



IBM **ExperienceOne**

customer engagement solutions

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23.October. 2014

IBM BusinessConnect, Slovenia

PINTEREST
USERS PIN

VINE
USERS

3,472
images.

SHARE

8,333
VIDEOS.

SKYPE
USERS

CONNECT FOR
23,300 HOURS.

YELP USERS
POST
26,380
REVIEWS.

APPLE USERS
DOWNLOAD

48,000
apps.

PANDORA
USERS LISTEN TO
61,141
HOURS OF
music.

AMAZON
MAKES
\$83,000
IN ONLINE SALES.

INSTAGRAM
USERS »
POST

216,000
NEW PHOTOS.

TWITTER USERS
TWEET

277,000
TIMES.

WHATSAPP
— USERS SHARE —
347,222
PHOTOS.

TINDER
USERS SWIPE
416,667
TIMES.

FACEBOOK
USERS SHARE
2,460,000
PIECES OF CONTENT.

Google
RECEIVES OVER
4,000,000
SEARCH
QUERIES.

EMAIL
USERS SEND
204,000,000
MESSAGES.

YOUTUBE
USERS UPLOAD
72 HRS.
OF NEW
VIDEO.

EVERY
MINUTE
OF THE
DAY



THE GLOBAL INTERNET POPULATION GREW
14.3% FROM 2011 - 2013 AND NOW REPRESENTS

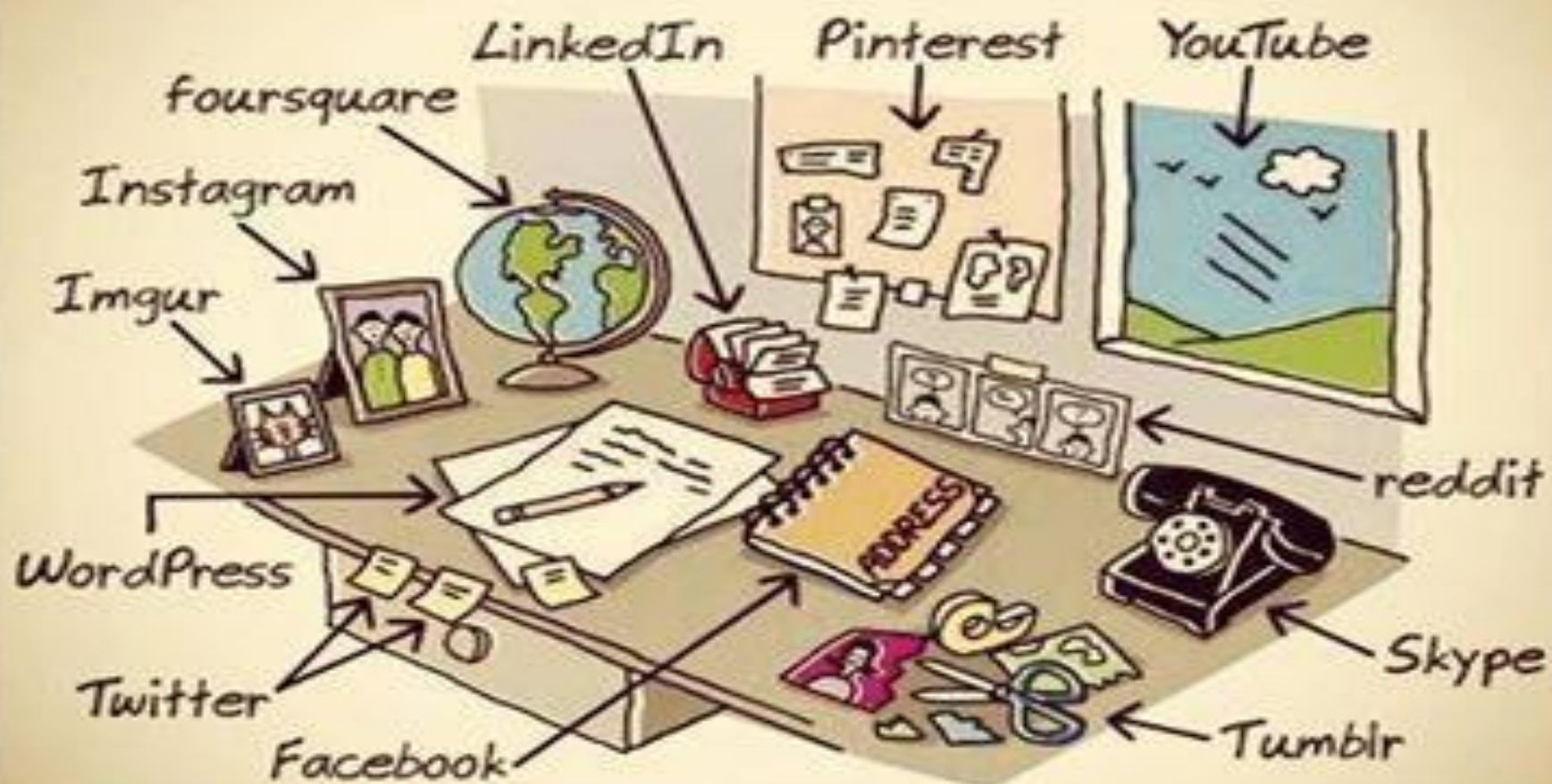
2.4 BILLION PEOPLE.

With each click, share and like, the world's data pool is expanding faster than we can comprehend. Businesses today are paying attention to scores of data sources to make crucial decisions about the future. The team at Domo can help your business make sense of this endless stream of data by providing executives with all their critical information in one intuitive platform. Domo delivers the insights you need to transform the way you run your business. Learn more at www.domo.com.

SOURCES:

BITS.BLOGS.NYTIMES.COM, INTEL.COM, APPLE.COM, TIME.COM, DAILYMAIL.CO.UK, SKYPE.COM, STATISTICBRAIN.COM

the world before social media...



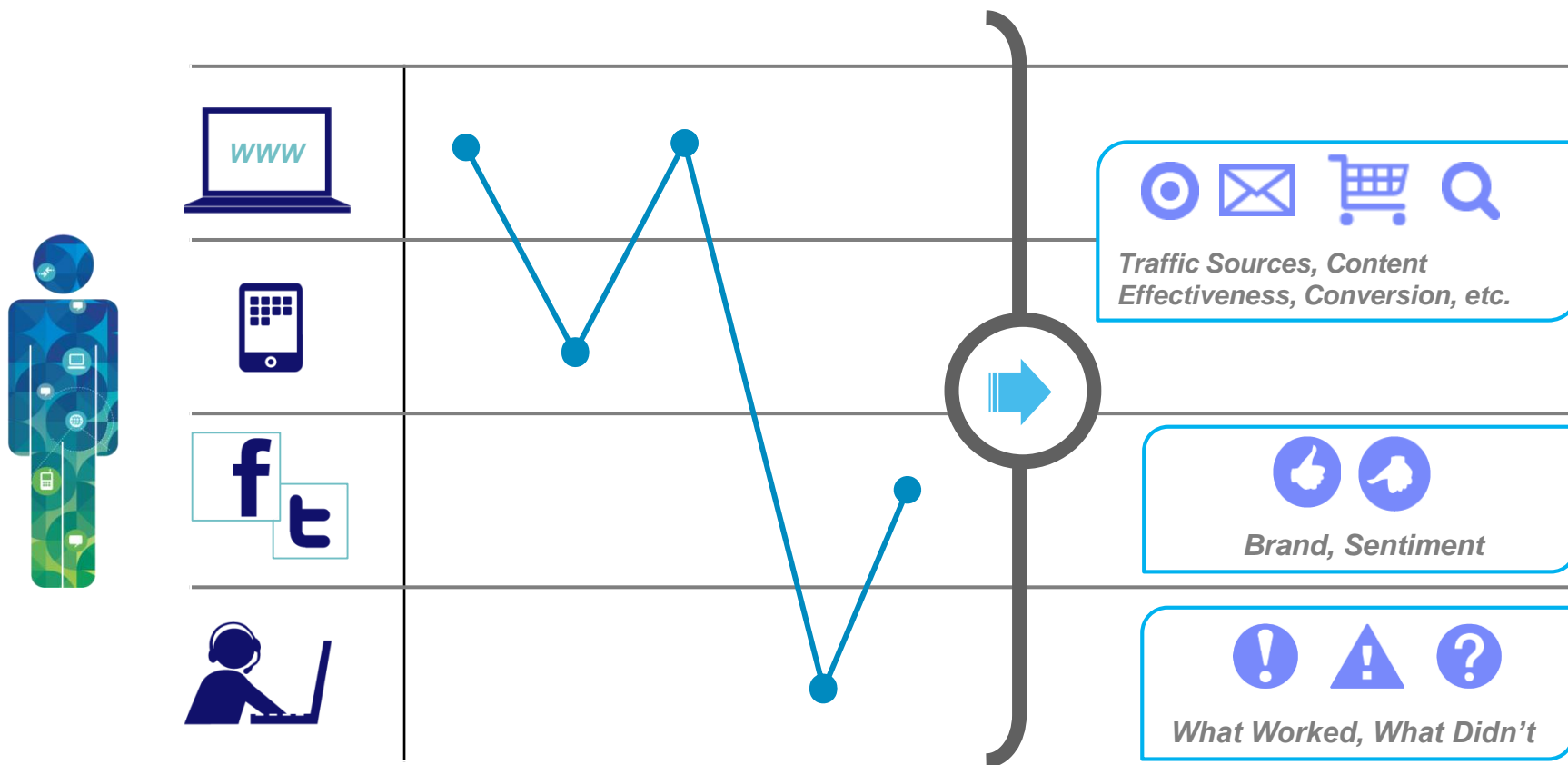
SHOWROOMING

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



TOM
FISH
BURNE

Understanding Customers Has Been Challenging



Marketing is everywhere. Marketing is dead.

Timeless

Marketers have always been responsible for knowing the customer.

Marketers have always been responsible for defining what to market, and how to market.

Marketers have always protected the brand promise.

2012

Understanding each customer as an individual.

Creating a system of engagement that maximizes value creation at every touch.

Designing your culture and brand so they are authentically one.

2014

Know each customer in context.

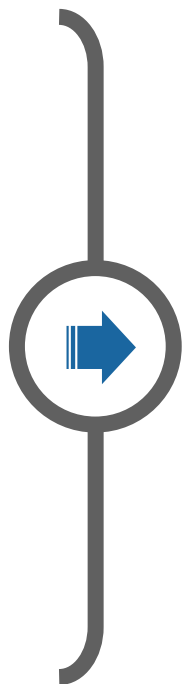
Innovate and scale personally relevant and rewarding experiences.

Co-create with customers, employees and partners.

To meet the demands of the empowered consumer, marketing is transforming to a model of **continuous customer engagement**

1:1 Marketing

- Marketing interactions
- Controlled and planned (campaign focused)
- Batch / cached offers
- Large segment personalization
- Structured data
- Owned (addressable) media



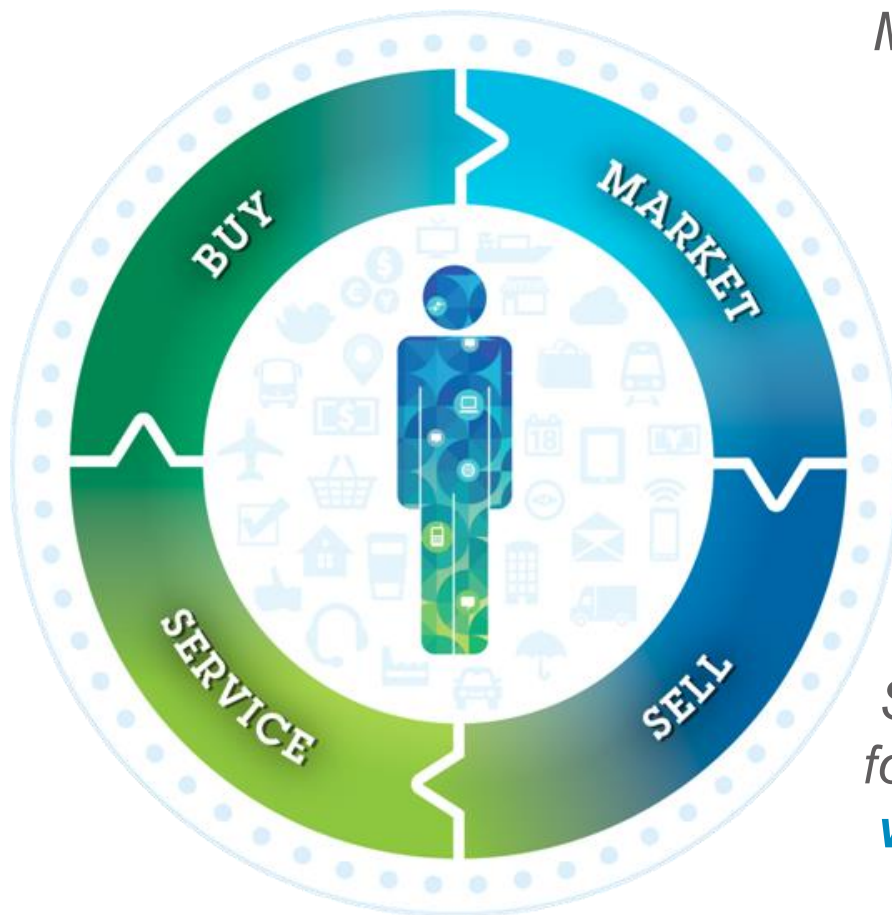
Continuous Customer Engagement

- All customer interactions
- Agile (customer focused)
- Real-time and location aware offers
- Contextual hyper-personalization
- Structured & unstructured data
- Paid, earned and owned media

*Engage your customers **in context** at every point in the purchase lifecycle*

A supply chain **prepared** for the unpredictable

Marketing targeted to every customer **personally**



Service that **knows** what customers want before they do

Selling that's there for your customers, **wherever** they are

To be effective, today's personalization engine needs to combine:

Knowing who the customer is:

- *Demographics*
- *Psychographics*
- *Account details*
- *Purchase history*

Spam Display ads Precalculated offers Personalized email

Less personalized

More personalized

Search engine marketing (SEM)

Online behavioral advertising

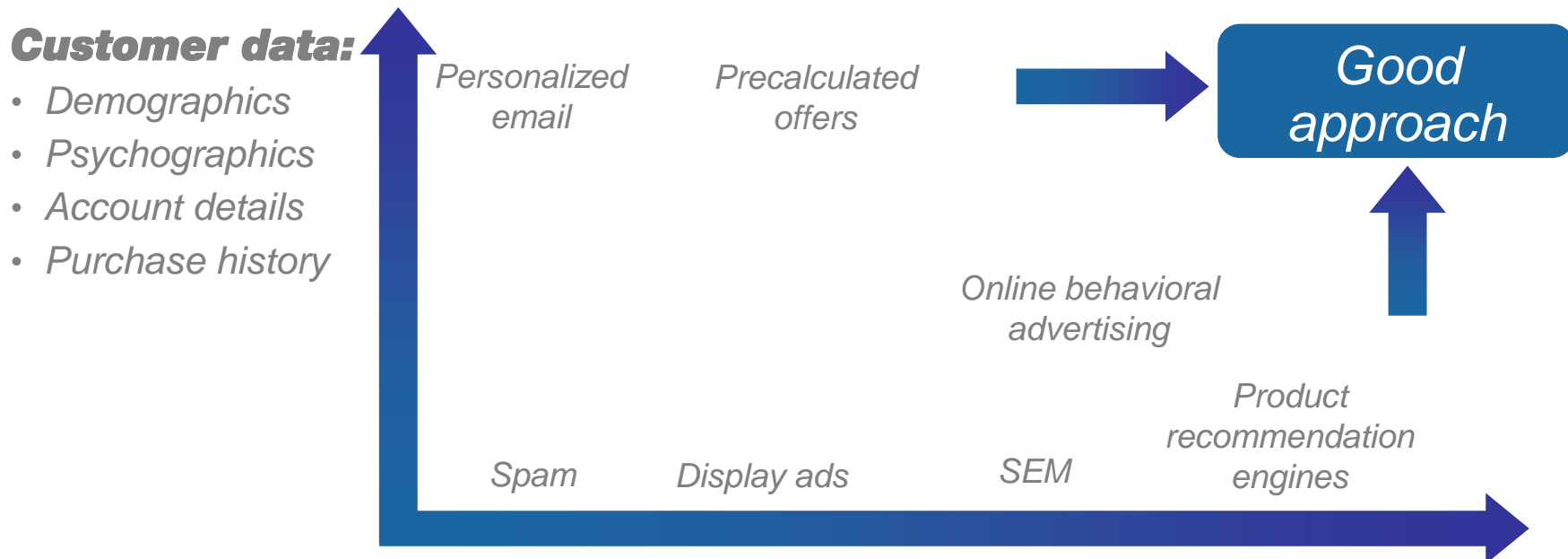
Product recommendation engines

Sensing the context of the interaction:

- *Pages viewed during the current web session*
- *Location as identified by a mobile device*
- *Reason for contacting a call center*
- *Products about to be purchased in a store*



Your customers are **multidimensional**—and so are the most successful personalization strategies



Moreover, your customers *change over time* – and a *true solution* must account for, and learn from, these changes

Changes over time:

- Patterns of behavior
- Account status change
- Credit score

IBM's approach



Dynamically turning this amount of data into effective campaigns and engagement requires operating at **unprecedented scale**

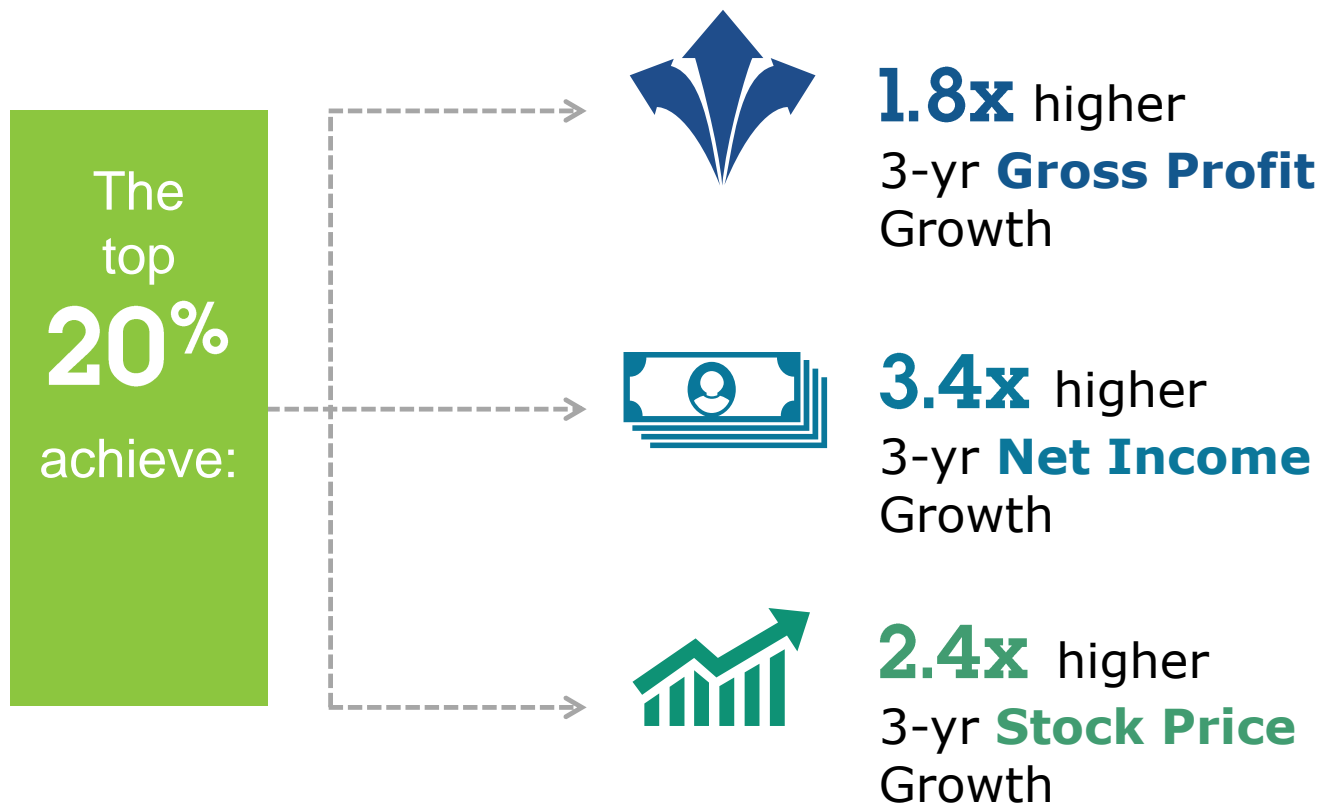
Many factors to consider

- Millions of **customers** with unique demographic profiles and behaviors to target
- Thousands of **offers** to manage
- What is the customer's intent? Current context is key, but a single interaction may include **multiple contexts** (e.g. pages visited)
- **Previous interactions** (including recent visits to other channels) should also be considered

	WEBPAGE				CALL CENTER				
	Zone1	Zone2	Zone3	Zone4	SR1	SR2	SR3	SR4	
Cust 1					...				
Cust 2					...				
Cust 3					...				
Cust 4					...				
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
C 4999996					...				
C 4999997					...				
C 4999998					...				
C 4999999					...				



Leading practices deliver better company results



*SOURCE: The State of Marketing 2013: IBM's Global Survey of Marketers, IBM Center for Applied Insights



[Click to download IBM Chief Merchant](#)



[Click to download IBM State of Marketing](#)



IBM ExperienceOne

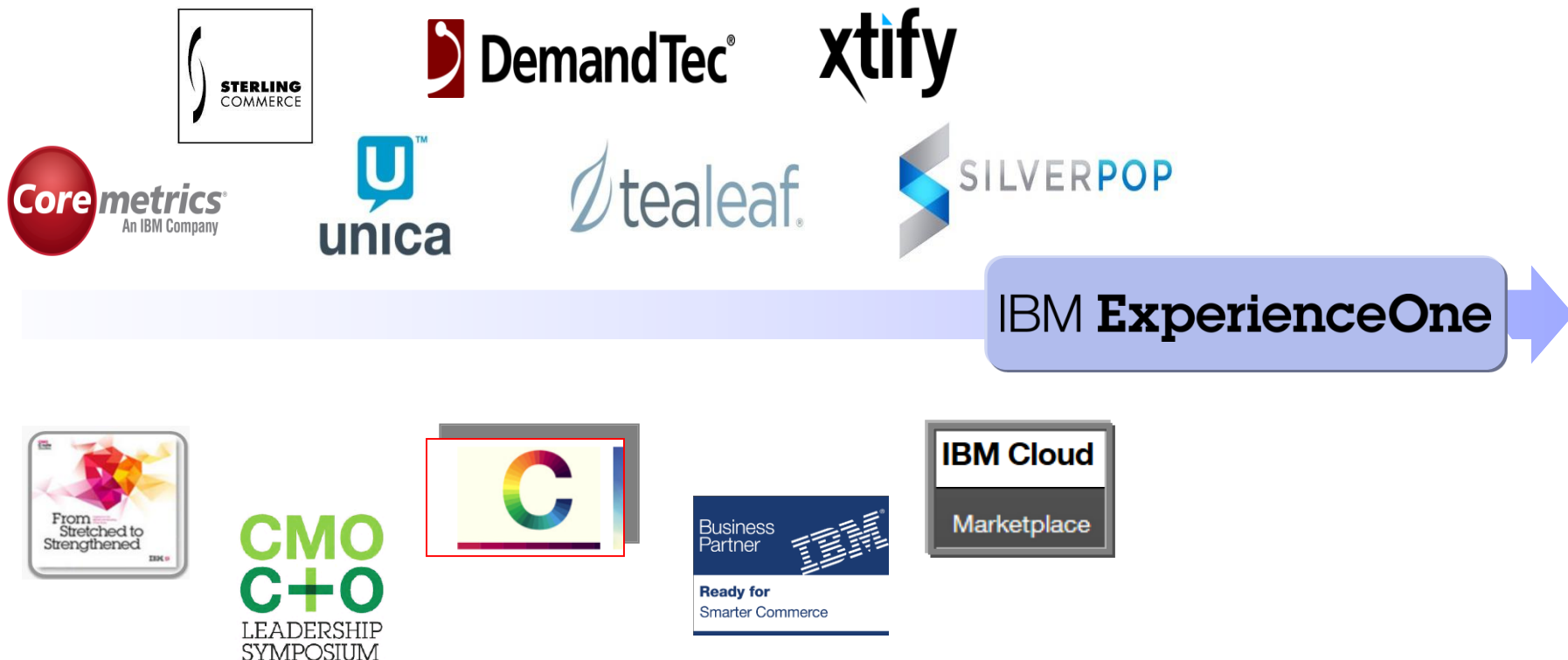
customer engagement solutions

Identify and maximize the moments that matter most.





We've led the way in helping clients make the shift to continuous customer engagement, with significant milestones along the way

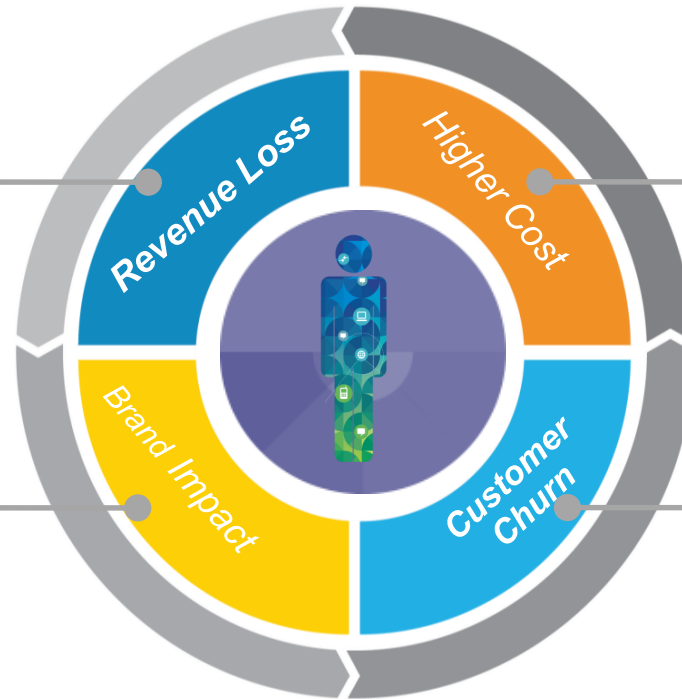


THE CUSTOMER *MUST* BE AT THE CENTER OF THE EVOLUTION

Expectations are Exceptionally High - as are Business Impacts

88% of web buyers abandoned an online shopping cart without completing a transaction

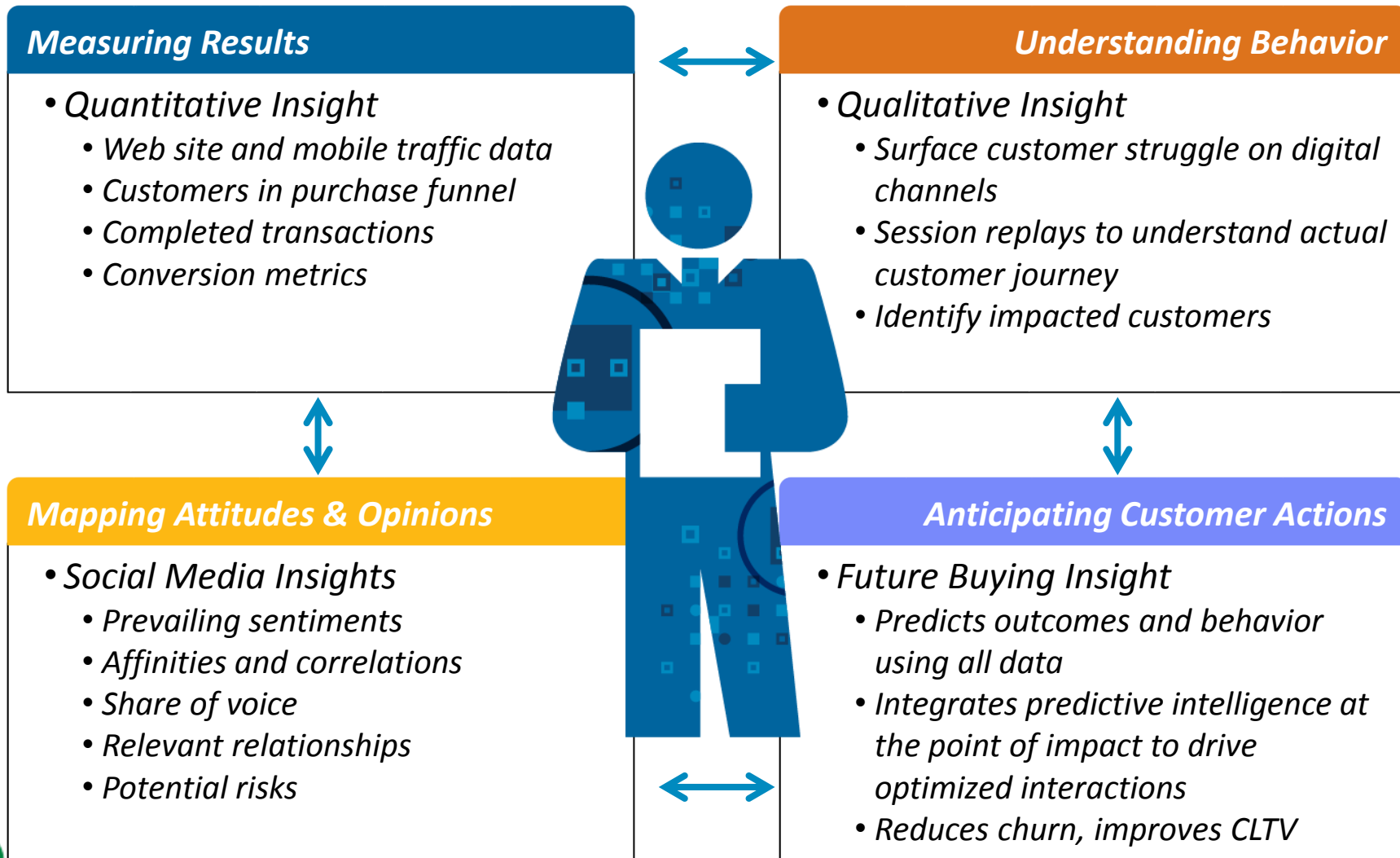
75% of consumers move to another (more costly) channel when online customer service fails



41% of Social Media comments about the top mobile companies expressed frustration

63% of all online adults are less likely to buy from the same company via other channels if they experienced a problem with a mobile transaction

Understanding customers holistically requires digital, behavioral, sentimental & predictive analytics



IBM Digital Marketing Optimization Solution



Customer Profiles

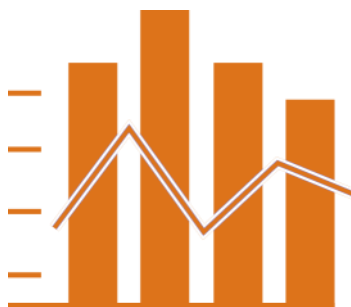
LIVE Profiles

Demographics

Psychographics

Firmographics

Datamart Details



Web Analytics

IBM Digital Analytics (SaaS)

IBM Digital Analytics Multichannel

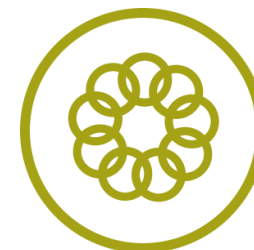
IBM Digital Analytics Multisite

IBM Digital Analytics Impression Attribution

IBM Digital Analytics Lifecycle

IBM Digital Analytics Multichannel

IBM Digital Analytics Marketing Attribution



Digital Marketing Execution

IBM LIVEmail

IBM AdTarget

IBM Product Recommendations

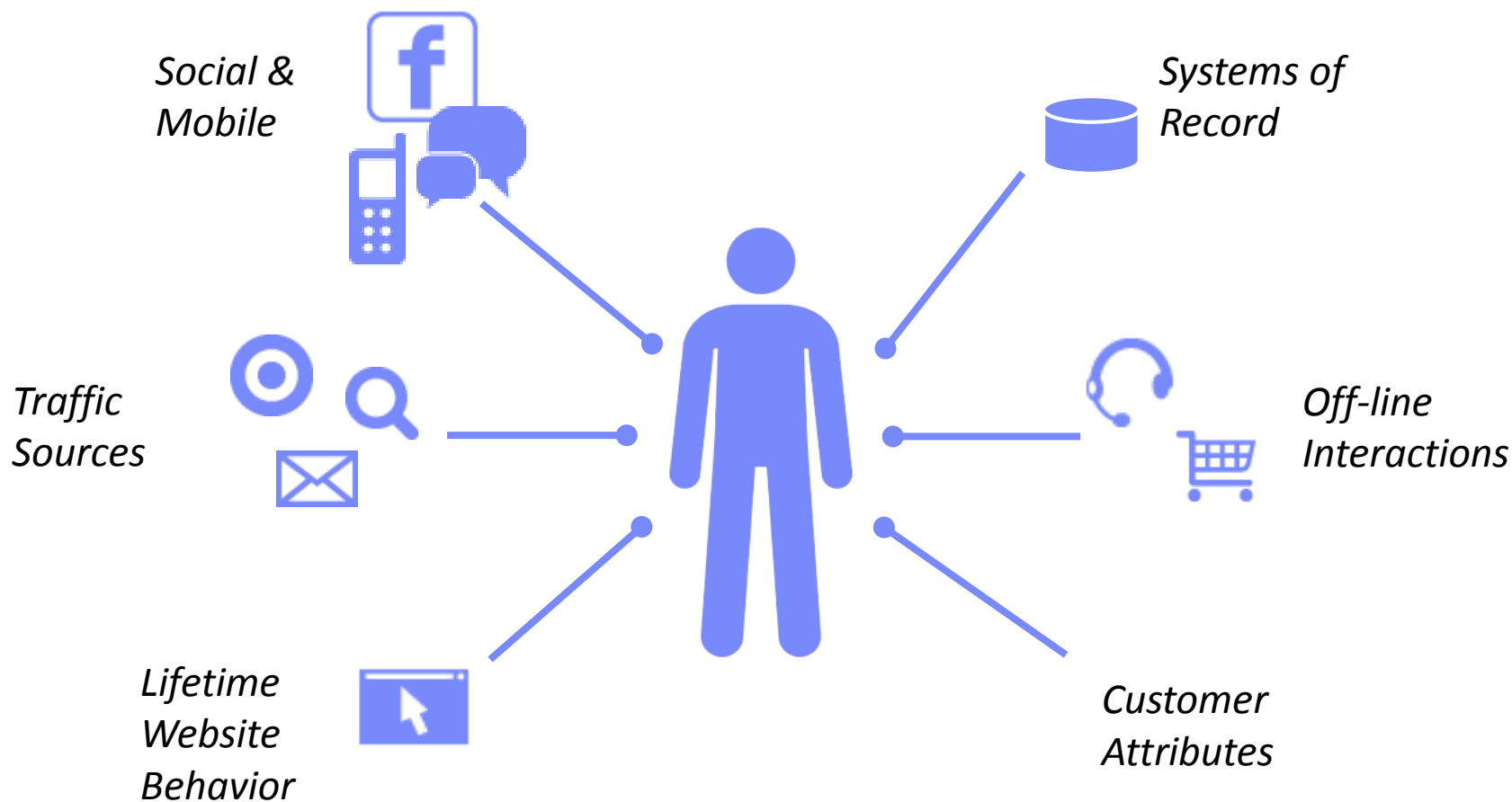
IBM Content Recommendations

IBM Search Marketing



SmarterCommerce

LIVE Profile: provides a complete picture of each customer's lifetime interactions with your business



Digital Analytics

Marketing Channel	Unique Visitors	Sessions	Page Views	Event Points	Event Points	Event Points
Total	864,879	913,575	5,664,895	118,082,255	118,082,255	118,082,255
Paid Search	54,357	57,777	470,080	20,470,990	20,365,570	
Display Ads	38,000	39,000	394,000			
Affiliates	23,000	23,000	398,000			
Email	34,000					
All Other MMC Vendors	-	-	-	-	-	-
Natural Search Activity	55,036	56,545	852,665	19,253		
Referring Sites Activity	457,294	463,831	1,790,241	32,070		

Marketing Attribution

Referring Sites
 + Visitors: 2
 First Source: 0.00%
 Path Sales: \$0.00

Paid Search
 - Visitors: 45
 First Source: 93.33%
 Path Sales: \$9,490.65

Last Source
 Visitors: 25,948
 First Source: 93.39%
 Path Sales: \$2,286,869.23

Average number of days between sessions for users that went from this source to the next

Channel Pathing

Paid Search
 Path Sales: \$2,621.46

Display Ads
 Visitors: 25
 First Source: 100.00%
 Path Sales: \$2,514.45

Affiliates
 + Visitors: 844
 First Source: 86.26%
 Path Sales: \$96,329.18

Display Ads
 - Visitors: 1,413
 First Source: 85.35%
 Path Sales: \$161,670.68

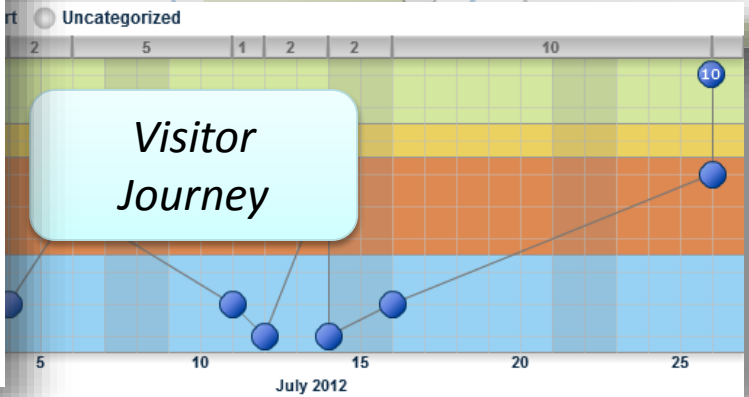
Milestones (Lifecycle Period: Last 400 Days | Logic: Funnel)
 The visitor population has reached the following milestones over the last 400 days:

Shoppers	1x Buyers	2x Buyers	3x+ Buyers
Unique Visitors: 239,132 (14.2%)	Unique Visitors: 126,382 (7.5%)	Unique Visitors: 24,942 (1.5%)	Unique Visitors: 8,855 (0.5%)
Days to Reach: 48.4	Days to Reach: 60.5	Days to Reach: 125.7	Days to Reach: 157.4
Sessions to Reach: 4.6	Sessions to Reach: 4.6	Sessions to Reach: 4.6	Sessions to Reach: 27.7

Customer Lifecycle

Migrators
 Migrated Visitors moved to the following:

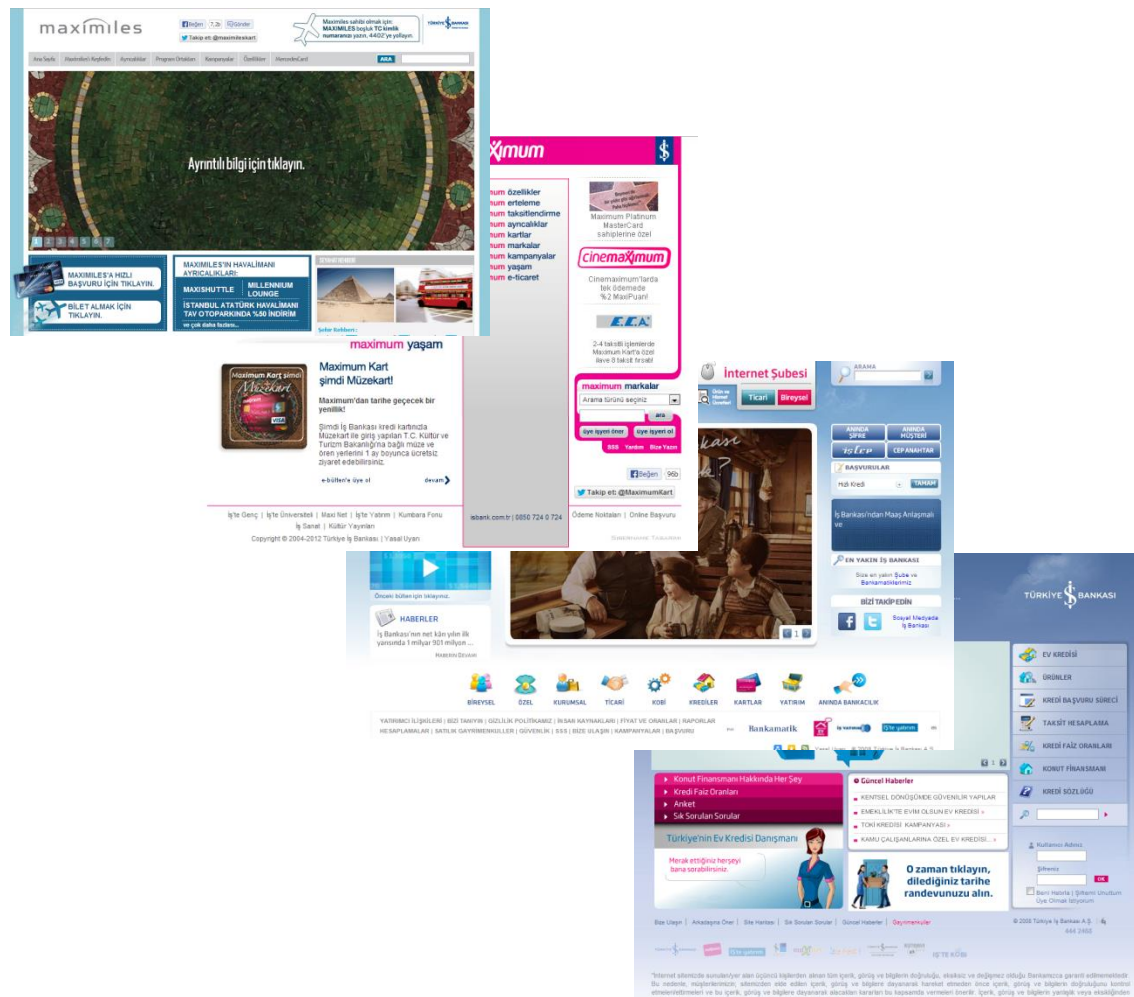
Migrated to Shoppers	Migrated to 1x Buyers	Migrated to 2x Buyers	Migrated to 3x+ Buyers
Unique Visitors: 127,438 (53.3%)	Unique Visitors: 70,975 (56.2%)	Unique Visitors: 9,995 (40.1%)	Unique Visitors: 3,124 (35.3%)
Days Between: 40.3	Days Between: 7.9	Days Between: 58.2	Days Between: 49.2
Sessions Between: 3.1	Sessions Between: 1.0	Sessions Between: 5.5	Sessions Between: 7.1



Visitor Journey

Single customer view accross all sites

- Identifies unique visitors across roll-up views
- Share reports across sites access based on each user's needs and rights



Banner effectiveness

ENGLISH **Internet Şubesi**

İNŞİFA NSAL VERİLER

Serbest Piyasa	Ağ	Satış
Dolar	1,9920	1,9930
Euro	2,6640	2,6650

Veriler 5 dakikada bir güncellenmektedir.

İMKB 100 68.775*

İMKB 30 83.658*

Altın 89.59**

*Seans kapanış değeridir.
** 24 Ayar külçe (TL/gr) fiyatıdır.
İş Bankası'nda Fiyat ve Oranlar

EKONOMİ BÜLTENİ

İş Bankası Sunar.

Önceki bülten için tıklayınız.

HABERLER

HABERİN DEVAMI

Bu ülkeyi büyütecek tüm hayallerin, herkesin yanında olmak demek.

ANINDA ŞİFRE ANINDA MÜŞTERİ

İŞLEP CEP ANAHTAR

BAŞVURULAR

Hızlı Kredi

İş Bankası'ndan Maaş Anlaşmalı ve Kamu Çalışanı Müşterilere Özel Krediler!

EN YAKIN İŞ BANKASI

Size en yakın Şube ve Bankamatiklerimiz

YATIRIMCI İLİŞKİLERİ | BİZİ TANIYIN | GİZLİLİK POLİTİKAMIZ | İNSAN KAYNAKLARI | FİYAT VE ORANLAR | RAPORLAR | HESAPLAMALAR | SATILIK GAYRİMENKULLER | GÜVENLİK | SSS | BİZE ULAŞIN | KAMPANYALAR | BAŞVURU

BİREYSEL **ÖZEL** **KURUMSAL** **TİCARİ** **KOBİ** **KREDİLER** **KARTLAR** **YATIRIM**

aktoring CAMİS

IBM Digital Analytics

Workbook: Default Workbook *

Forms x Visitor Purchase Funnel x Top Products x Real Estate | By Page x

Real Estate | By Page

Period A: 9/30/2013 Period B:

Chart

Table

Page Name / Version / Area	Link	Impressions	Clicks	Click-Through Rate	Orders / Clicking Session	Sales
Total		48,850	12,940	26.49%	39.35%	\$2,617,723.65
HOME PAGE		36,287	12,188	33.59%	41.07%	\$2,451,942.56
Version 1.1		18,041	6,005	33.29%	41.05%	\$1,275,290.58
IMG_LINK		18,041	4,161	23.06%	42.14%	\$1,150,150.40
Coffee Tables	Coffe...bles	18,041	598	3.31%	45.29%	\$304,298.78
Desk Lamps	Desk Lamps	18,041	610	3.38%	43.62%	\$349,180.75
Desks	Desks	18,041	580	3.21%	44.92%	\$513,269.77
Lounge Chairs	Loun...hairs	18,041	594	3.29%	45.29%	\$358,968.92

Mobile

Workbook: Default Workbook *

Mobile Devices | Full List

Period A: 9/30/2013

Chart

Device Type	Sessions
APPLE IPHONE	~1.25K
APPLE IPAD	~1.00K

Table

Mobile Devices	Device Type	Sessions
Total		
APPLE IPHONE	MOBILE PHONE	
APPLE IPAD	TABLET	
RIM BLACKBERRY 7730	MOBILE PHONE	
HTC DREAM	MOBILE PHONE	
HTC NEXUS ONE	MOBILE PHONE	
RIM BLACKBERRY 7250	MOBILE PHONE	
UNKNOWN	OTHER	

New Segment

Segment Category: **New Category**

Segment Type: **Same Session** | Cross Session | Multi-Channel Customer

Segment Criteria:

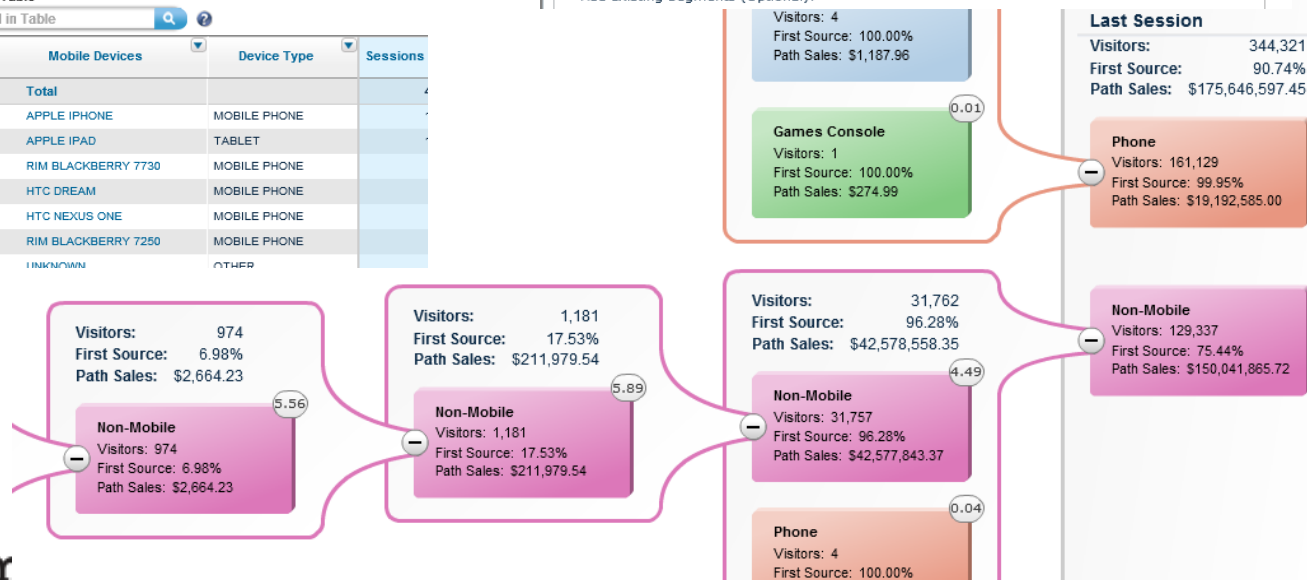
Criteria Type: **Technical Properties**

Criteria: **Browser Type**

- Browser Type
- Color Depth
- Connection Speed
- Connection Type
- IP Address
- Is Mobile Device
- JavaScript Version
- Language
- Mobile Cookie Support
- Mobile Device

Sample Records

Cancel | Apply ->



Tealeaf captures

Every customer

Every interaction

Every time

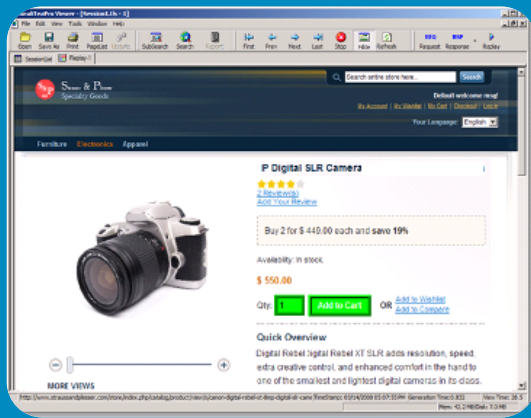
Experience Your Customers

Viewing Your Digital Channels Through The Eyes Of Your Customers

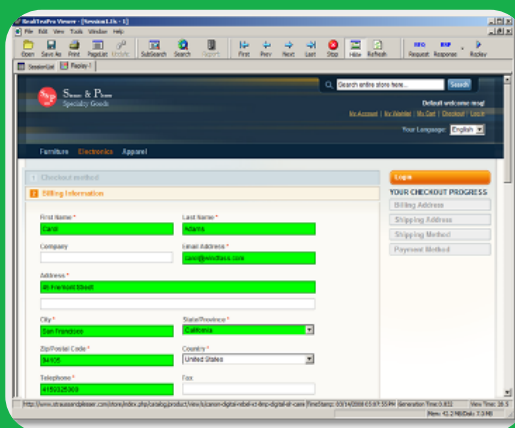


IBM Tealeaf software is designed to capture every customer, every interaction, every time

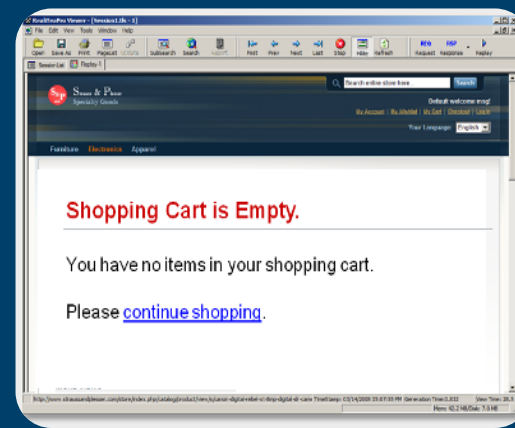
All actions



All interactions



All customer experience obstacles



Tealeaf Films Every Interaction

RealTeaPro Viewer - [orange_payg_topup.tls - ADF292ABC97D838FC3384A2A2054341]

File Edit View Tools Window Help

Open Save As Print PageList Update SubSearch Search Report

Free Text equal [Play] [Next] [Previous] [Stop] [Hit] Refresh Request Response Replay

SessionList [Replay-ADF292ABC97D83...

the Orange shop intel inside

personal Business help & support

the Orange shop

phones

see all phones

special offers

upgrade your phone

Orange recommends

just arrived phones

coming soon phones

pay as you go sale

accessories

shop by brand

pay monthly

pay as you go

broadband

tablets and pads

iPhone 4S 16GB

free from E36 a month

iPhone

find out more

pay monthly iPhone pay as you go SIM only

what are you looking for?

phones

pay monthly phones

pay as you go phones

iPhone

coming soon phones

offers

pay monthly offers

pay as you go offers

upgrade offers

broadband offers

SIM only

pay monthly SIM

pay as you go SIM

free SIM

existing customers

upgrade your phone

phone fund

Shop Us Text

our top selling phones

1 Samsung Galaxy S II Marble White

2 BlackBerry Curve™ 9320

3

pay monthly see details

Events No Events ft

Field Name No Form

http://shop.orange.co.uk/TWT.mc_id=ON_MEC_5_Google_OrangeOnly?Exact&WT.srch=1

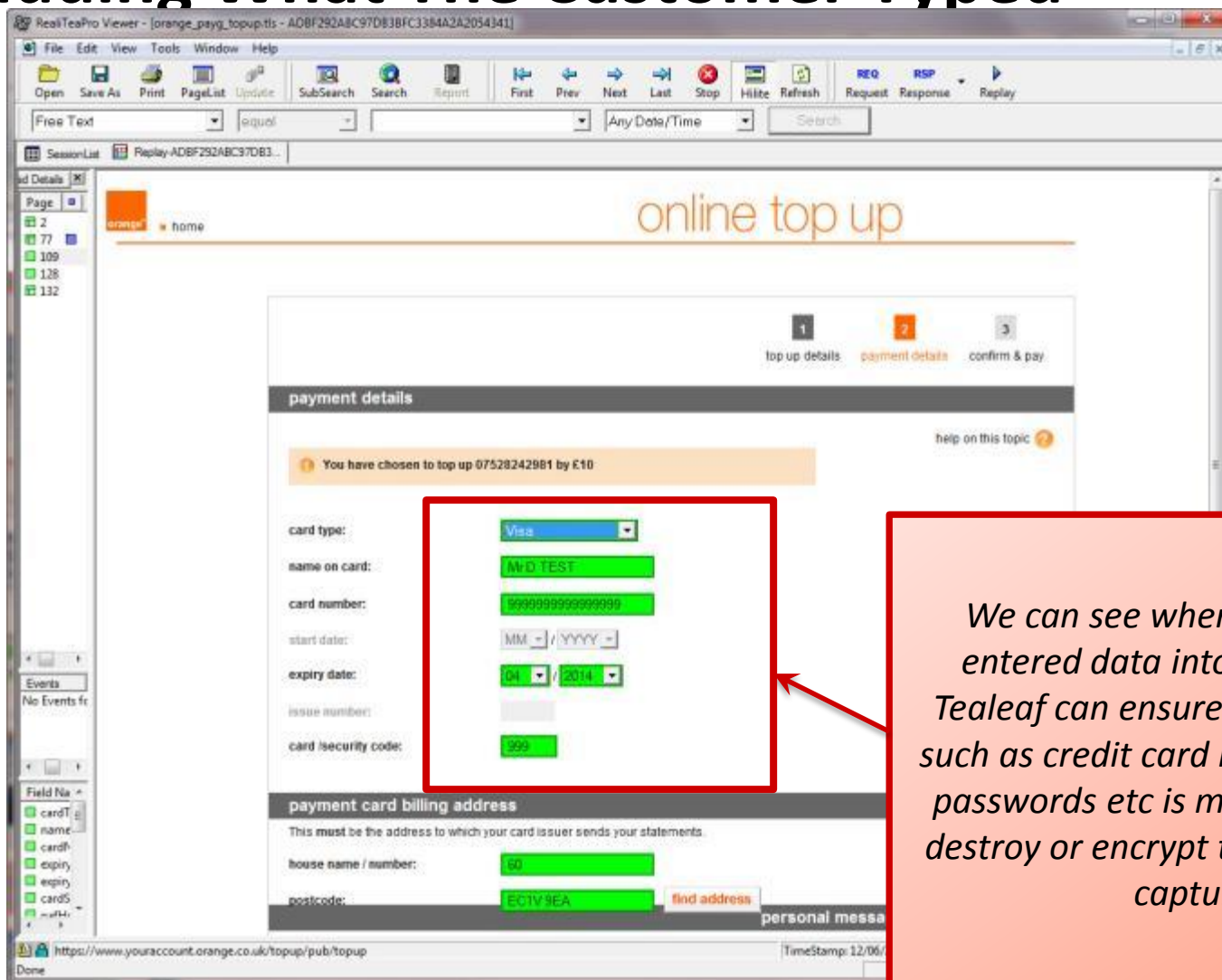
TimeStamp: 12/06/2012 07:21:50 PM Generation Time:0.364 View Time: 24.3

Mem: 97.2 MB/Disk: 7.0 MB

Use Next/Previous buttons to step through session replay

Where user clicked is highlighted in green (or your preferred colour!)

Including What The Customer Typed



The screenshot shows a RealTeaPro Viewer window displaying a web page titled 'online top up'. The page has a navigation bar with 'top up details', 'payment details', and 'confirm & pay'. The 'payment details' section is active, showing a message: 'You have chosen to top up 07528242981 by £10'. Below this, there are several input fields for card information, all of which are masked with green bars. A red box highlights the 'card type', 'name on card', 'card number', 'expiry date', and 'card security code' fields. The 'card type' is set to 'Visa', 'name on card' is 'M/D TEST', 'card number' is '9999999999999999', 'expiry date' is '04 / 2014', and 'card security code' is '999'. Below the card information, there is a section for 'payment card billing address' with fields for 'house name / number' (60) and 'postcode' (ECTV 9EA). The browser's address bar shows 'https://www.youraccount.orange.co.uk/topup/pub/topup' and the timestamp is '12/06/2014 12:06:00'.

We can see where customer has entered data into field... but also Tealeaf can ensure confidential data such as credit card number, CCV code, passwords etc is masked (in fact, we destroy or encrypt this data when we capture it)

Analysis and integrations to discover obstacles

Customer listening

Investigate customer feedback

Search Fields Link To Search Search

All Text Username includes

- Text In Request
- Text In Response
- Events
- Event Values
- Session Info
- Page Info

Investigate customer feedback

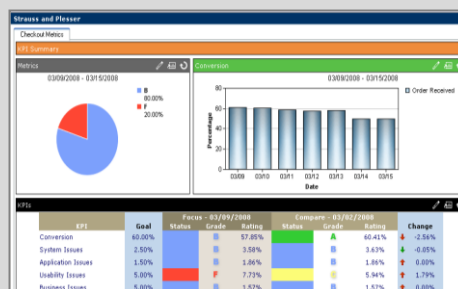
opinionlab. onlineopinion

Strauss and Plesser Comment Alert
Strauss and Plesser

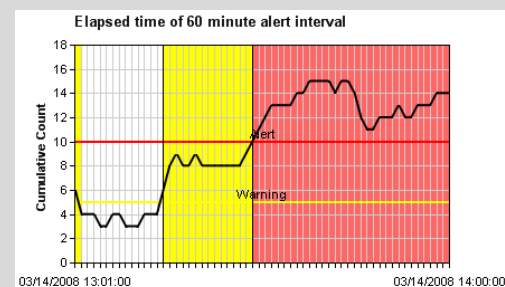
[4] <http://www.straussandplesser.com>
This page does not work!
[Replay Session](#)
2008-03-15 21:45:42

Customer experience monitoring

Investigate customer feedback

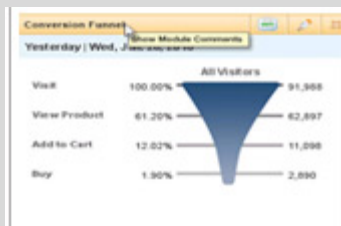


Alert based on known issues



Web metrics integrations

Web analytics integration



Multivariate testing integration



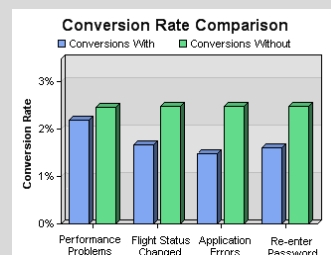
Capabilities to quantify and act on obstacles

Quantifying business impact

Discover every affected customer

	Session Time	Duration	Login ID	Events
	04/15/2008 21:38:34	00:02:52	carol@windlass.com	1 [Icons]
	04/15/2008 18:56:25	00:03:55	carol@windlass.com	1 3 5 6 7 [Icons]
	04/15/2008 18:53:45	00:04:49	carol@windlass.com	1 3 4 5 6 7 [Icons]
	04/15/2008 18:13:24	00:06:13		1 3 4 5 6 7 [Icons]
	04/15/2008 18:04:19	00:04:50		1 [Icons]
	04/15/2008 17:22:35	00:00:04		1 [Icons]

Quantify the financial impact of an obstacle



Removing obstacles and following up with affected customers

Analyze affected sessions for anomalies or similarities

Field ID	Count
1	17
3	9
4	8
5	8
6	8
7	8

Follow up with affected customers

Customer List:

Login ID	Events
carol@windlass.com	[Icons]
carol@windlass.com	[Icons]
carol@windlass.com	[Icons]

Highlighted email message:

Hi Carol,

We're sorry for the inconvenience. We have received feedback from you and we would like to offer you the following coupon:

Coupon Code: 15B57LE

This coupon is for 15% off on all items at www.stamps.com.

The coupon can be used on any purchase before the end of the month. Thanks you again for shopping at Stamps and Plessner.

Sincerely,
The Stamps and Plessner Team

What if you could Recover Revenue from abandoned sessions in real-time?



The dashboard displays a 'Form Analytics' window with a 'Dwell Time' tab. It shows completion percentages for various form fields: First_Name (0%), Last_Name (15%), Address (45%), City (61%), Zip (62%), and Telephone (64%). A summary box indicates a 64.29% form abandonment rate and a 35.71% form completion rate. A hand cursor points to the 'Field Completion' section.

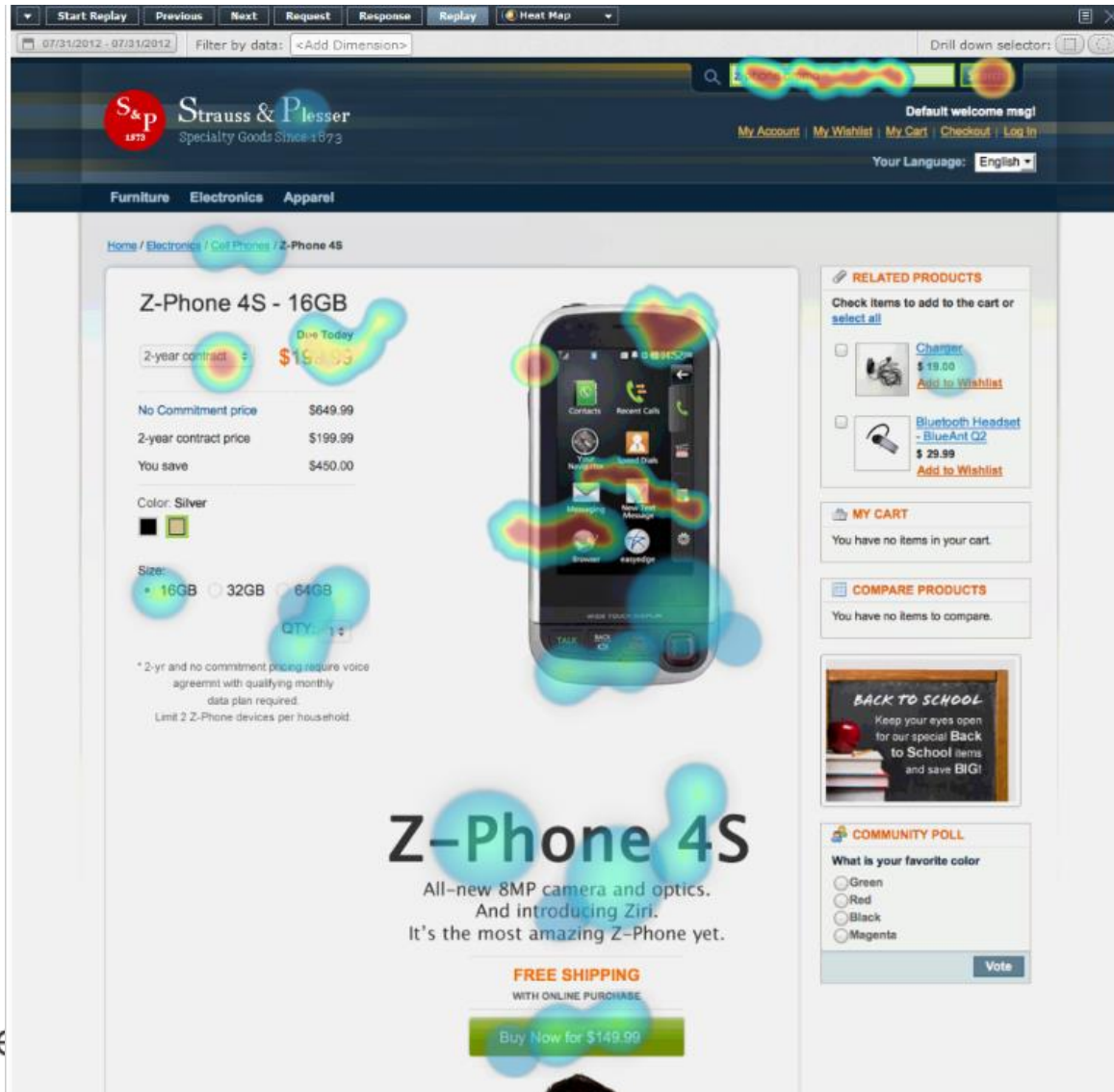
Below the analytics, a form is partially visible with the following data:

- Address: 555 jackson st, apt 206 (Street address, P.O. Box, rural route)
- City: MOUNTAIN VIEW
- Telephone: 415-445-3423

In the background, a Microsoft Excel spreadsheet is open, displaying a table of session data:

Session Time	Login ID	Customer	Success
8/3/2012 0:01:32			
8/3/2012 0:03:23	scott@gmail.com	New	No
8/3/2012 0:04:01	ebutcher@hotmail.com	New	No
8/3/2012 0:04:32	rhoey@yahoo.com	New	No
8/3/2012 0:06:45	wfinch@gmail.com	New	No
8/3/2012 0:07:21	cbelz@gmail.com	New	No
8/3/2012 0:08:05	vknot@hotmail.com	New	No
8/3/2012 0:09:11	maurice@gmail.com	New	No
8/3/2012 0:09:43	charwin@aol.com	New	No
8/3/2012 0:10:32	ruby@gmail.com	New	No
8/3/2012 0:10:15	dane@yahoo.com	New	No
8/3/2012 0:11:02	dylim@gmail.com	New	No
8/3/2012 00:12:15	jasonsmith@aol.com	New	No
8/3/2012 0:15:32	eg@hotmail.com	New	No
8/3/2012 0:17:51	timk@yahoo.com	New	No
8/3/2012 0:24:32	wes@gmail.com	New	No
8/3/2012 0:25:04	walter@aol.com	New	No
8/3/2012 0:29:17	ravi@yahoo.com	New	No
	cwan@gmail.com	New	No

What if you could see what customers were clicking on?



What if you could see which links and images are profitable (and which are not)?



What if you could see where customers were spending their time?



07/31/2012 - 07/31/2012 Filter by data: <Add Dimension> View Report: DRILL DOWN

S&P Straus & Plesser Specialty Golf Shop (87)

Default welcome msg!
My Account | My Wishlist | My Cart | Checkout | Log In
Your Language: English

Furniture Electronics Apparel

Home / Electronics / Cell Phones / Z-Phone 4S

Z-Phone 4S - 16GB

Due Today
2-year contract: **\$199.99**

No Commitment price: \$649.99
2-year contract price: \$199.99
You save: \$450.00

Color: Silver

Size: 16GB 32GB 64GB

QTY: 1

*Ever and no commitment pricing require stock agreement with cashing monthly bill plan required.
1 per Z-Phone device per household.

Z-Phone 4S
All-new 8MP camera and optics.
And introducing Ziri.
It's the most amazing Z-Phone yet.

FREE SHIPPING
WITH ONLINE PURCHASE

RELATED PRODUCTS

Check items to add to the cart or select all

- Charger \$19.99 Add to Wishlist
- Bluetooth Headset - BlueAnt Q2 \$29.99 Add to Wishlist

MY CART

You have no items in your cart.

COMPARE PRODUCTS

You have no items to compare.

BACK TO SCHOOL
Keep your eyes open for our special Back to School items and save BIG!

COMMUNITY POLL

What is your favorite color?

- Green
- Red
- Black
- Magenta

Vote



What if you could have insight into mobile, tablet and native apps

Tealeaf cxOverstat usability analytics + CX Mobile for mobile web:

- Heatmap
- Link Analytics
- Form Analytics
- Attention Map



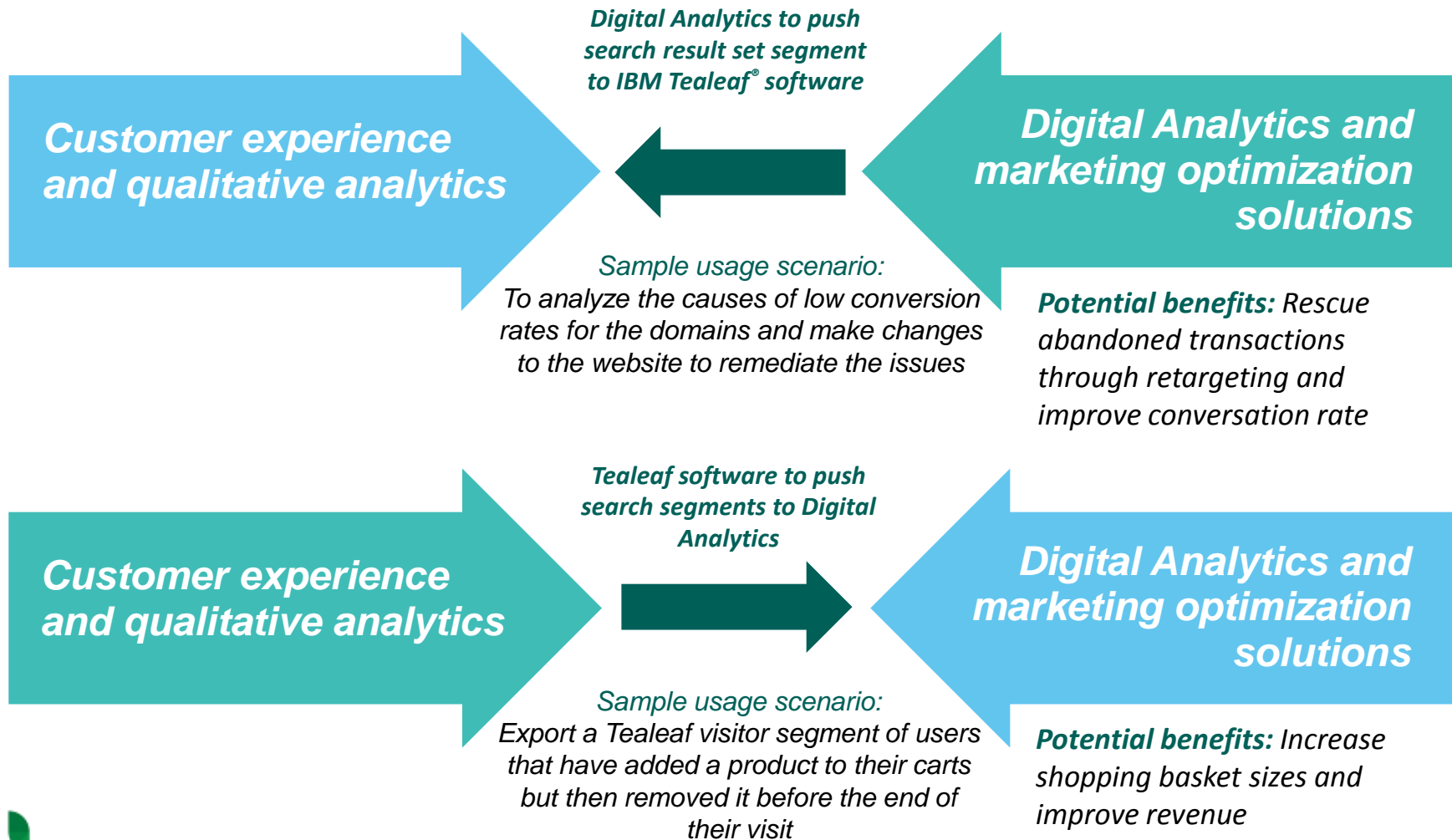
Solutions for Industry Leaders

Financial Services	Retail	Travel	Insurance	More E-business Leaders
<p>Including 7 of the 10 Largest U.S. Banks</p>	<p>Including 1/3 of all Internet Retailers > \$100M</p>	<p>Including 25% of the leading Travel Providers & Portals</p>	<p>Including more than 40 P&C Insurance Companies</p>	<p>Telco, Pharma, Utilities, etc. with B2C & B2B Sites</p>

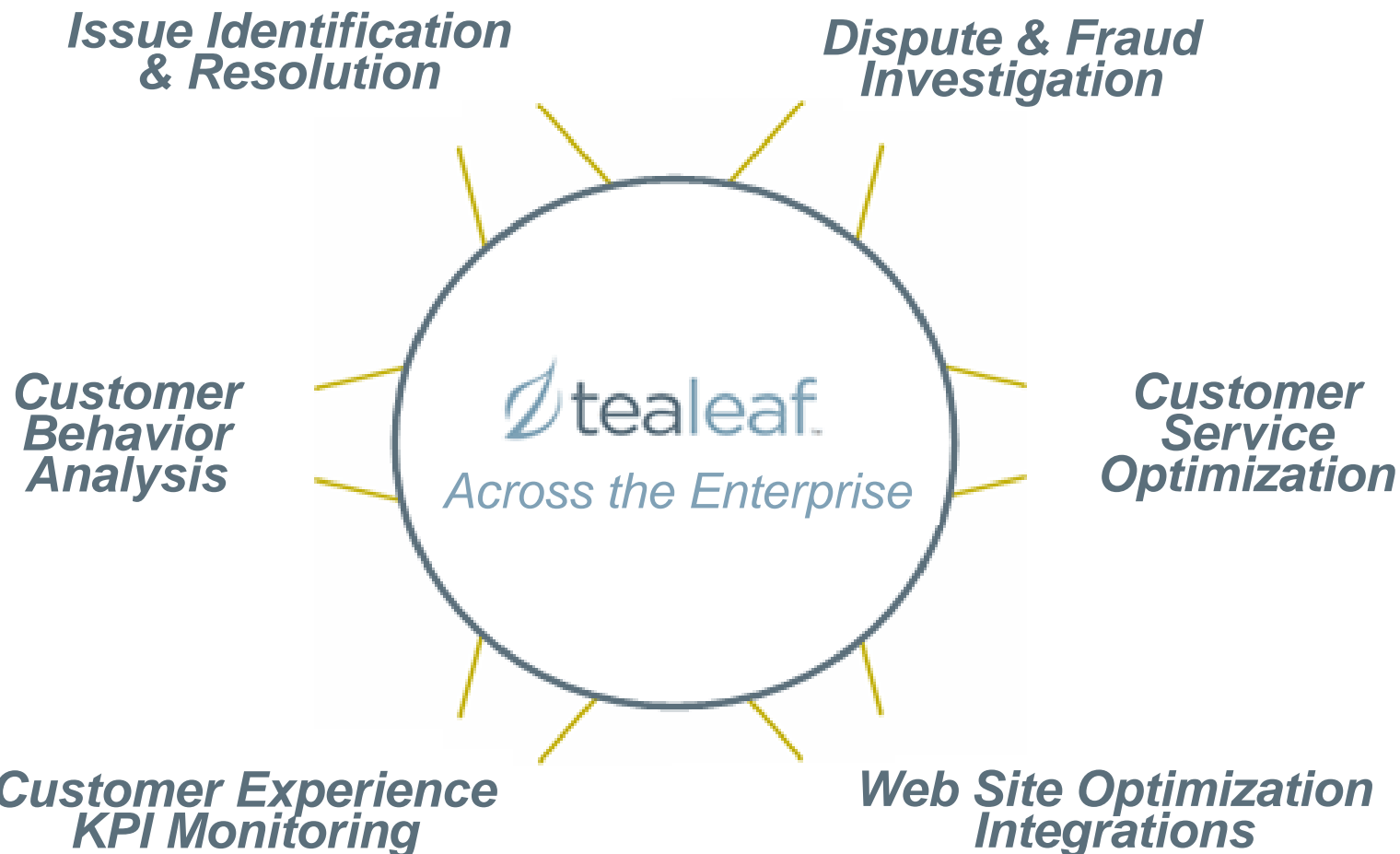
Note: Tealeaf only uses the names and logos of customers who have given us prior permission.

IBM Tealeaf and IBM Digital Analytics

Enterprisewide spend visibility and management

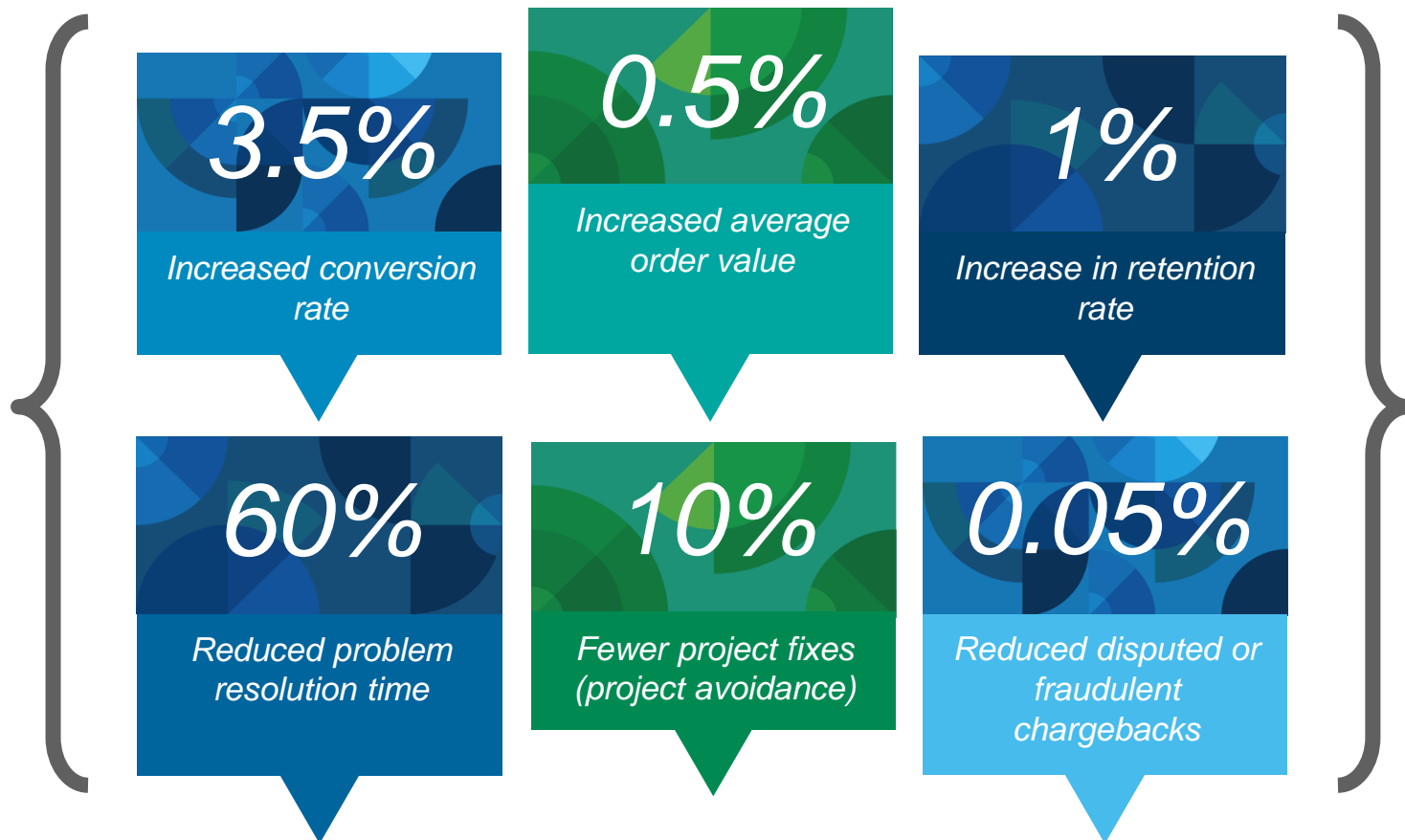


Tealeaf: Valued Across the Enterprise



Clients of IBM Tealeaf solutions typically realize risk-adjusted payback in less than three months

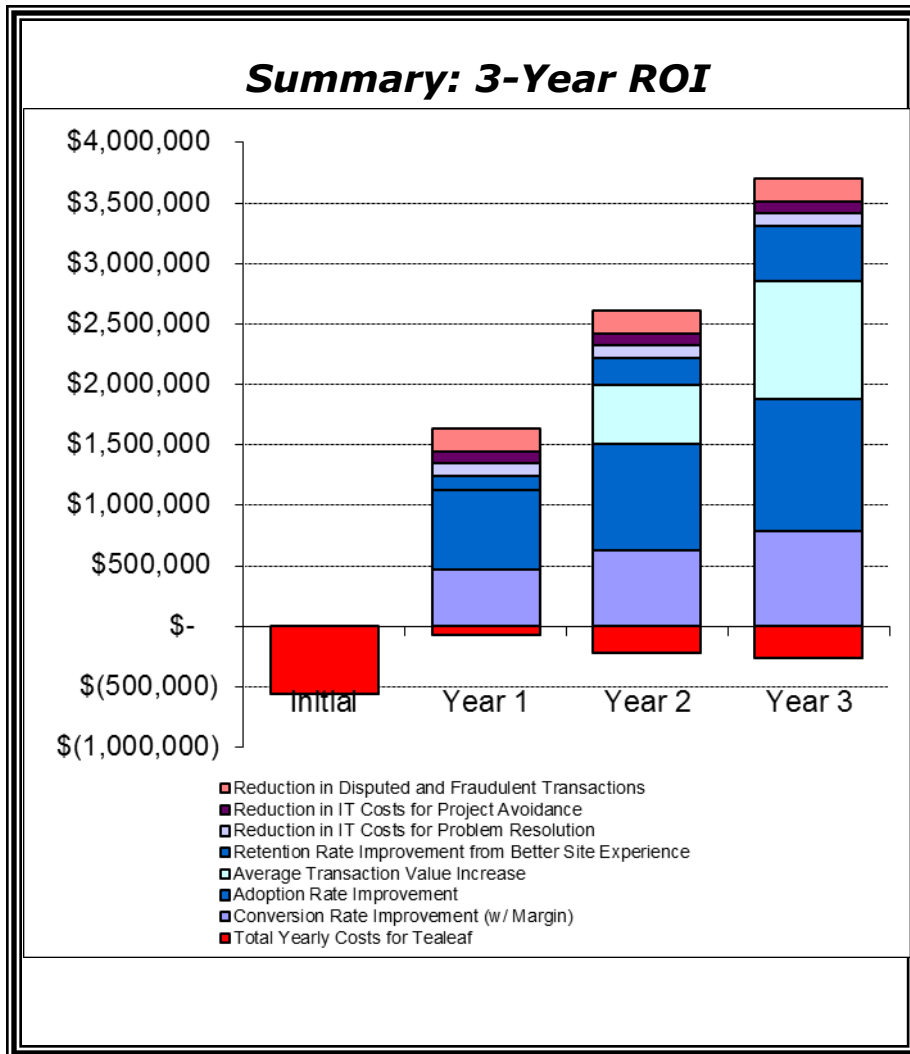
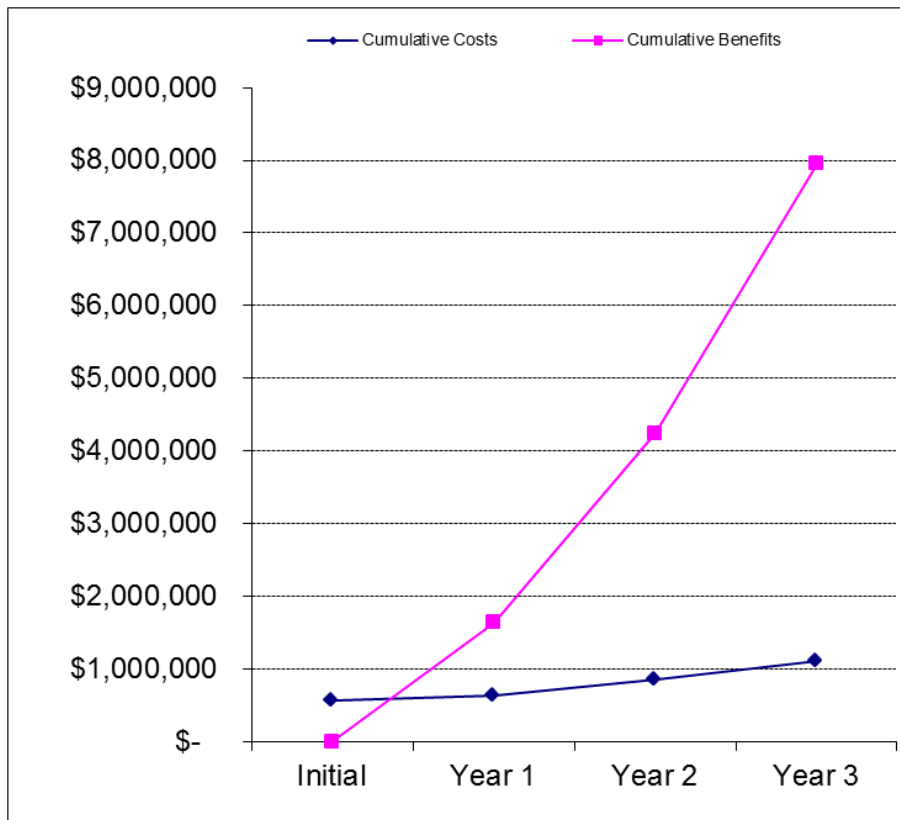
Benefits quantified in study



SOURCE: Forrester Consulting, *The Total Economic Impact™ Of The Tealeaf Customer Behavior Analysis Suite*, Norman Forbush, August 2010. Report commissioned by Tealeaf.

Note: Benefits found in this study were risk-adjusted and were achieved over a three-year period.

Risk Adjusted Payback in just over 4 Months



Three-Year Risk Adjusted Results

ROI:	722%
Payback Period:	4.61
Total Net Present Value:	\$5,979,041

Source: A commissioned study by Forrester Consulting, "The Total Economic Impact of Tealeaf's Customer Behavior Analysis Suite." July 2010
 Note: Benefits found in this study were not risk adjusted and were achieved over a three year period.