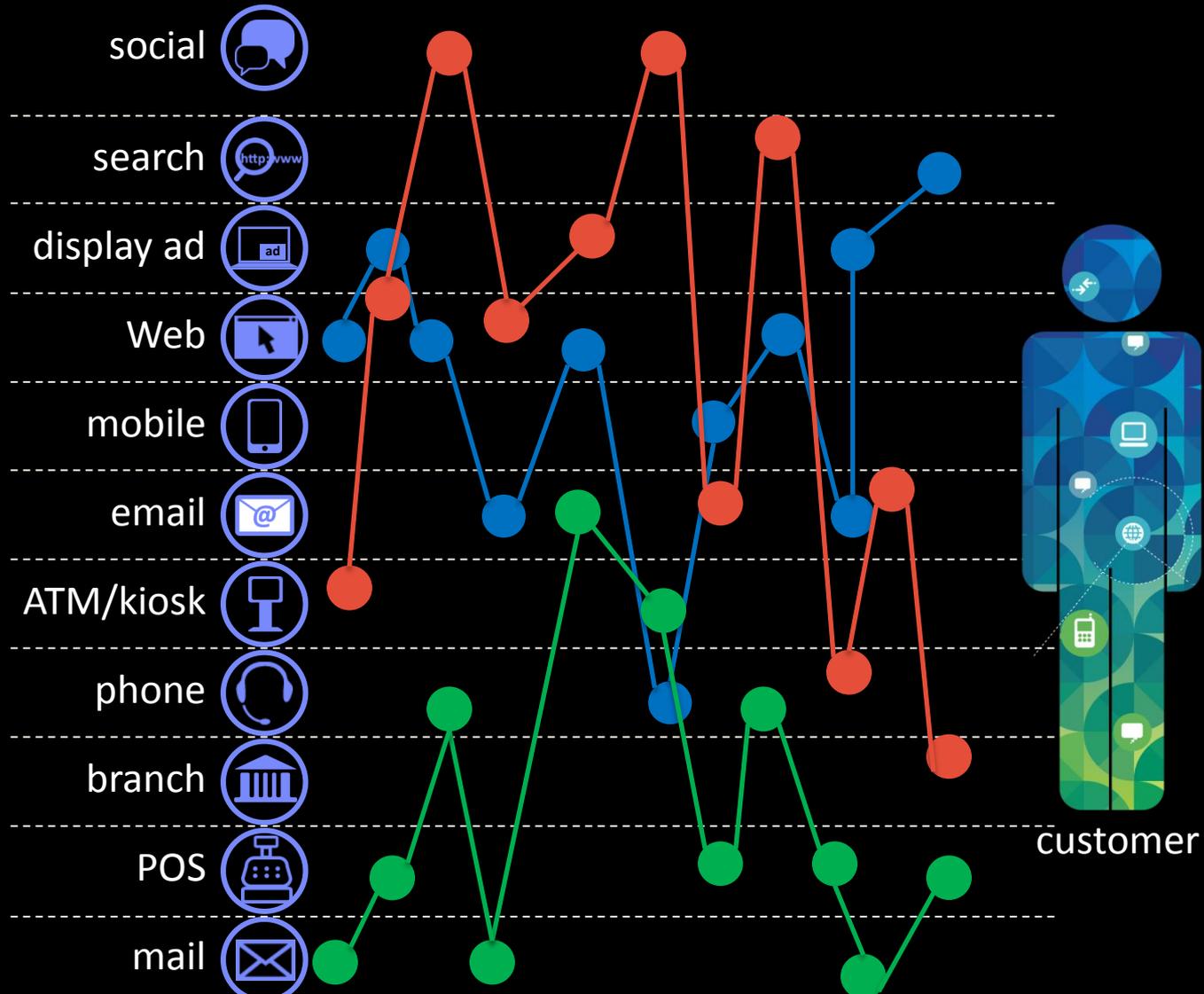
Design tailored experiences that connect, channels, and like-minded customers

Use customer insight to provide exceptional service at the right touch points

Create & automate in real time a system to deliver these interactions at massive scale

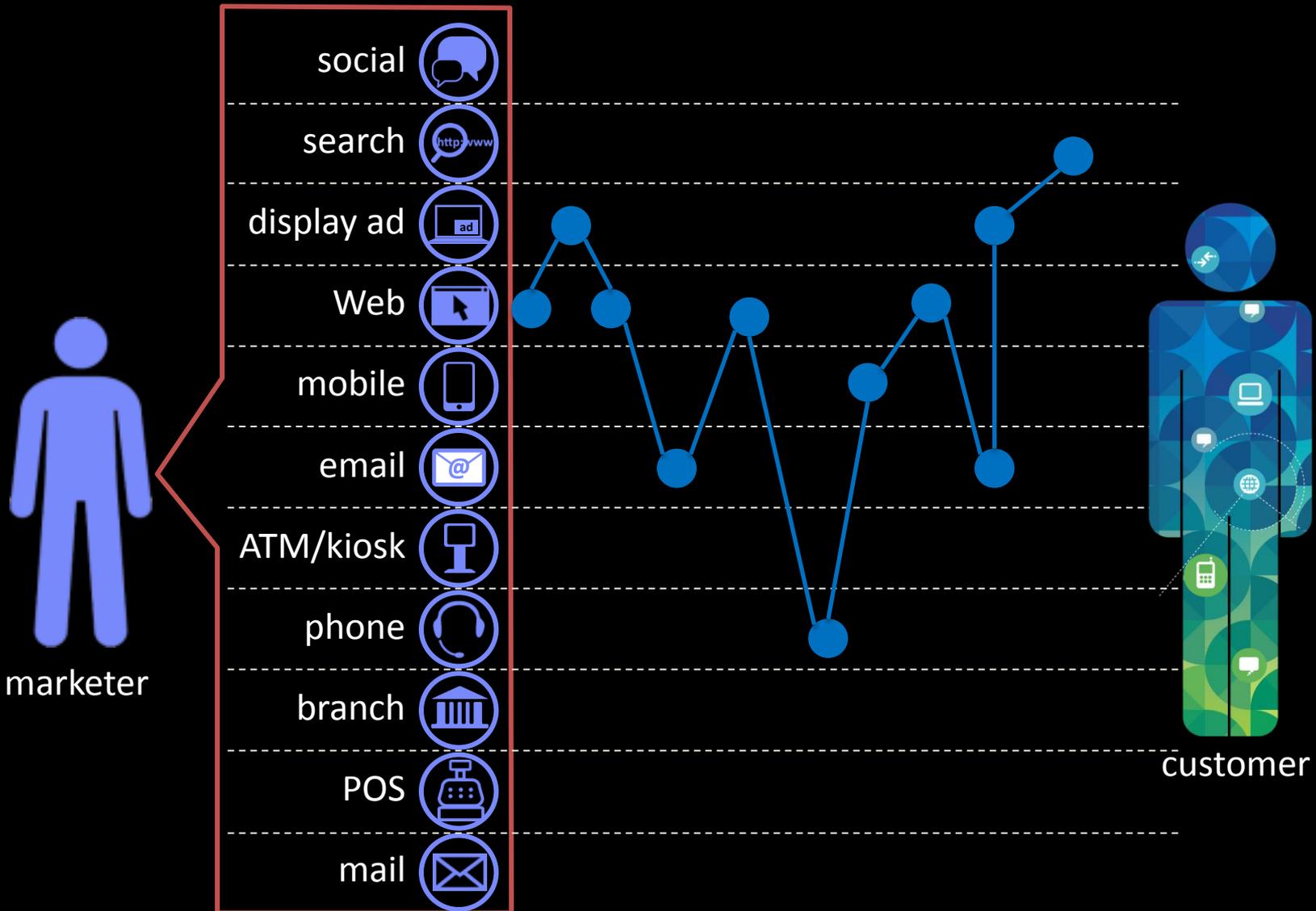
Use analytics to guide the development of tomorrow's portfolio

How customers behave



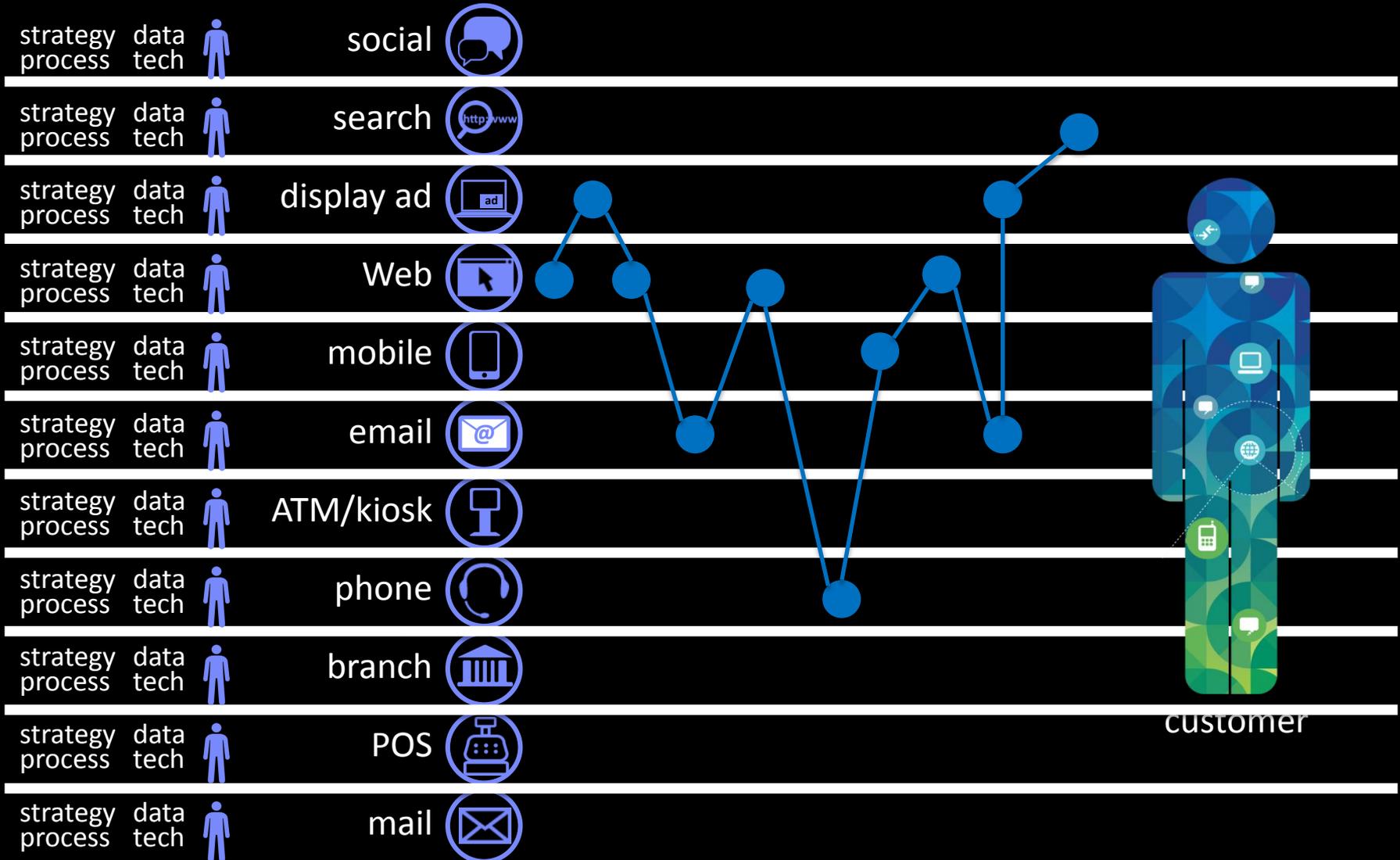


What customers expect: coordinated marketing, integrated experience

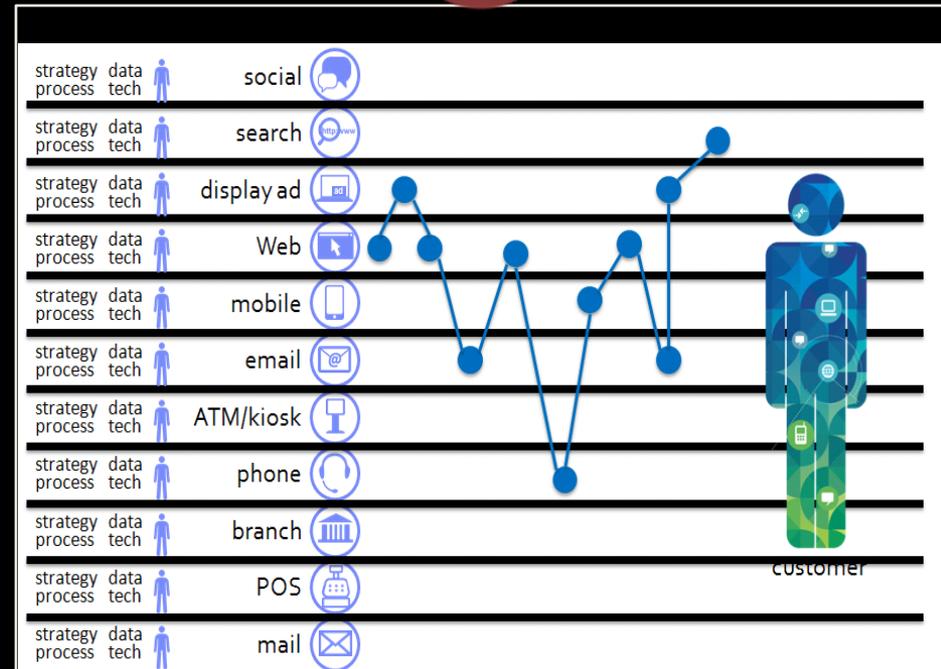
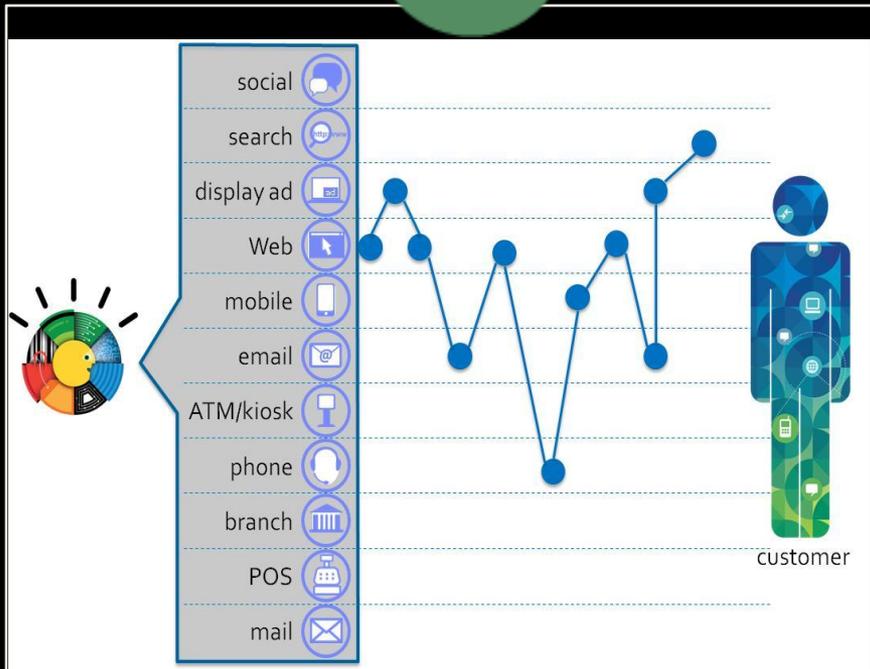




What they experience: marketing silos



Today's discussion is about making customer dialogs real





What does a good customer dialog look like?

Meet Angela



Angela has a mobile phone account with Phone First. She has a history of buying the latest gadget. She is a mobile and Internet customer, pays her bills online and frequently shops for accessories in Phone First stores and on the Phone First Web site. But she is considered to be an at-risk customer, and Phone First would like to get her to buy a new phone and renew her contract.

Problems at checkout

During a visit to the Phone First Web site, Angela is presented with several offers for new phones, based on her customer profile and the pages she's been looking at during this visit. She clicks on an offer and begins checkout, but abandons the shopping cart.

The screenshot shows the PhoneFirst website's checkout process. The header is orange with the PhoneFirst logo and a user profile for Angela. The navigation bar includes links for HOME, MOBILE PHONES, TABLET PCS, ACCESSORIES, NETWORKS AND PLANS, MY ACCOUNT, and SUPPORT. The main content area shows the shopping cart with one item: an Apple iPhone 4S. The product details include a list of features and a shipping options dropdown menu. A red alert banner at the bottom indicates a potential issue with the selected shipping options. On the right side, there are sections for 'Chat with an Local Rep Near You' and 'Self Service'.

PhoneFirst Angela Logout
MY LANGUAGE SELECT

HOME MOBILE PHONES TABLET PCS ACCESSORIES NETWORKS AND PLANS MY ACCOUNT SUPPORT

Shopping Cart: 1. Order Details > 2. Payment Options > 3. Order Confirmation

Image	Description	Quantity
	Apple iPhone 4S <ul style="list-style-type: none">• 16GB dual-core A5 chip• Black gloss finish• 8-megapixel camera, 1080p HD video recording• iOS 5 operating system• Includes: Siri, iCloud, Apple App Store Details	1 

Shipping Options: I want to pick up my order at my local store [NO CHARGE]

Alerts  Due to store inventory, the Shipping Options you selected may result in unexpected charges. Please select another option or [Contact Us](#) with questions.

Chat with an Local Rep Near You
Anna Bauer
Start Chat | Call Me

Self Service

- Order Status >
- Order History >
- Return Items >
- Account Settings >
- Payment Options >
- Gift Cards >
- Feedback >

Brian Cheng
quasifu
quasifu in hk, its nice and warm.
40 days ago · reply

Re-engaging Angela

Later, while browsing other Web sites, Angela is shown Phone First display ads reinforcing the offer she was made on the Phone First site, in an attempt to get her back to complete the transaction. She also receives emails with similar messages intended to re-engage her. She clicks on one these ads and opens and clicks through one of the emails, showing renewed interest. But still doesn't buy.

The composite image illustrates the re-engagement strategy for Angela. It features three devices showing different stages of her interaction:

- Desktop Browser:** Shows the PhoneFirst website with a shopping cart for an Apple iPhone 4S. The cart details include: 16GB dual-core A5 chip, Black gloss finish, 8-megapixel camera, 1080p HD video recording, iOS 5 operating system, and includes Siri, iCloud, and Apple App Store. Shipping options include in-store pickup at store #236.
- Tablet (Email):** Displays an email from Phone First with the subject "Recommended just for you" dated September 27, 2012. The email content says: "Hello, Angela. Did you know Phone First has the hottest mobile phones? Here are some user reviews that may help you decide which one is best for you...". It features three product cards: Samsung Galaxy S, Apple iPhone 4S, and BlackBerry Curve 9300, each with user reviews.
- Smartphone (News Article):** Shows a "News Today" article titled "Without Loan Giants, 30-Year Mortgage May Fade Away". A PhoneFirst banner ad is visible at the top of the article, reading "PhoneFirst Designer Phone Cases View All Styles Now".

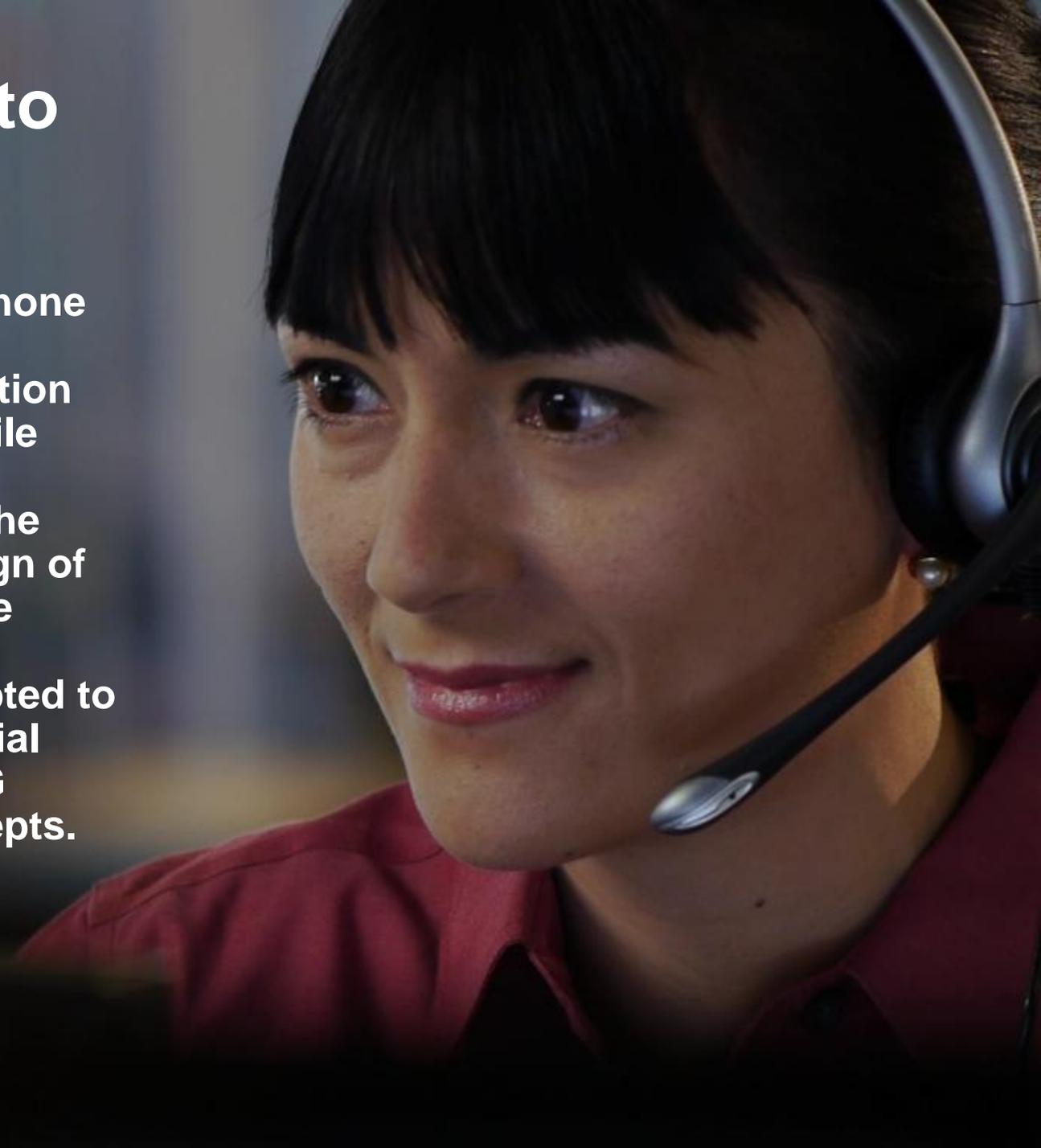
Opportune moment

While out of her home, Angela walks near a Phone First store. Due to her interest in the original offers but her reluctance to accept them, Phone First sweetens the deal by sending a “20% off, today only” coupon to Angela’s phone. She enters the store, redeems the offer, buys a new phone and renews her service. During the interaction with the store rep, she also asks some questions about a tablet with 4G service, but doesn’t buy it.



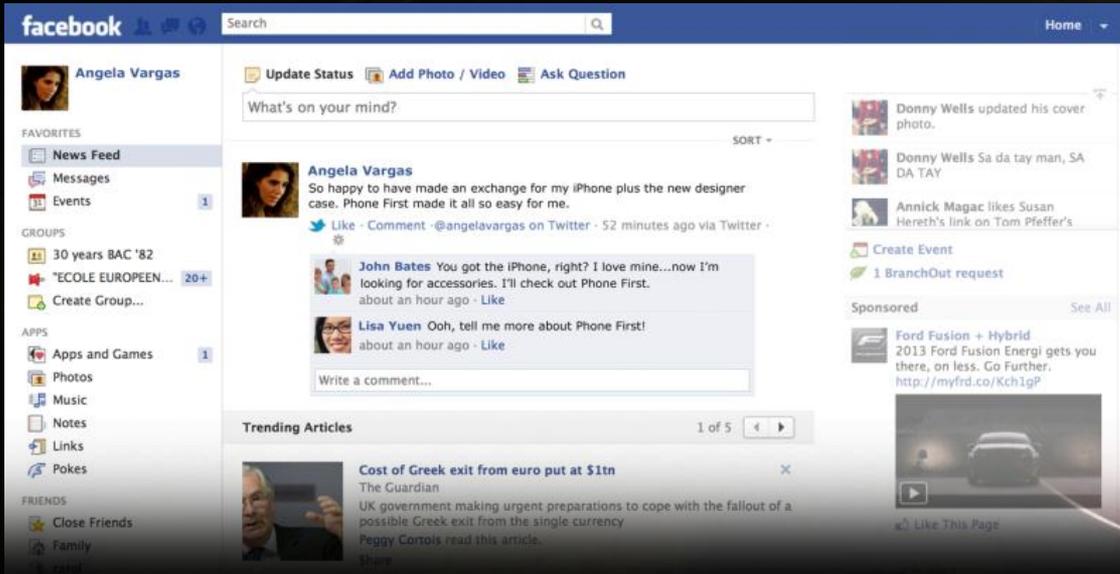
Cross-selling to Angela

Angela later calls the Phone First customer service department with a question about her account. While she's at it, she asks a question or two about the tablet. Based on this sign of additional interest in the tablet, the call center representative is prompted to present her with a special offer on a tablet with 4G service, which she accepts.



Continuing the relationship through social media

The confirmation email on her tablet purchase includes a request that Angela follow a link to a landing page and “like” the tablet there. She does, and so Phone First can now associate her Facebook profile with their customer database profile on her. They use this info to improve the relevance of future messages to her.



The image shows a screenshot of a Facebook profile for Angela Vargas. The profile is displayed on a desktop browser. The top navigation bar includes the Facebook logo, a search bar, and a 'Home' button. The profile header shows Angela's name and profile picture. Below the header, there are options to 'Update Status', 'Add Photo / Video', and 'Ask Question'. The main content area shows a post by Angela Vargas with the text: 'So happy to have made an exchange for my iPhone plus the new designer case. Phone First made it all so easy for me.' The post has a 'Like' button and a comment from John Bates: 'You got the iPhone, right? I love mine...now I'm looking for accessories. I'll check out Phone First. about an hour ago · Like'. There is also a comment from Lisa Yuen: 'Ooh, tell me more about Phone First! about an hour ago · Like'. The right sidebar shows a list of recent activity, including 'Donny Wells updated his cover photo.', 'Donny Wells Sa da tay man, SA DA TAY', and 'Annick Magac likes Susan Hereth's link on Tom Pfeffer's'. There is also a 'Sponsored' section for 'Ford Fusion + Hybrid'.





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How can technology help make better customer dialogs?

Good customer dialogs are like real conversations.

As in a real conversation, marketers need to:



LISTEN AND UNDERSTAND



DECIDE WHAT TO SAY NEXT



(only then) SPEAK

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DECIDE WHAT TO SAY NEXT
(only then) SPEAK**



...and repeat this over and over again across many channels and even more customer relationships.

This is hard to do without help from technology!



Mapping the parts of a real conversation to technology enablers

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LISTEN
DECIDE

UNDERSTAND
SPEAK



Mapping the parts of a real conversation to technology enablers

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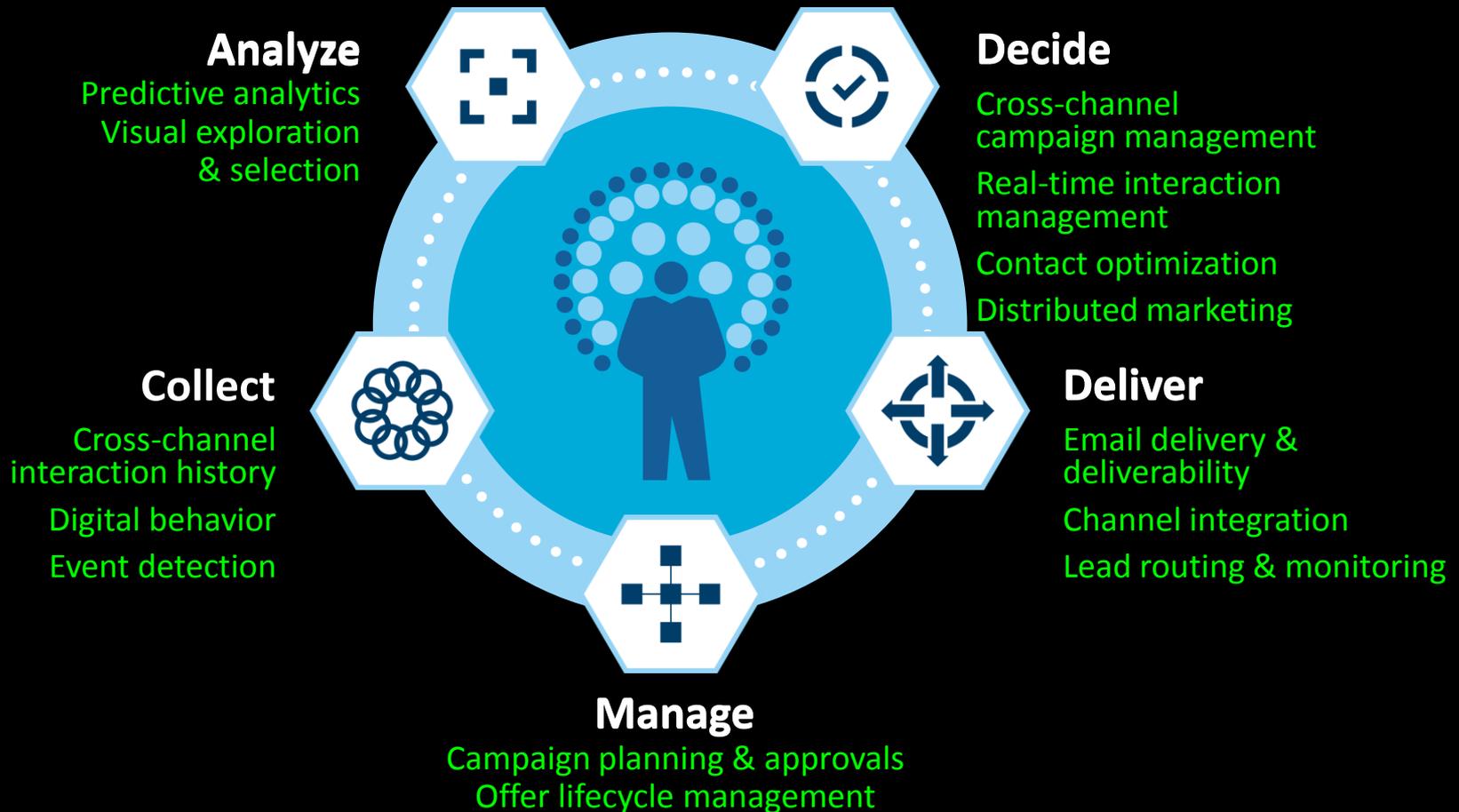
Collect **Analyze**
Decide

Deliver

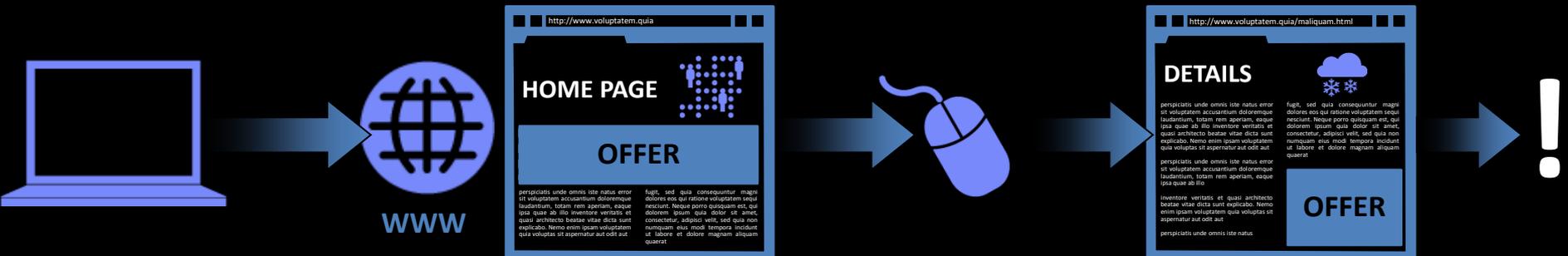
Manage

Technology framework for customer dialogs

**Engage each customer and prospect
in a one-to-one dialogue across communication channels**

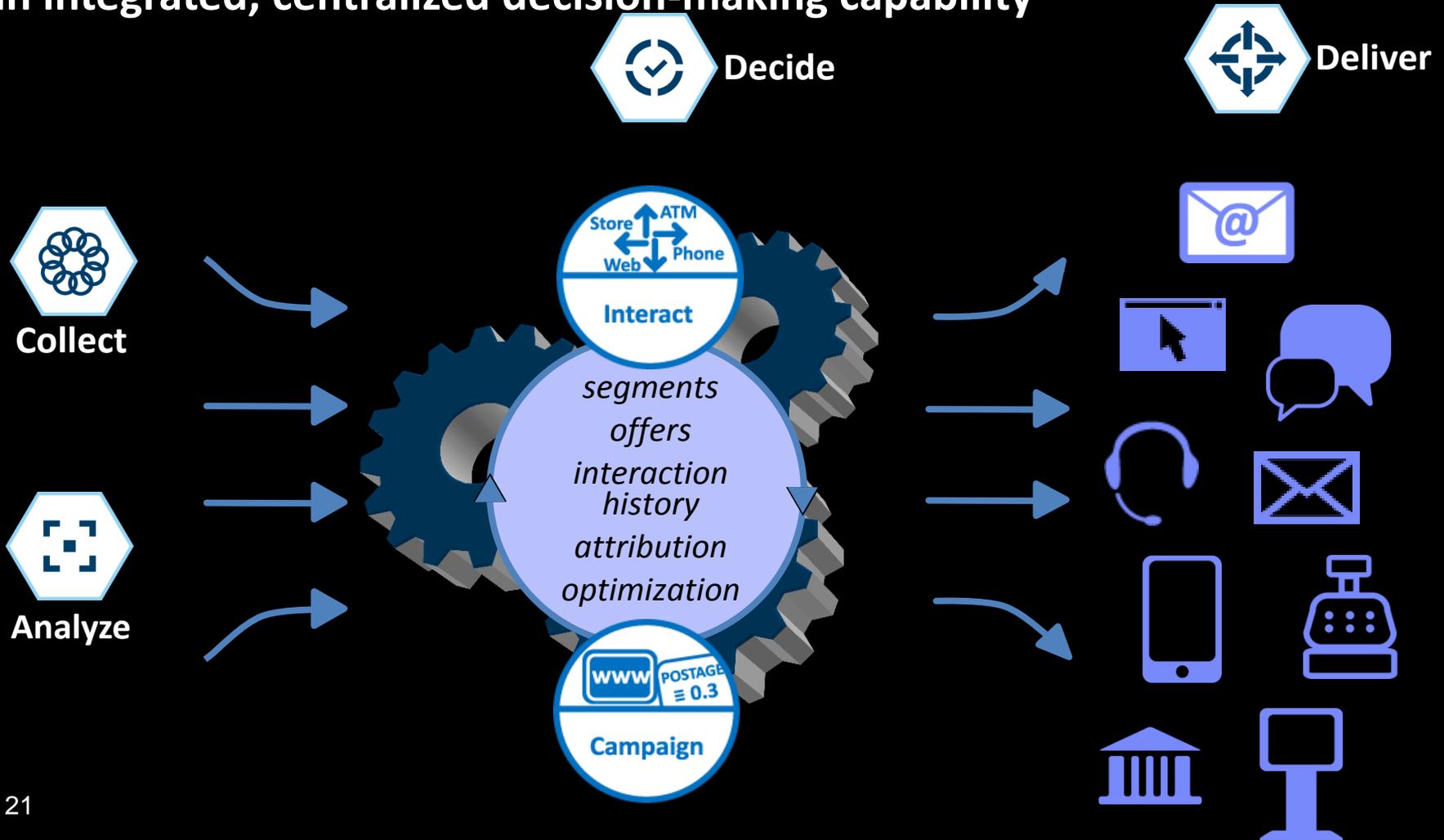


Inbound marketing: the presentation of personalized marketing messages during “inbound interactions” – when the customer or prospect chooses to contact you



Turns every customer touch-point into a channel for the kind of personalized marketing messages previously only delivered through outbound campaigns

IBM Interact (inbound) and IBM Campaign (outbound) together are an integrated, centralized decision-making capability



How marketers are using IBM Interact



Increase conversions on Web sites



Help call center agents retain and cross-sell/up-sell



Help in-store/in-branch personnel engage customers on the spot



Present offers on ATMs during withdrawals & deposits



Use point-of-sale offers to get customers back to the store sooner



Present offers on in-store kiosks to influence that day's purchase



Personalized confirmation emails



Send messages to mobile devices based on location



Deliver personalized messages in Facebook apps



What companies are doing this well?



“For the past decade, ING has been one of Europe’s most advanced direct marketing banks. We are now taking the next step, where we execute highly individualized marketing campaigns that run across **all of our inbound and outbound channels**, such as our call centers, branches and web sites. As marketing channels continue their rapid evolution, marketing practices are evolving as well. We’re excited about Unica Interactive Marketing; it allows ING to comprehensively achieve our vision.”

Martin de Lusenet, Customer Intelligence, ING

***For more info: “ING Bids Farewell to Old-Style Campaigns,” 1to1 Magazine
(www.1to1media.com/View.aspx?DocId=31321)***



What if you could read four million minds?

A large bank in Asia uses customer analytics and a new marketing strategy to gain insight into customer needs, personalize customer offers and communications and see huge leaps in sales leads, cross-selling rate, and conversion rates

The Opportunity

In Asia, banking is booming. Analysts expect retail banking alone to generate approximately \$180 billion in new revenue over the rest of this decade, owing in part to the rising consumer class in that part of the world. Any bank that can keep customers happy and its bottom line healthy will be poised for a tidal wave of growth. One large bank wanted to position itself to capture that expected growth.

However, it was too operations-centric in its processes and business strategy. The bank needed to transform itself to a more customer-focused organization. But first, it needed to get to know its 4 million customers.

Real Business Results

- Grew hidden revenues by 138 percent with data driven marketing
- Increased average cross-sell conversion rates by 60 percent
- Increased the number of marketing campaigns deployed by 273 percent, most of them geared toward small audiences or individuals
- Generated 176 percent more leads than with the previous solution

Telco: Real-time marketing and location-based SMS

Challenge

- Increase usage and cross/up-sell other service lines
- Leverage inbound channels to identify and target cross-sell opportunities
- Sell mobile advertising

Solution

- IBM Unica Campaign and Interact to drive outbound marketing programs and real-time cross-channel marketing in inbound channels including mobile devices

Results

- Serves real-time offers to agents in call centers and at retail stores to facilitate cross-sell/up-sell
- Send offers and advertisements to mobile phones
- Cross-sell/up-sell success rate increased from <10



“Unica’s solution arms our call center and retail representatives with the highest-impact offers - in real time - so that we can extend and expand our customer relationships.”

*—Wong Soon Nam Manager,
VP of Consumer Marketing*

Customer Profile

SingTel is Asia’s leading communications group with operations and investments in more than 20 countries and territories around the world. SingTel has several wholly-owned subsidiaries including NCS, SingNet, SingTel Mobile, TEPL.

Orchestrating a unique, personalised and continuous dialogue with each customer across all touch points.



Architecting the New Customer Experience

01

Understand the customer as an individual



02

Understand the customer in HIS/HER network



03 Understand the customer contextually



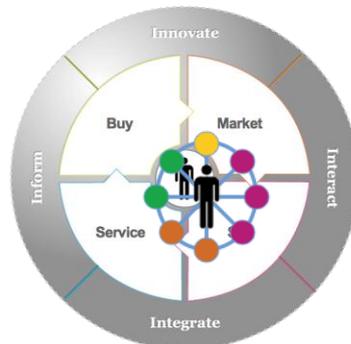
04

Build a system of engagement capable of delivering exceptional value at every touch



05

Interconnect all of the above and apply dimension with scale



06

Fully activate the organisation to deliver optimum customer experience while continually innovating

People

Process

Technology

