

IBM Software

# Connect 2014

January 26–30 Orlando, Florida

ENERGIZING LIFE'S WORK

## ECE 101: Engaging Customer Experiences for the Customer-activated Enterprise

Larry Bowden, Vice President, IBM Digital Experience Software

Mary Rivard, Sr. IT Manager, Global Portal, Staples

Francesco Fabbri, ICT Project Manager, Amadori



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# Agenda

- **What does it mean to be exceptional?**
  - Larry Bowden
- **Staples: Making more happen!**
  - Mary Rivard
- **Amadori: Thinking & Working in a distinct way**
  - Francesco Fabbri
- **IBM Solutions & Closing**
  - Larry Bowden



The Digital Experience market is expected to reach almost **\$9B** by 2016

**67%** of IT executives expect customer experience to be a high priority

**31%** increase in revenue driven from digital engagement of customers

Customer experience leaders return over past 5 years averages **43%**

What do you  
want to be?

**Good Enough?**



**Or Exceptional?**


**And who decides if you are exceptional?**

**(Hint....It is not YOU!)**



It is your  
**CUSTOMERS!**



A person's silhouette is shown in the lower-left corner, reaching upwards towards a bright, starburst light source. The background is a dark, blue-toned environment with a circular light fixture in the center and a glowing path or tunnel leading into the distance. The overall atmosphere is futuristic and aspirational.

**80%** Of CEOs think they deliver a superior customer experience

...but

**Only 8% of their customers agree!**



**What can I say?**

**I want it all.**



# And expectations are HIGH

## Seamless experiences

that match product and service quality



## Trusted, mutually beneficial relationships

that go beyond one-time transactions

## Instant access

to information, products and services

To be engaged as individuals,  
on their own terms—anytime and anywhere

Transparency from the  
companies they interact with

**90%**  
use multiple  
screens  
sequentially to  
accomplish a  
task over time



**98%** move between devices that same day



**81%**

of employees like  
to share what they  
know

**28%** of employees are satisfied with the social dimensions of  
their intranets



**63%** CIOs will focus on cloud computing to better support customer engagement





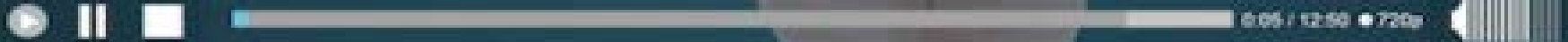
**75%** of top global retailers will deploy a model for a **channel-agnostic shopping experience** by 2015

Only **26%** of companies have a well-developed strategy in place for improving customer experience.

**90%** of web  
traffic will be  
video by 2014

Videos on landing  
pages increase  
conversion by  
**86%**

**82%** of  
marketers say that  
video marketing has  
a positive impact on  
their business



A close-up photograph of a light brown dog lying on a sandy or gravelly surface. The dog's head is resting on the ground, and its eyes are cast down with a sad or dejected expression. A worn, white baseball with red stitching is positioned next to the dog's snout. The background is out of focus, showing more of the ground.

**Its not good  
enough to just  
keep doing  
what you are  
doing**



# And when you do... the results will pay off in many areas

## Increase Customer Satisfaction

- **30%** higher rating for web self service than help desk
- **30%** increase in referral rates

## Faster Time to Market

- **1/3 faster** to develop and bring new products to market
- **61%** faster service delivery to new customers

## Increase Operational Efficiency

- **62%** customers didn't need to call
- **2X** increase self service transactions

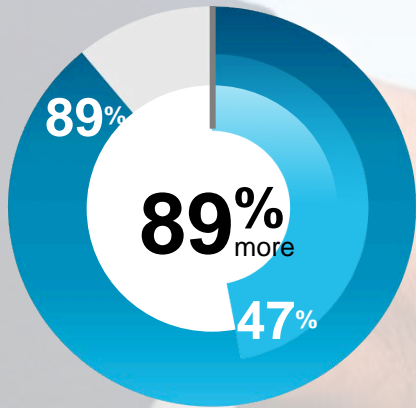
## Improve Win Rates

- **60%** increase in online sales conversion
- **85%** sales conversion rate when use web tools



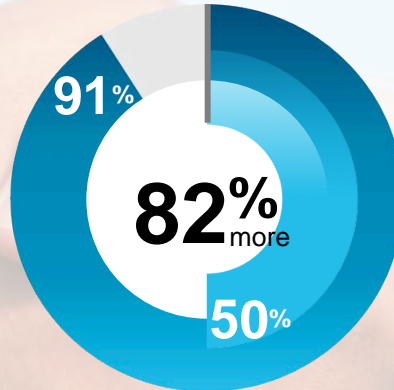
# CxOs want to collaborate far more extensively across internal and external borders in the next few years

High level of collaboration with customer, partners and employees



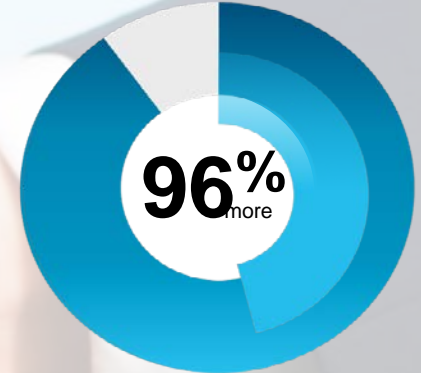
Partners/Suppliers

47% | 89%  
Today | 3-5 Years



Employees

50% | 91%  
Today | 3-5 Years



Customers

46% | 90%  
Today | 3-5 Years

The Customer-activated Enterprise  
*Insights from the Global C-suite Study*

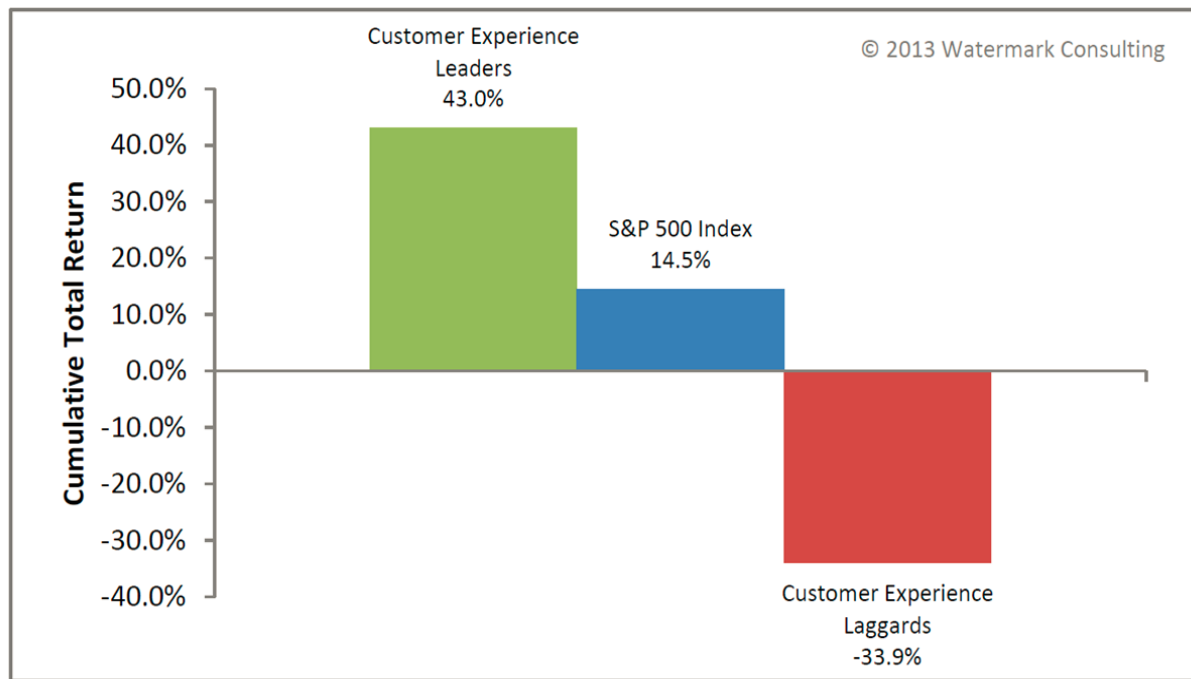
October, 2013

Source: Question B2-How strong is your collaboration with partners/suppliers and employees?; n=1,390

# Customer experience is driving shareholder value

## Customer Experience Leaders Outperform the Market

6-Year Stock Performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2012)



*Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2013 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.*



# Staples – making more happen!

**Mary Rivard**

Sr. IT Manager, Global Portal

IBM Software

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# Amadori: Thinking & Working in a Distinct Way

Francesco Fabbri, ICT Project Manager, Amadori

IBM Software

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# Agenda

- **Digital Strategy: Think & Work in a «distinct» way**
- Real case history
- Metrics and Results



# The Amadori Group in figures

Founded by brothers Amadori, Amadori Group is a leading **European poultry manufacturing company** (chicken and turkey).

Turnover 2012: **1.250 M€**

Market share: **32% in Italy**

Employees : **7.000**

Production plants : **16**

Branches: **23**

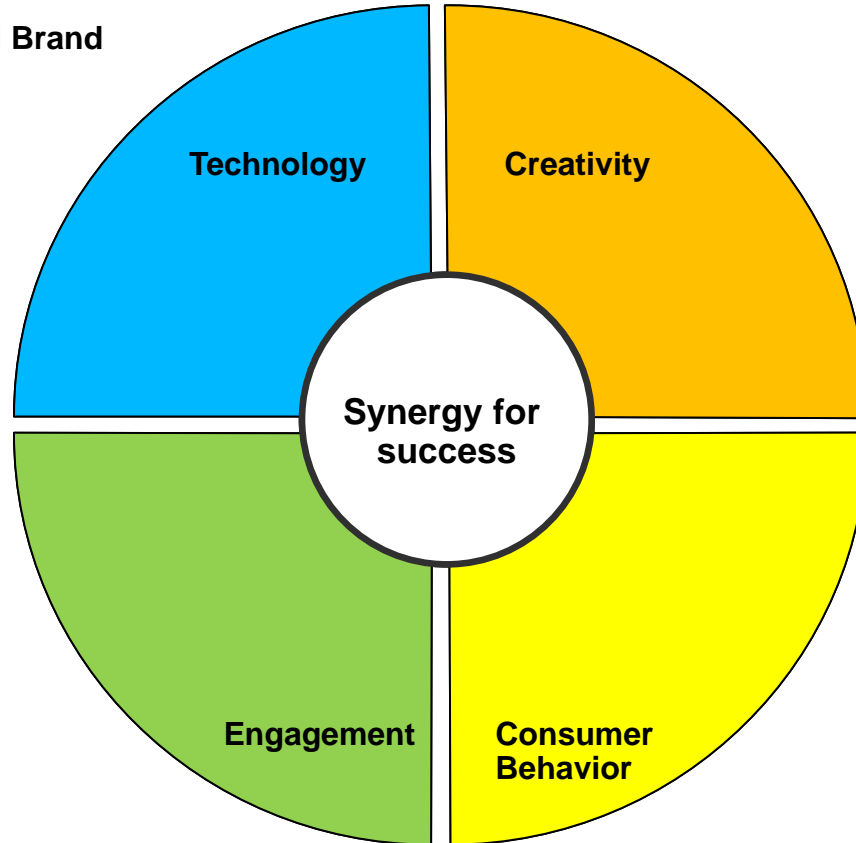
References: **over 1.700**



# Think in a “distinct” way

Digital is part of the marketing mix

- Web presence
- Online contests for UGC and Brand awareness
- Mobile Site
- Newsletter/DEM
- Social Media presence
- Social Intelligence



- TV and traditional Media
- Press
- Sponsorship
- SEA
- Social Media Adv
- OnLine press

- Press
- PR journalist
- PR Blogger
- Digital Press

- Events
- Focus Group
- Trade contests
- eCoupon

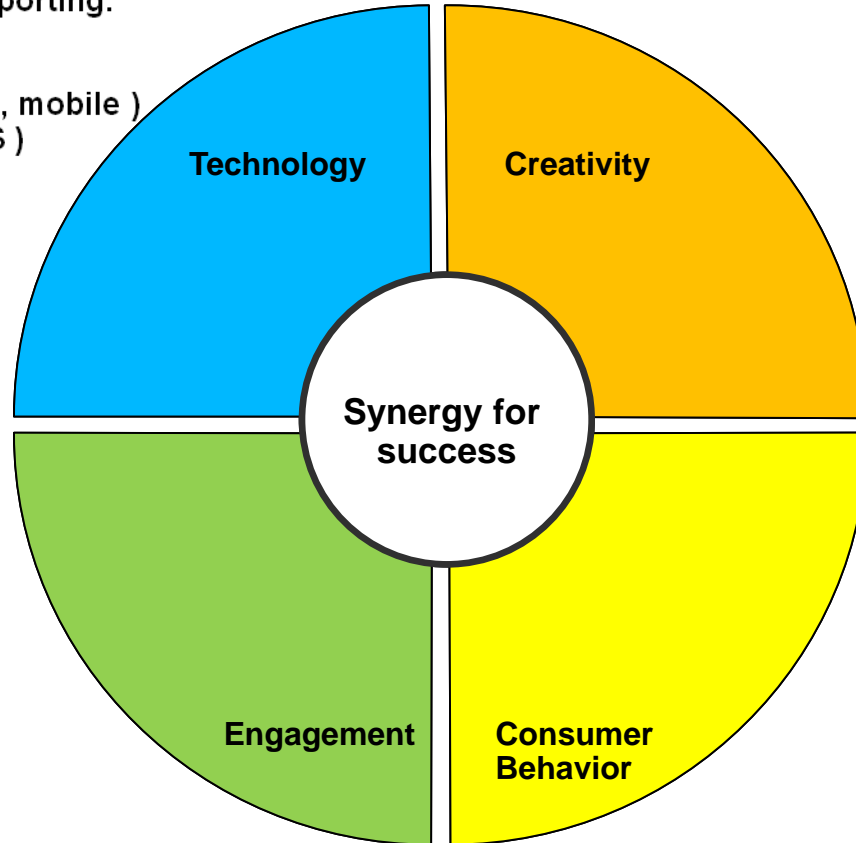




# Think in a “distinct” way

## Digital is part of the marketing mix

- Web Platform (WCM) for supporting:
  - easy administration
  - content update
  - multichannel ( web, social, mobile )
- Platform for analytics ( SPSS )



- Creating dynamic and personalized experiences
- Increase Social Interaction

- Content is always King
- Keyword-rich Content
- Viral Content
- Usability

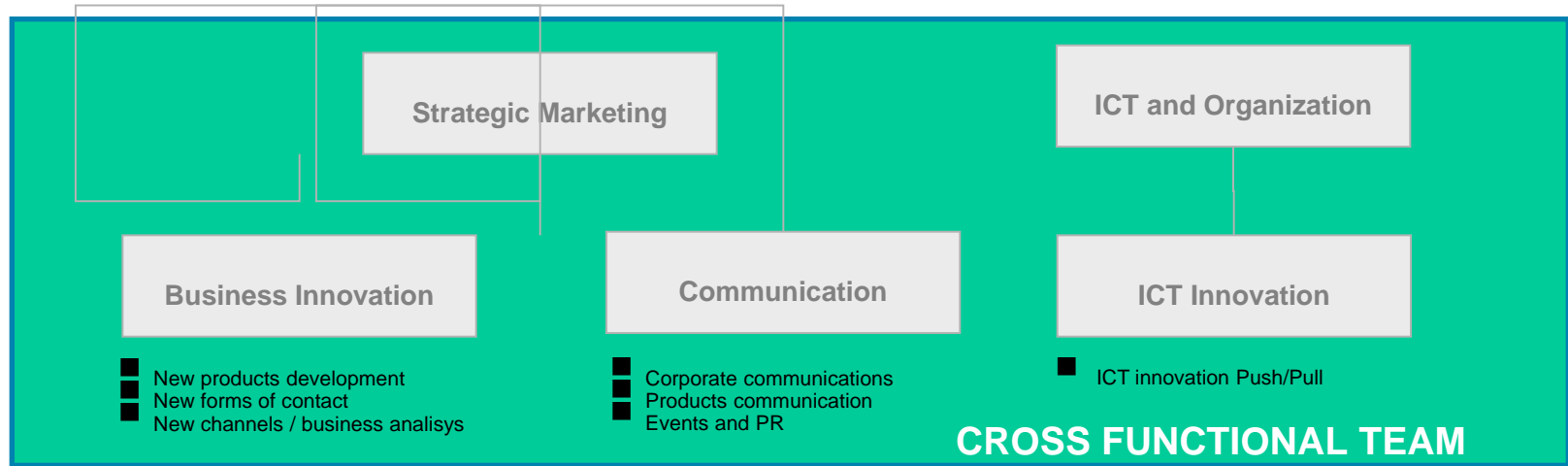
- Analyzing user data to generate insights
- Responding rapidly thanks to smart internal process
- Sustaining competitive advantage by deploying new product faster



# Work in a “distinct” way

## Amadori Digital Strategy

- The initiative is led jointly by the **Strategic Marketing** and **IT** of the Amadori Group;
- Amadori has embarked on a **transformation program** oriented to the definition and implementation of a new Digital Strategy;
- The **Amadori Digital Strategy** is a general rethinking about the **opportunities for contact** and the development of **dialogue** and **relationship** with different target audiences



# Amadori Digital Strategy: target declination for Consumers

Find information about brand/products  
**BROWSE**

Personalized Content and Interaction  
**INTERACT**

Contest with rewards  
**PLAY**

Community and Brand engagement  
**JOIN**



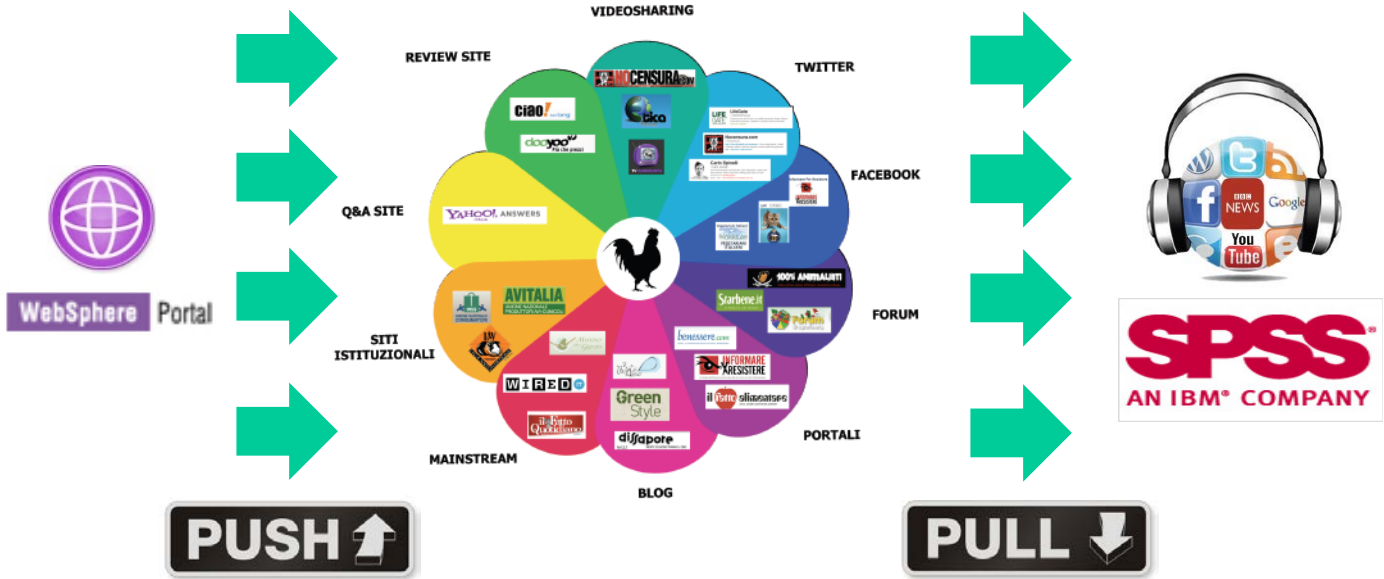
# Amadori Digital Strategy: target declination for MKTG

Increase Contacts  
**REACH**

Entertaining Consumers  
**ENGAGEMENT**

Strengthen the relationship  
**REPUTATION**

Business development  
**TRANSACTION**




# Amadori Digital Strategy: target declination for IT

Information

Social Integration

Engagement

Awareness

YESTERDAY	TODAY	TOMORROW
<ul style="list-style-type: none"> <li>Agency turn-over management</li> <li>Brochureware website</li> <li>No content updates</li> <li>Leads on Excel files</li> </ul>	<ul style="list-style-type: none"> <li>TECLA as unique partner</li> <li>  </li> <li>Social CRM</li> <li>Web Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Store &amp; Promo Locator</li> <li>eCommerce platform?</li> </ul>
	<ul style="list-style-type: none"> <li>iLike, Commenting, Social Share</li> <li>Facebook Connect</li> <li>Social Media Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Social Bridging</li> </ul>
<ul style="list-style-type: none"> <li>TVLike experiences</li> <li>Self-promotional content</li> <li>Flash animation ( No mobile! )</li> <li>No services</li> </ul>	<ul style="list-style-type: none"> <li>Crowdsourcing Contest</li> <li>Mobile App</li> <li>Newsletter / DEM</li> <li>Survey</li> <li>Integrated Mobile App</li> </ul>	<ul style="list-style-type: none"> <li>Blog</li> </ul>
	<ul style="list-style-type: none"> <li>SEO</li> <li>Digital ADV</li> <li>Social Intelligence</li> <li>eCoupon</li> </ul>	<ul style="list-style-type: none"> <li>Geo Marketing</li> <li>Digital Signage</li> </ul>



# Agenda

- Digital Strategy: Think & Work in a «distinct» way
- **Real case history**
- Metrics and Results



# Personalized Web Content Management

Facebook YouTube IT ES

**Amadori**  
Passione di Famiglia

Find out our  
**Snacks**  
Tasty, tempting, and fun, perfect at any time of day

Reorganize the contents of the website

**What are your interests?**

- Corporate
- Cooking
- Entertainment

**Who are you?**

- Consumer
- Buyer
- Journalist / Blogger

Taste our  
**Evviva Frankfurters**

Taste our  
**Italian classics**

Qualcosa di goloso e veloce per affrontare il

UI allow visitors to customize content depending on «**What are their interest**» and «**Who is the interested user**»

**Last 12 months**

Unique visitors : > **240.000**

Visits : > **335.000**

Page Views : > **950.000**

“Loyal” users: **30%**





# Digital Dynamic Catalogue

Facebook YouTube EN ES

Organizza i contenuti del sito

Apriti il menu

Home > Linee di prodotto > Wüstel Evviva > con Pollo e Tacchino

IL GAMBISE >  
IL POLLO 30 E FINO >  
IL TACCHINO 30 E FINO >  
LE SPECIALITÀ >  
LE UOVA >  
BUONA DOMENICA >  
I GRANDI CLASSICI >  
LE TENERISSIME >  
LE BUONE FORCHETTE >

**WÜRSTEL EVVIVA** >  
con Pollo e Tacchino >  
con Salsiccia e Tacchino >  
puro Salsiccia >  
con Ketchup >  
con Formaggio >  
I FIDATISSIMI >  
LE BIRRE! >  
I CUORI LEGGERI >  
SENZA GLUTINE >

## Wüstel Evviva con Pollo e Tacchino

CONDIVIDI Dello Chef

Il wüstel con carne di pollo e tacchino nati e allevati in Italia con soli alimenti vegetali NO OGM secondo disciplinare Amadori 10 e Più.

Condividi:

Preparazione  
Cingia, Pasticcia, Pentola, Forno tradizionale, Microonde

Caratteristiche  
senza glutine, carne 100% italiana, fonte di iodio, alimentazione NO OGM vegetale, nessun allergene

Formati disponibili

100 gr	250 gr	500 gr	850 gr	1.000 gr
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Prodotti correlati

- Arrotino di cocchia di filetto pollo
- Bocconcini di pollo
- Alette di pollo impanate

Facebook YouTube EN ES

Organizza i contenuti del sito

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Il wüstel con carne di pollo e tacchino nati e allevati in Italia con soli alimenti vegetali NO OGM secondo disciplinare Amadori 10 e Più.

Condividi:

Formati commerciali principali

100g	250g	500g	850g
no_img	no_codice		
		Codice	42125
		Nome prodotto in fattura	Wüstel pollo kg 3 of
		Linea	Wüstel
		Famiglia	Wüstel Autocn
		Marchio	Amadori
		Tipo prodotto	PIR
		Peso confezione (kg)	3
		Shelf life	15
		Codice EAN	
		Tipo cartone	Sic No 26x19,5x11 wur of 3kg
		Pezzi per confezione	1
		Pezzi per strato	10
		Peso lordo cartone	3
		Volume imballe (cm³)	0
		Peso netto pallet (kg)	30
		Altezza tot pallet (cm)	0
		Tipo pallet	4
		Imballi per pallet (nr)	120

Different product data sheet for **consumer** and **professional buyer**

Integration with ERP for detailed information

Last 6 months

Products Page Views: > 56.000

Unique Pro buyers: > 2.500

Catalogue download: > 5.500

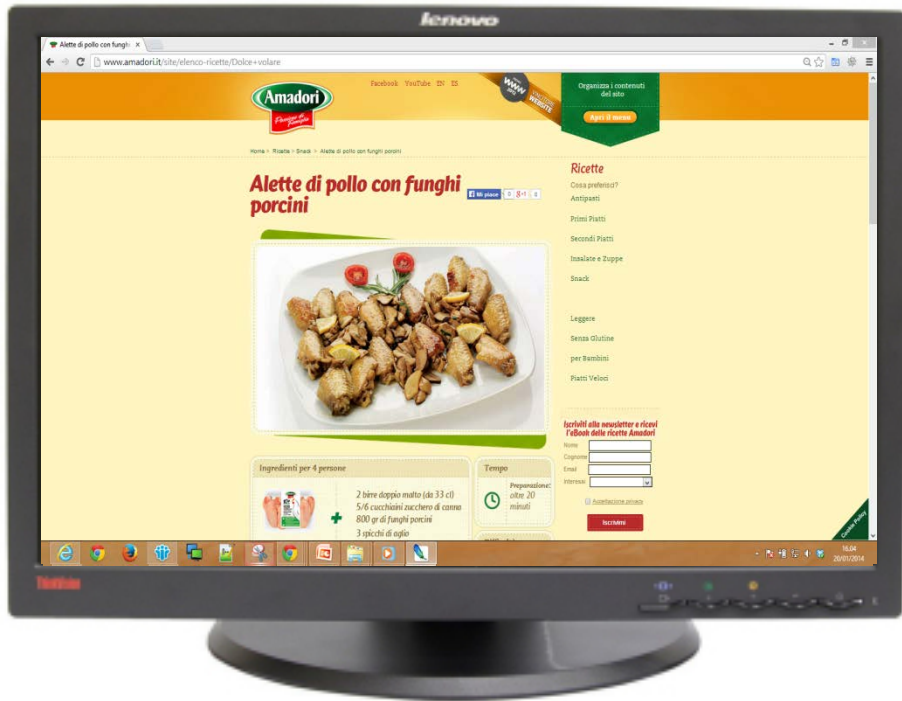
Average time per page: 51 sec





# Integration with mobile

## DESKTOP SITE



## MOBILE SITE



## APP MOBILE



# Digital flyer and e-coupons

Amadori  
Facebook YouTube EN ES  
WWW 2014 MIGLIOR WEBSITE  
Organizza i contenuti del sito  
Apri il menu

Home - Il volantino Amadori

**GLI IRRIPETIBILI AMADORI**

Le offerte della settimana  
Come regalo di Natale quest'anno Amadori  
Infatti, dall'11 novembre al 29 dicembre 2014  
Torna ogni settimana per scoprire dove trovi  
Auguri per un sereno Natale!

**Salsiccia Avicola**  
Salsicce con Pollo e Tacchino  
Formato 430 gr  
~~4,60€~~  
**3,50 €**

Valido fino al 01/02/2014  
Esame sconto valido per l'acquisto di 2 confezioni di Polpettine retail da 240gr della linea I Grandi Classici Amadori  
buono valido in tutti i principali supermercati e supermercati  
BUON TUTTI  
Scheda Prodotto

Questa settimana trovi il prodotto in offerta su queste catene di supermercati:

Migross tradizione di qualità	SISA I SUPERMERCATI ITALIANI	coop	sigma	bennet	l'iperonti
Garrefour	Ali & Aliper	unicomm	CONAD	COBEC SUPERMERCATI ALIMENTARI	docks CASH & CARRY
EURO Spin	CE.DI.MARCHE SOCIETÀ COOPERATIVA	SIMPLY			

We promote weekly **product's offers**

Customers can **register** , **print e-coupons discounts** and **redeem** them in a grocery store !

Last 6 months

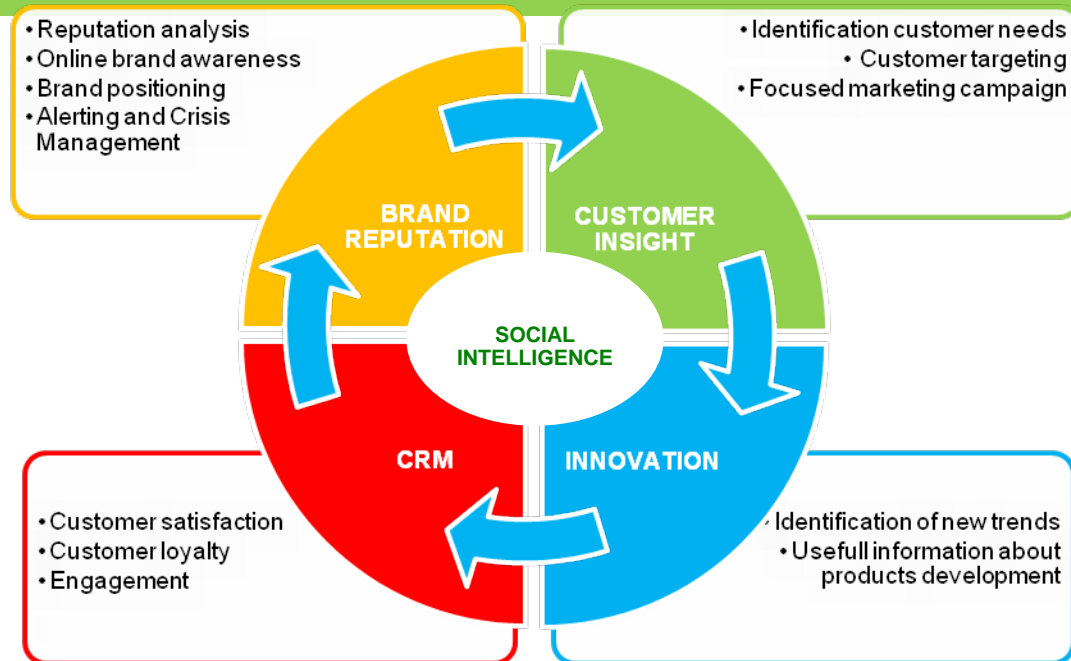
Printed e-coupons: > **128.000**

Average redemption: **18%**

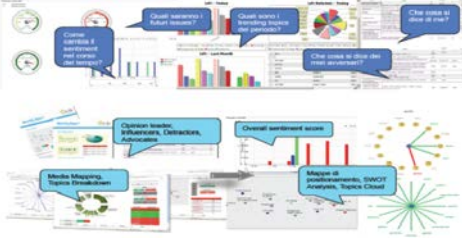
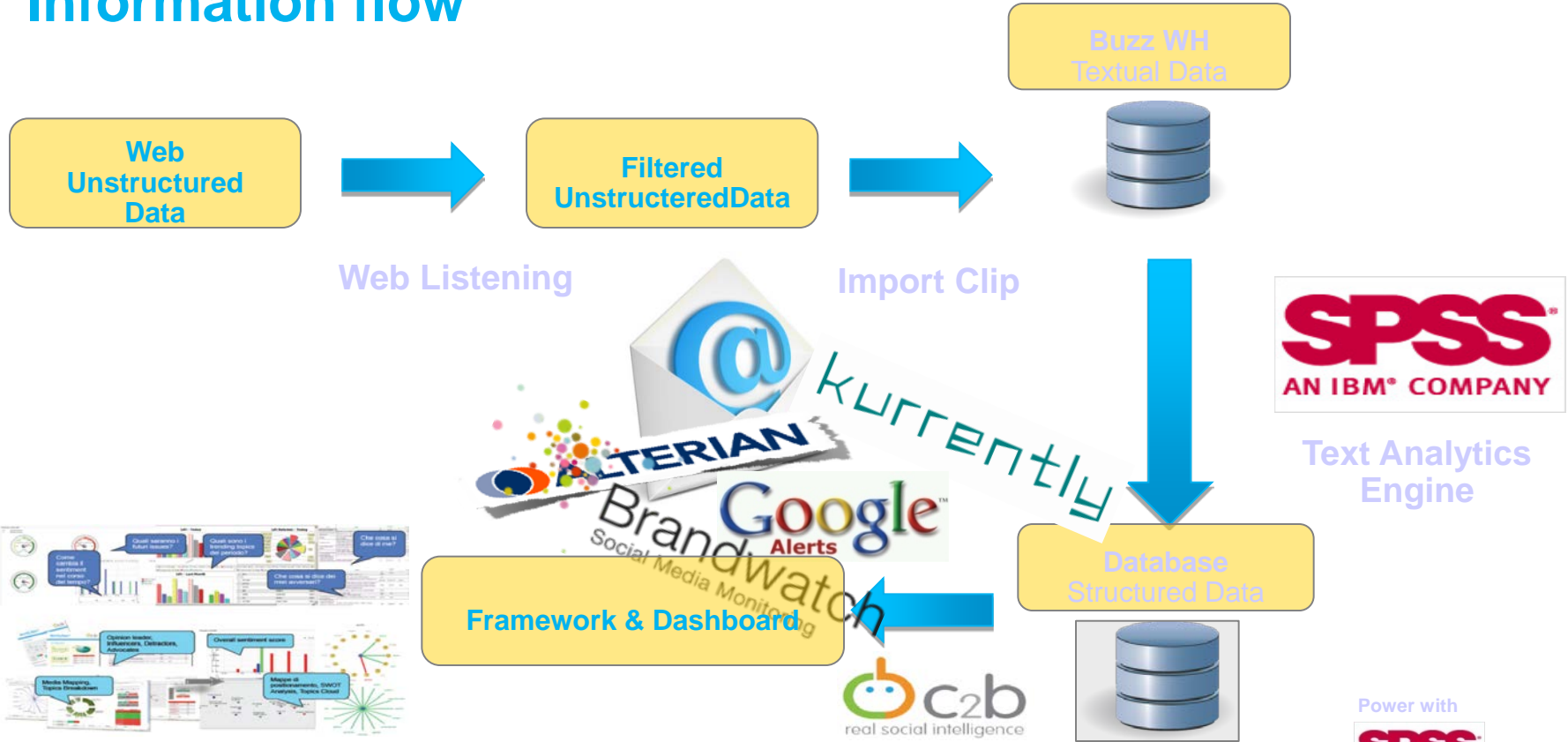


# Amadori Social Intelligence

**Social Intelligence is the Business Intelligence applied to Web and Social Content**

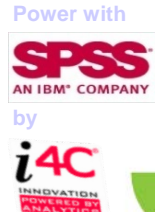


# Information flow

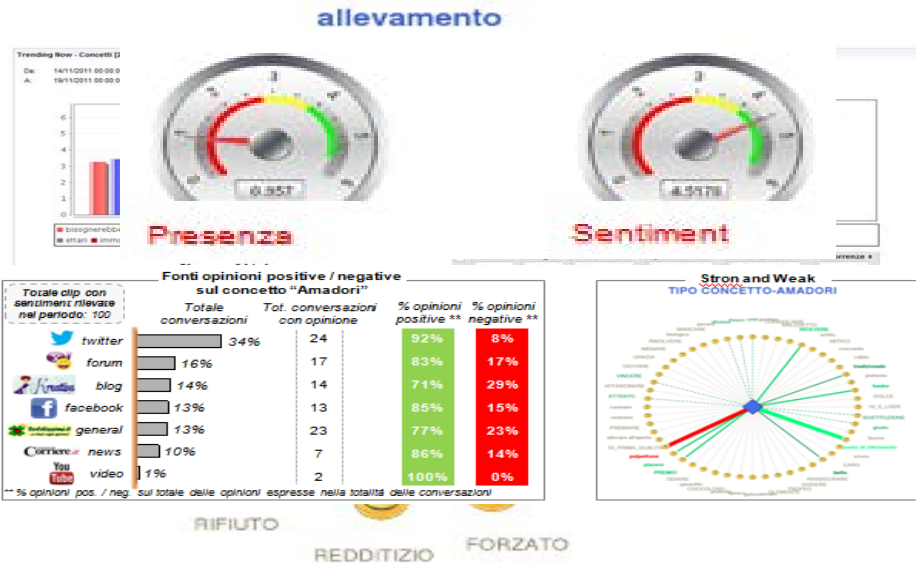


Smart Lights for Business

Data elaboration



# Social Intelligence for reactive and proactive approach



- how **connections between relevant topics**
- **highlights strengths and weaknesses** related to a topic
- identifies the **most discussed topics** during a certain time frame
- hows the **brand awareness** and the **SPSS** of the brand



# Agenda

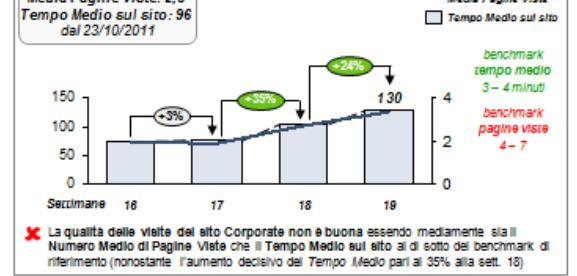
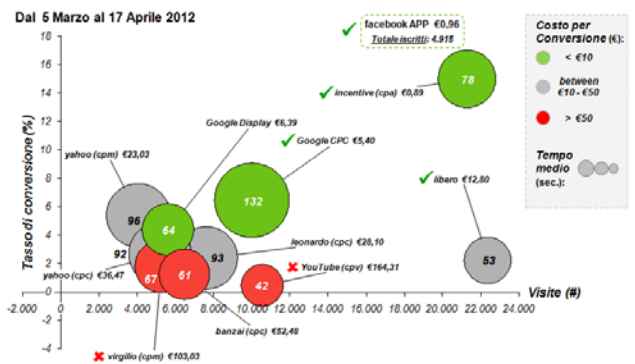
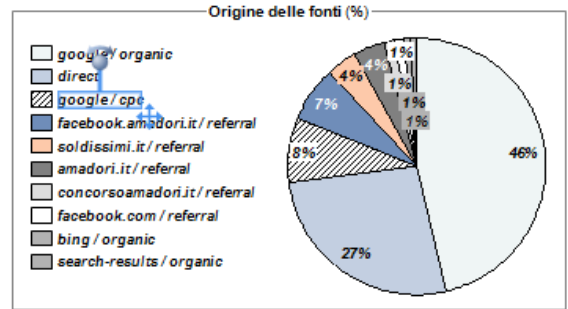
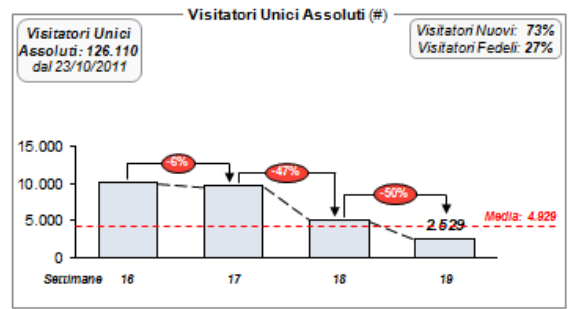
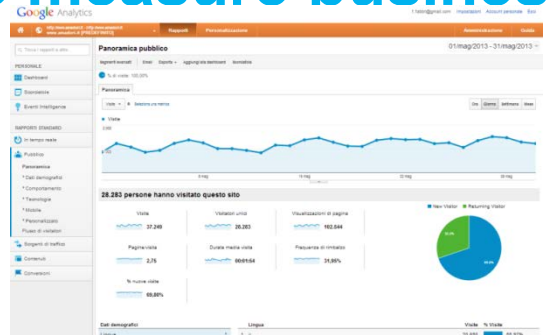
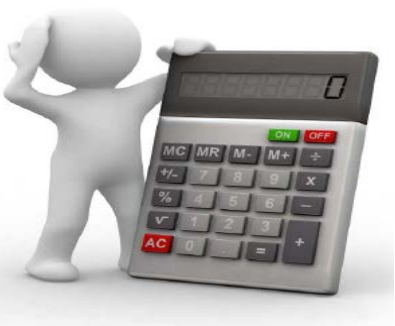
- Digital Strategy: Think & Work in a «distinct» way
- Real case history
- **Metrics and Results**





# Metrics: Can we measure business results?

- Increased brand awareness
- Increased sales
- Better insight into customer behavior and needs
- Better targeted campaign
- Less effort for creating new sites and content update



Parole chiave per ricerca organica su Google

Parole chiave	Visite	Bounce rate
amadori	3.517	Ultime quattro settimane: 59%
www.concorsoamadori.it	1.316	Storico dal 23/10/2011: 60%
concorso amadori	940	
concorso amadori 2012	373	
www.amadori.it	303	
concorsoamadori.it	294	
concorsoamadori	286	
in moto con amadori	185	
amadori cesena	157	
amadori.it	102	

benchmark bounce rate 40 - 70%

L'accesso al sito Corporate è avvenuto principalmente da ricerche legate ad Amadori (3.517 visite) ed in particolare ai Concorsi presenti nel sito



# Transition back to Larry

IBM Software

## Connect 2014

January 26-30 Orlando, Florida

ENERGIZING LIFE'S WORK





**So what  
should I  
do now?**



# Leaders choose IBM based on our track record

## Proven Expertise

Over  
**8,000**  
Internet and  
customer-facing  
internet customers

**65%**  
Most influential CMOs use  
IBM Social business  
solutions

Over  
**300**  
million named users  
from top customers

Positioned in **Leaders  
Quadrant** for Horizontal  
Portals\* by Gartner for  
11 years straight!

## Global Clients

**85%**  
Of Fortune 100  
Global banks

**6 of top  
7**  
Retailers in US

**9 of top  
9**  
Automotive  
Companies

**5 of top  
7**  
Global Insurance  
Companies

\* Gartner Magic Quadrant for Horizontal Portals, 24 September 2012. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose



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- **LinkedIn** <http://bit.ly/SBComm>
  - Participate in the IBM Social Business group on LinkedIn:
- **Facebook** <https://www.facebook.com/IBMSocialBiz>
  - Like IBM Social Business on Facebook
- **Social Business Insights blog** [ibm.com/blogs/socialbusiness](http://ibm.com/blogs/socialbusiness)
  - Read and engage with our bloggers



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