

Smarter Commerce Creating Opportunities from Customer Experience

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Mobile and social are reshaping business





55%

of smartphone users compare prices in stores





34%

of smartphone users have scanned a QR Code, 27% have read online reviews 50%

increase in online sales via mobile devices over 2011

1B

Smart phones owned globally and over 100 M and 350K tablets in Turkey at the end of 2012









92%

of consumers say they trust earned media, such as word-of-mouth and recommendations 32M

Facebook users in Turkey with over 1M new users in last 6 months and over 40% penetration



The State of Marketing 2013, IBM's Global Survey of Marketers

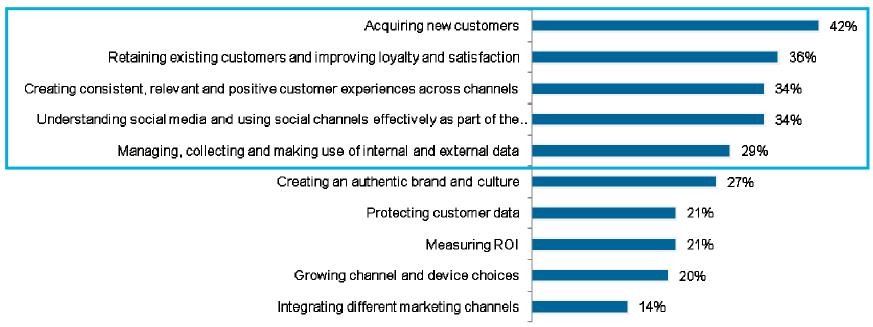




Customer management and customer experience informed by and delivered through technology were top challenges

Figure: Top Three Marketing Challenges

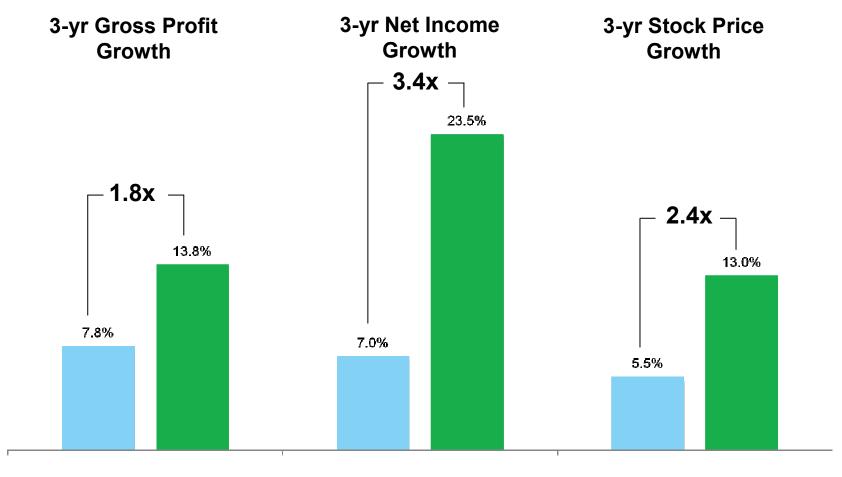
Q. What are the top marketing challenges your organizations faces? Please select three factors.





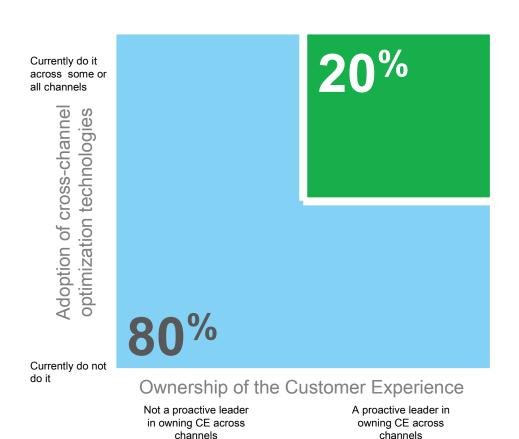
But there is a group of marketers who are doing better than others and belong to companies that financially outperform ...

JK





And we define leading marketers by their influence of the customer experience and use of marketing technologies



Leading Marketers
Leaders proactively influencing
the customer experience across
channels and using marketing
technologies.

All Others

Trail the leaders in either adoption of technology or influence of the customer experience, or both.





Leaders are taking an integrated approach

Puts the customer at the **Center** of your commerce processes

Anticipates and delivers across mobile and social

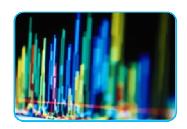
Applies deep insights to take action in real time

Optimizes purchasing based on demand

Extends core systems to synchronize your value chain













Engaged companies create systems of satisfaction with customers, partners and suppliers

Understand

Understand your customer and their intentions



Engage

Engage at the right time and place with the best action

Connect

Connect with your customers and your value chain





Are you ready?

Learn more about Smarter Commerce www.ibm.com/smarterplanet/commerce

Learn more about <u>IBM Consulting and Services</u> to help you get started on your Smarter Commerce journey

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TEŞEKKÜRLER
THANK YOU

