



# IBM SolutionsConnect 2014

A New Era of Smart

March 13, 2014 | Manila, Philippines



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A New Era of Smart

March 11, 2014 | Manila, Philippines

**Client-centre enterprise: Use Big Data and Analytics to acquire, grow, and retain customers**

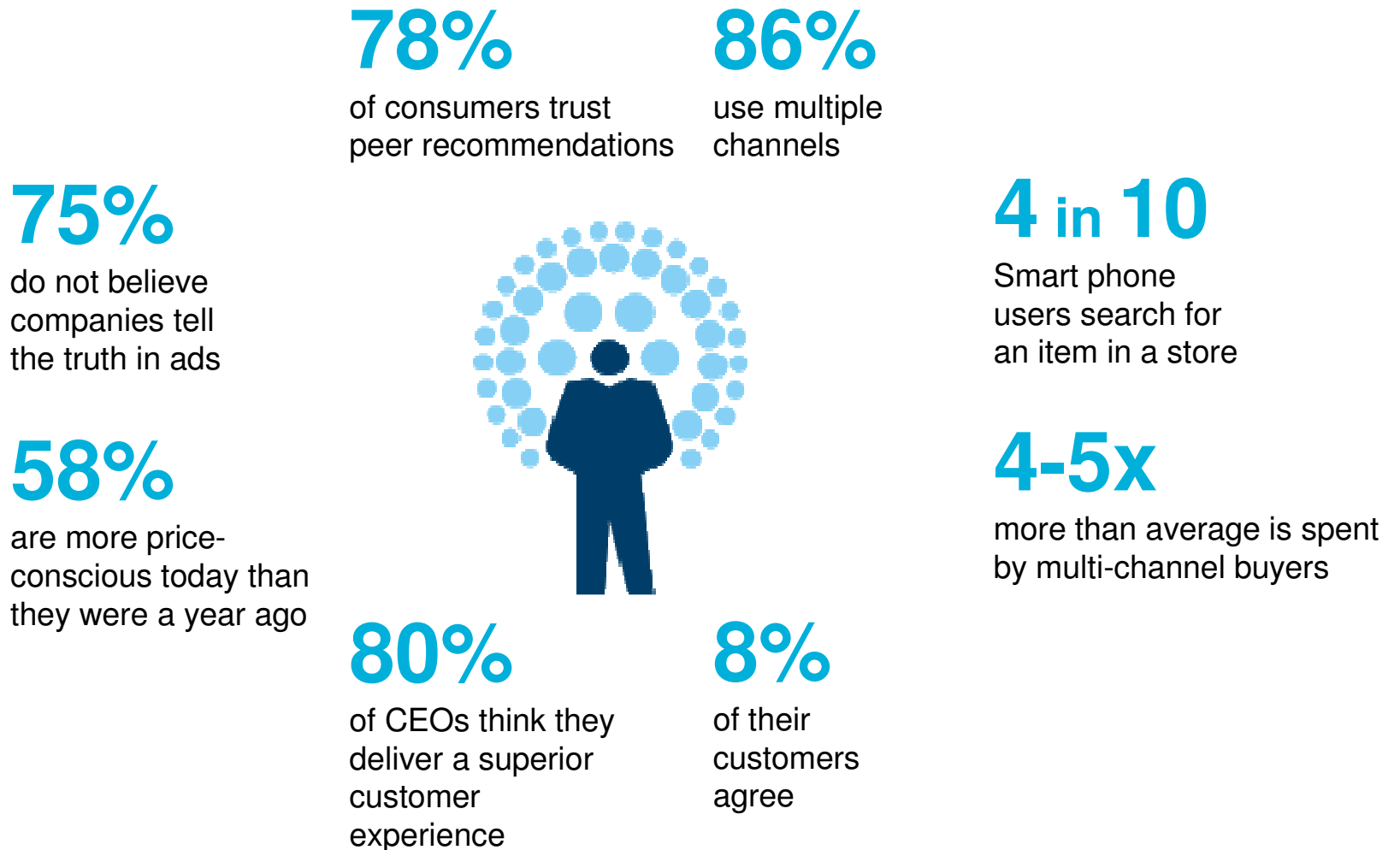
## TAN Ser Yean

Head of Technical Sales, Asia Pacific  
Business Analytics Software  
IBM Software Group





# Today's customer puts businesses to the test



Source: Sources of statistics [from "Smarter Commerce Stats and Facts Feb 3 2012.ppt"]



# Despite changes, imperatives remain constant

## 360 Degree View of the Customer

Understanding, responding and maximizing each unique customer relationship

### Deliver value across all touch points

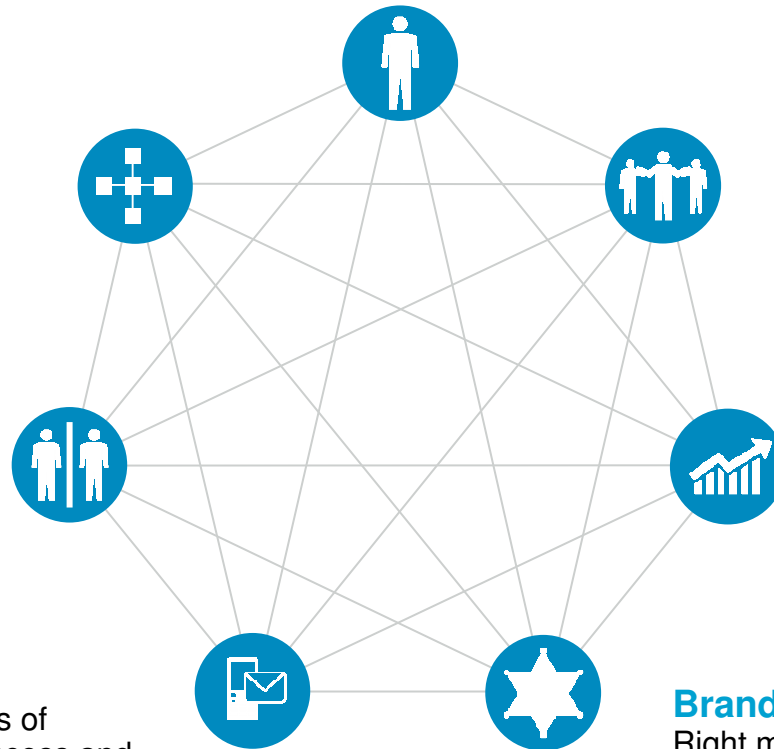
Build opportunity for revenue growth throughout marketing value chain

### Maximize 1:1 consumer relationships

Deliver personalized offers aligned to unique behaviors, needs and desires

### Optimize marketing mix

Model and plan balancing needs of channels, probability of ROI success and resource constraints



### Customer growth and retention

Demanding customers, commoditized products and crowded competitive marketplace

### Marketing productivity

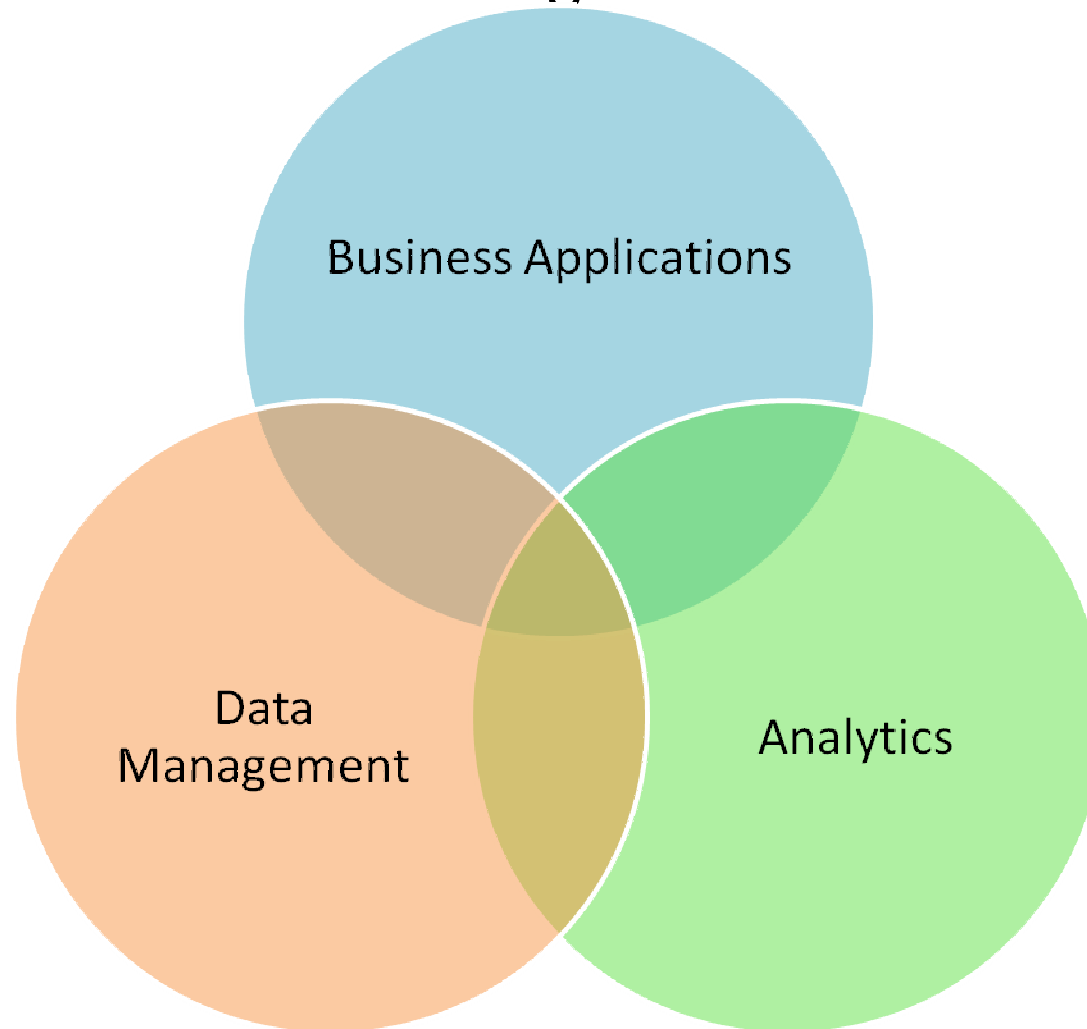
Increased breadth of digital channels, emphasis on cross-sell / up-sell opportunities, understanding and embracing ROMI

### Brand reputation

Right message every time in market

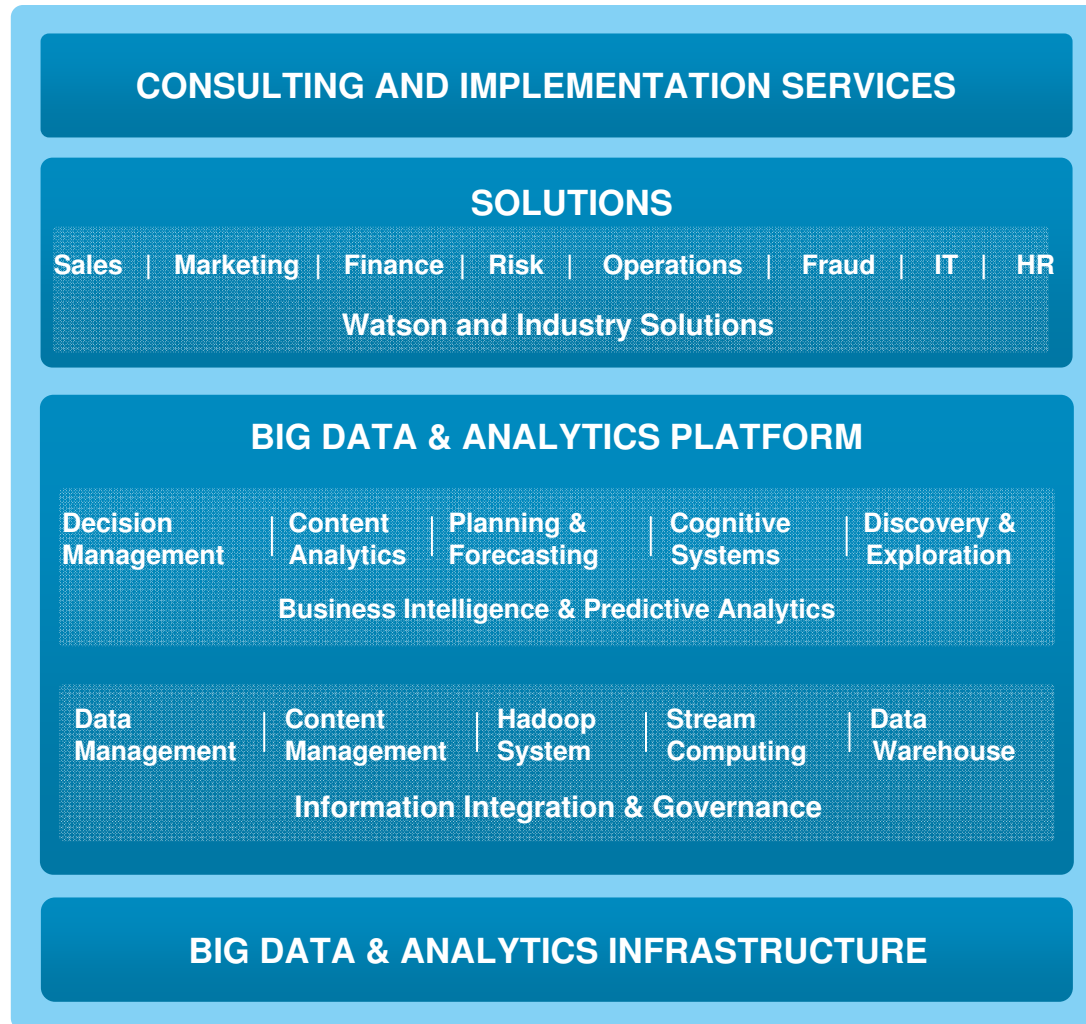


But as a company – what do I need and how can I make it work together?



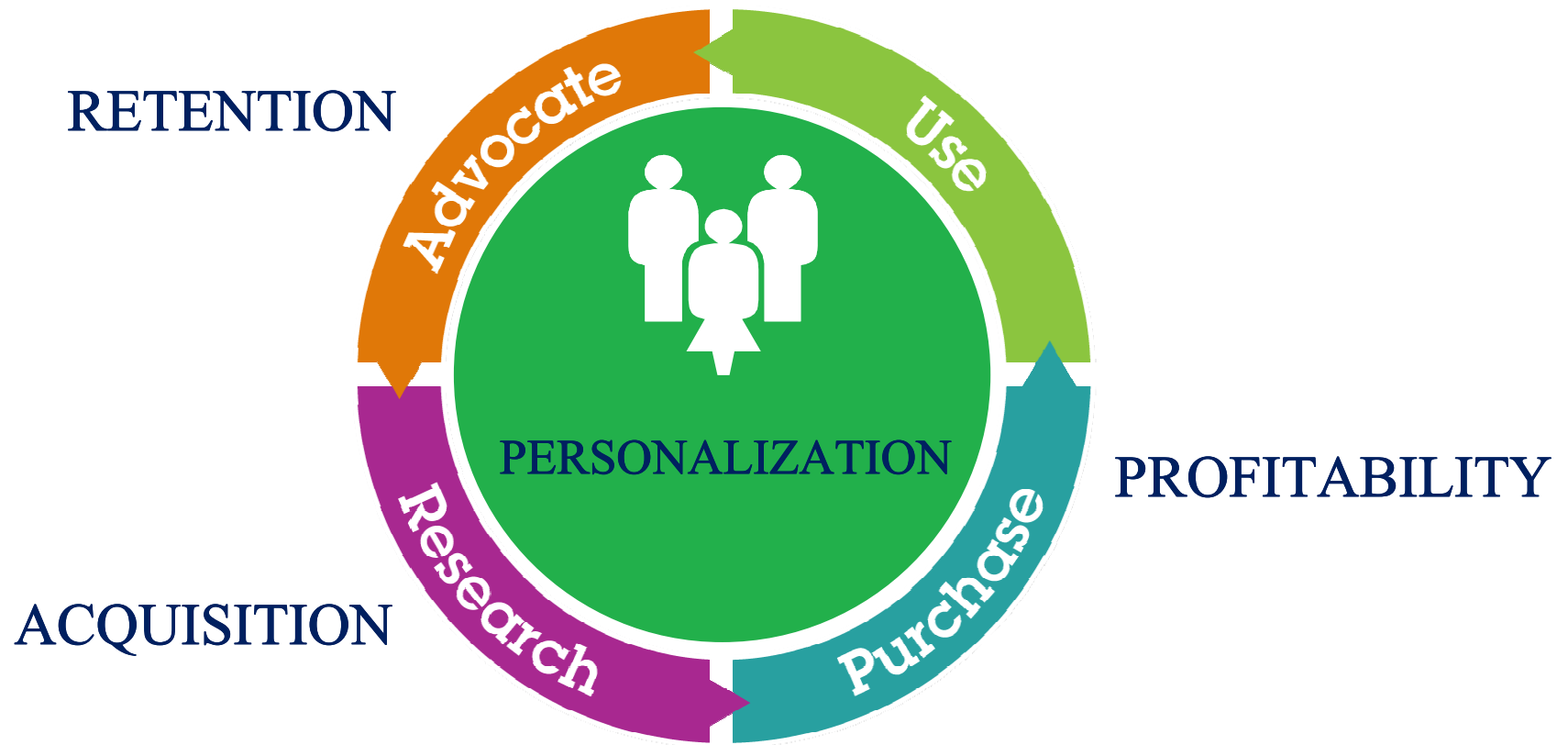


# IBM Big Data & Analytics brings it together





With the intent to deliver deeper relationships





# HOW CAN THIS BE DONE?

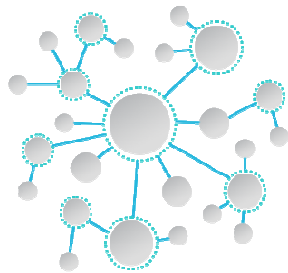




# Adding value at every point of impact

...Each decision, interaction & process

## System of Record



- Infrastructure
- Security Intelligence
- Enterprise Applications



## Systems of Engagement



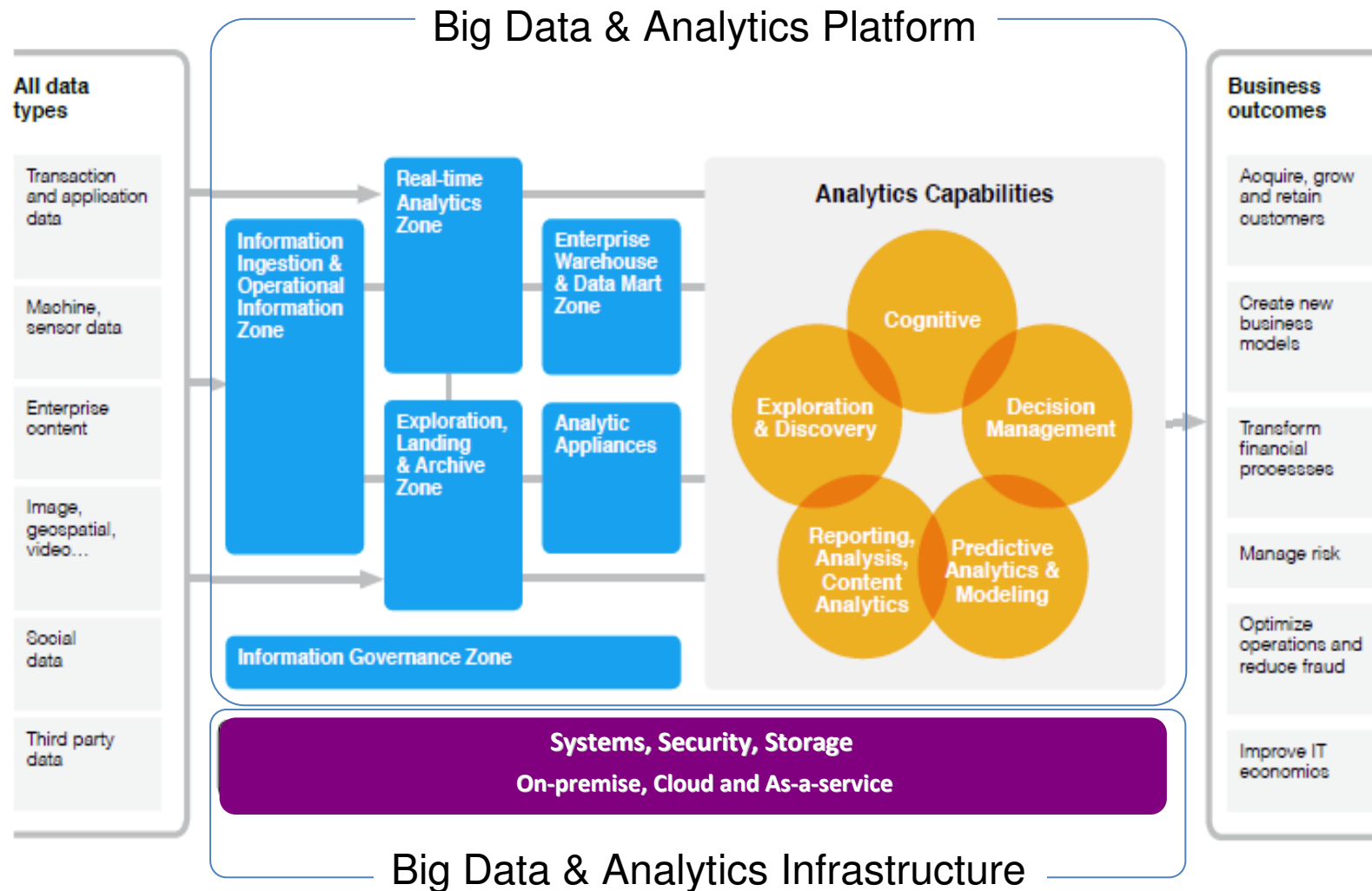
- Mobile Commerce
- Call Center
- Social Business



*Infuse, Extend & Integrate*



# The proper foundation can optimize these new capabilities





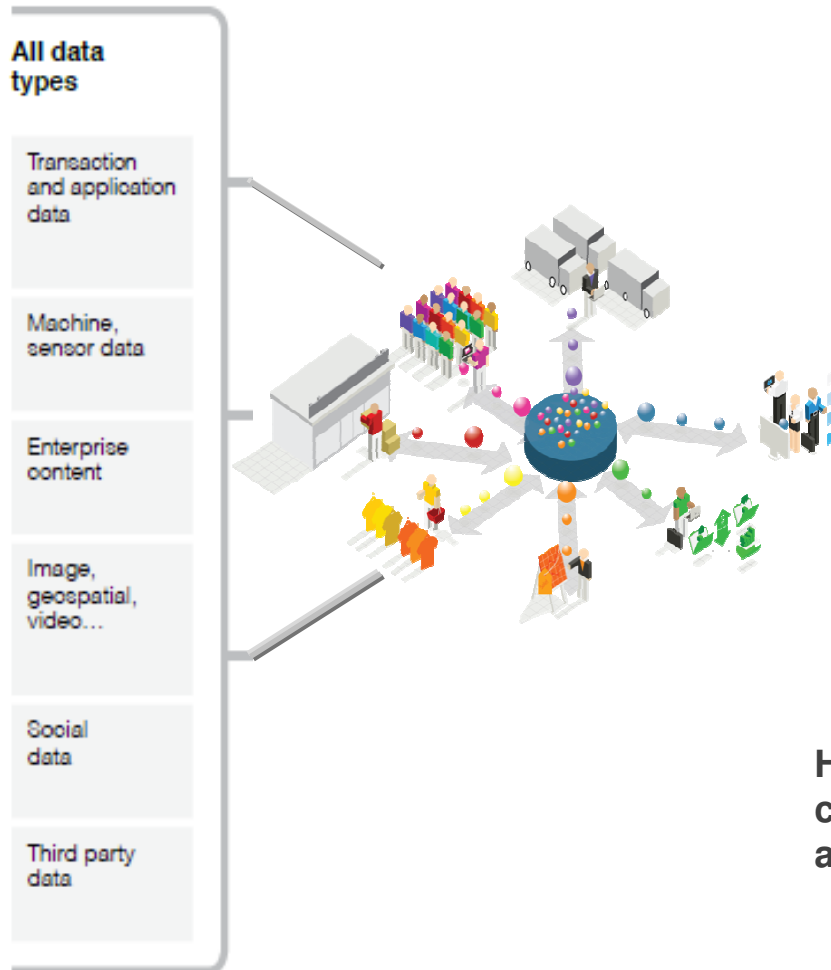
# THE FUTURE OF SHOPPING



# VIDEO



# The future of shopping...behind the scene...



When do I promote, alter inventory or sourcing?

Real-time event correlation

Low Latency Workload Management

Low Latency

Is the "buzz" relevant to my business?

Quickly sift thru all relevant data

Parallel Processing Data Optimization

Parallel Processing

Data Optimization

How do I optimize all customer interactions on a consistent basis?

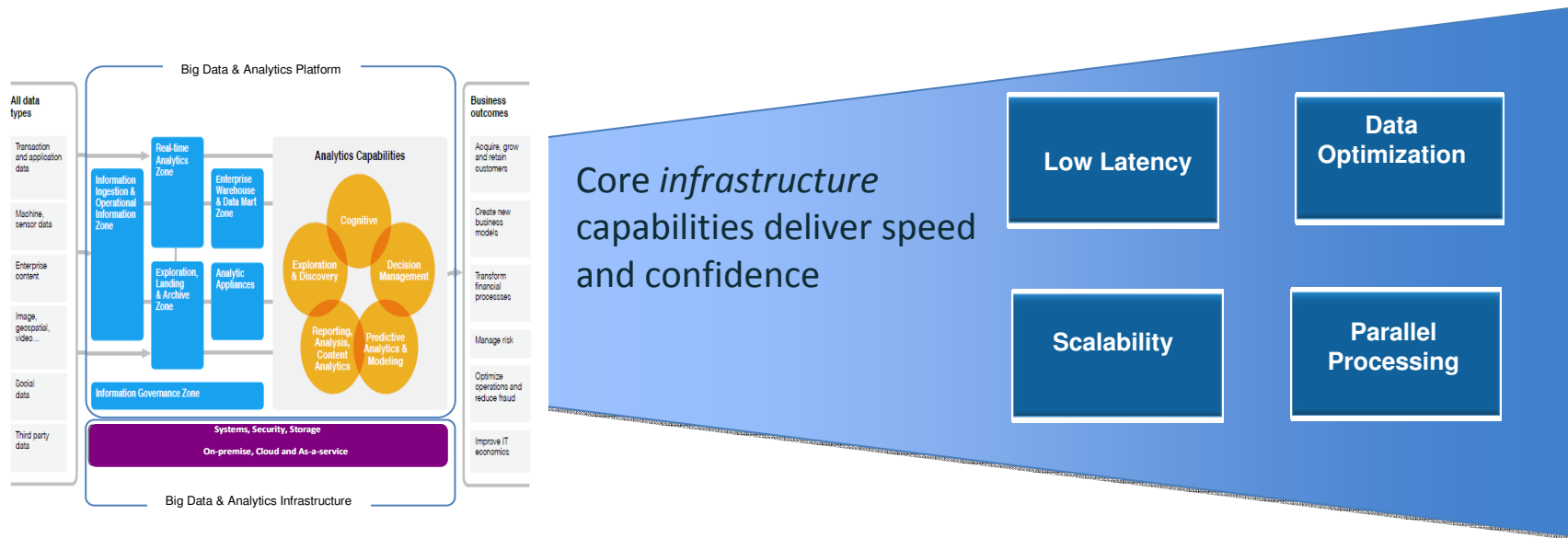
Assured delivery of insights to all channels

Scale & Performance High Availability

Scalability

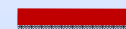


# Infrastructure Matters to Support a New Big Data & Analytics Architecture

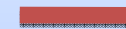


**An efficient and agile infrastructure balances the needs of different analytics workloads**

Predictive Analytics  
Data Warehouse



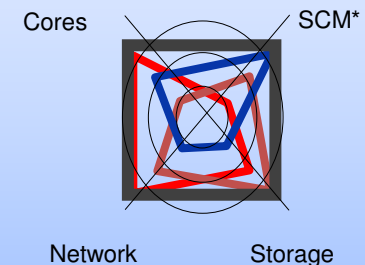
Text Analytics  
Hadoop Workloads



Optimization  
Sensitivity Analysis



Optimal Infrastructure





# As a customer, Lily is a puzzle made up of many pieces



## Contact Information

Name, address, employer, marital...



## Business Context

Account number, customer type, purchase history, ...



## Social Media

Social network, affiliations, network ...



## Legal/Financial Life

Property, credit rating, vehicles, ...



## Leisure

Hobbies, interests ...

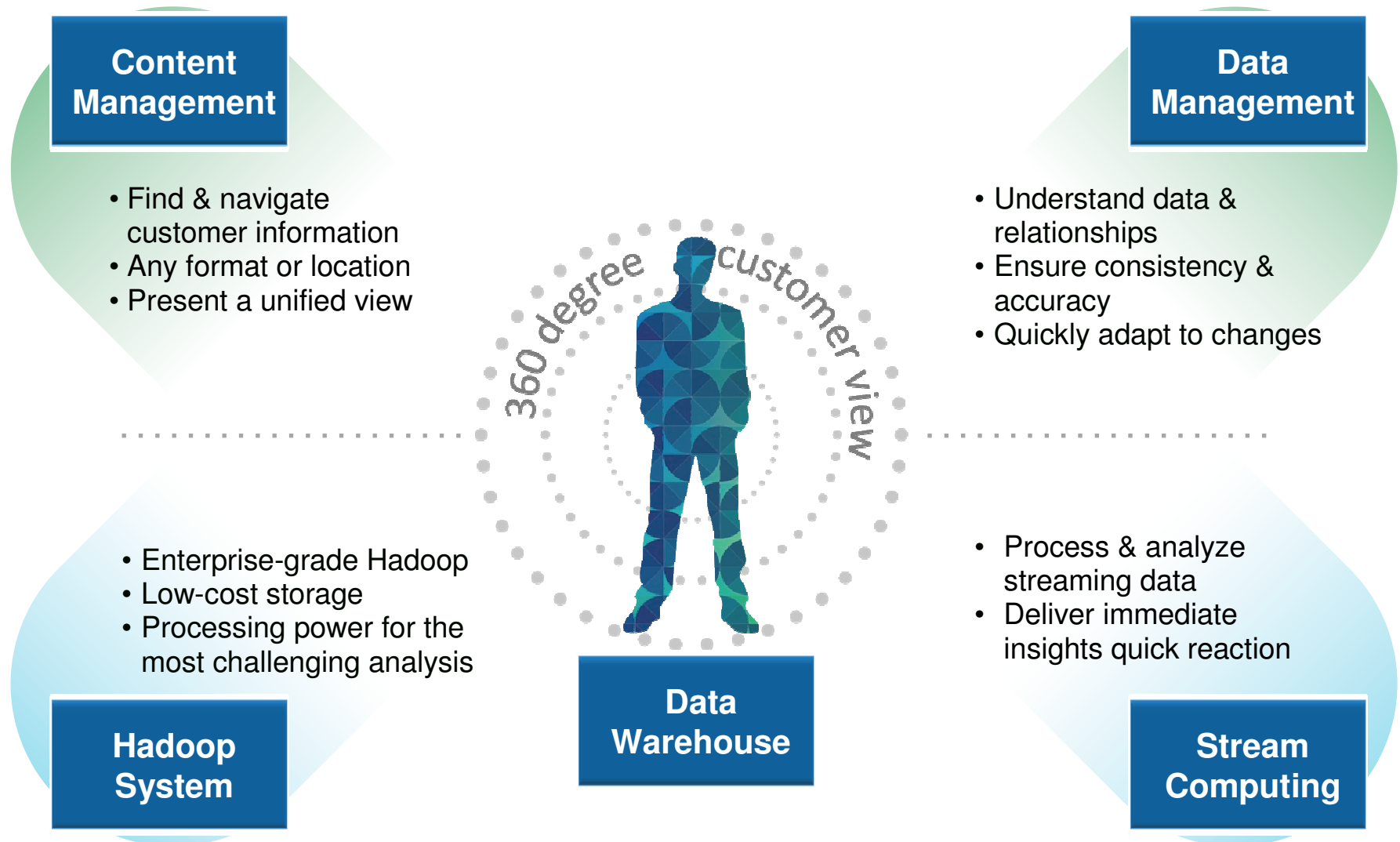


## Professional Life

Employers, professional groups, certifications ...



# To truly know Lily, a complete view is needed

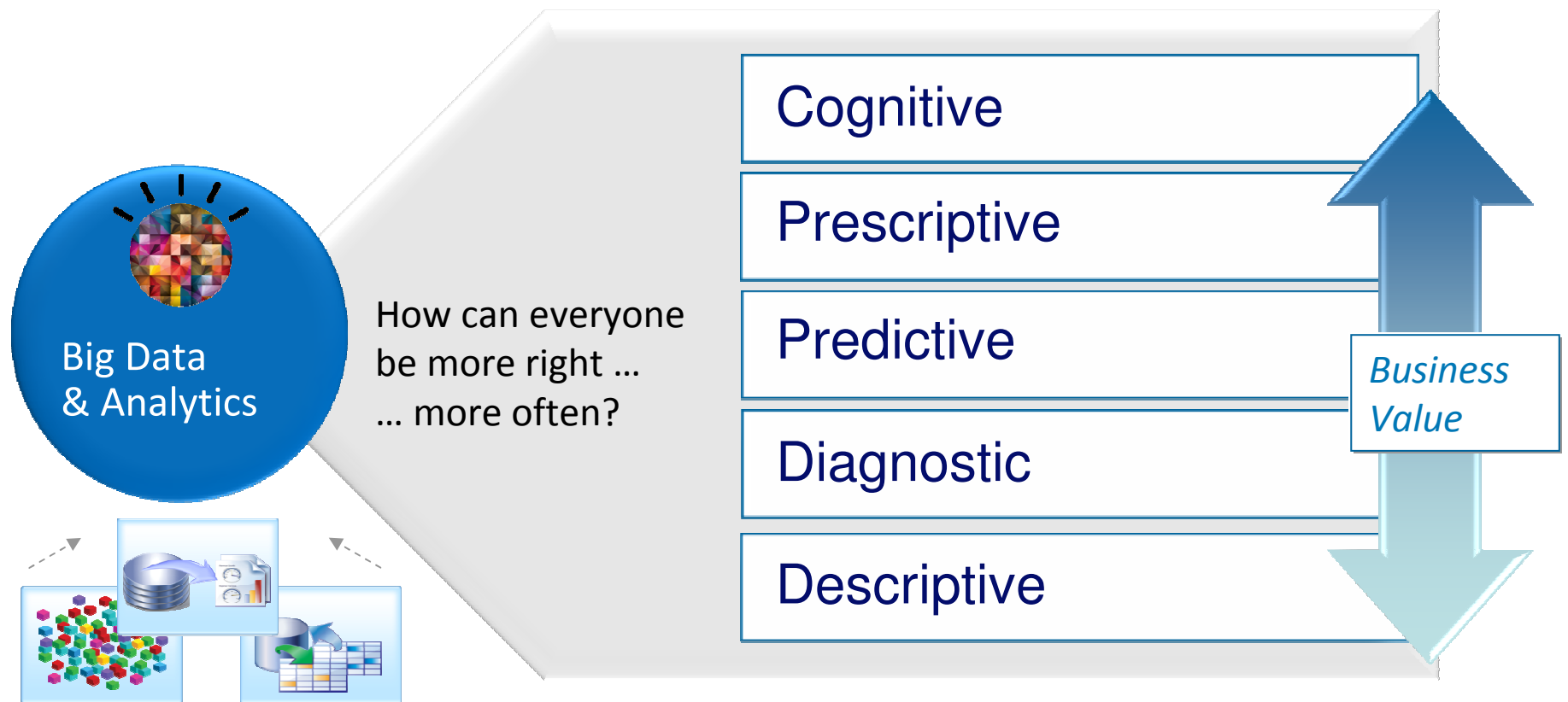






# Analytic capabilities form a journey roadmap

*IBM's breadth of analytics enables better decisions*



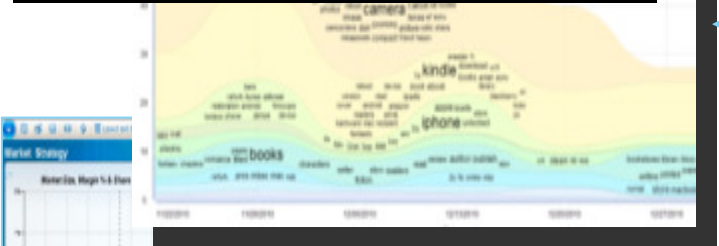


# Acquire & grow the ideal customers



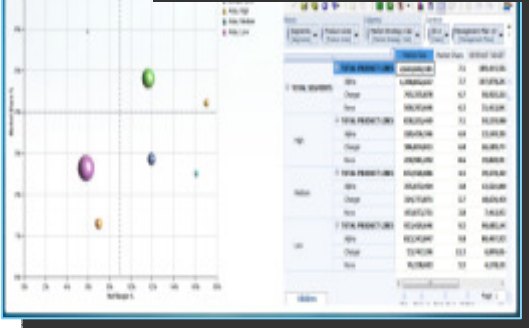
**Target** those likely to respond with the correct offer, channel, & time  
**Understand** customer behavior and trends with advanced analytics (e.g. average spend)

**Predictive Analytics**



**Personalize** up-sell & cross-sell offers with social media data

**Content Analytics**



**Optimize** marketing budgets aligned with goals through what-if analysis

**Planning & Forecasting**

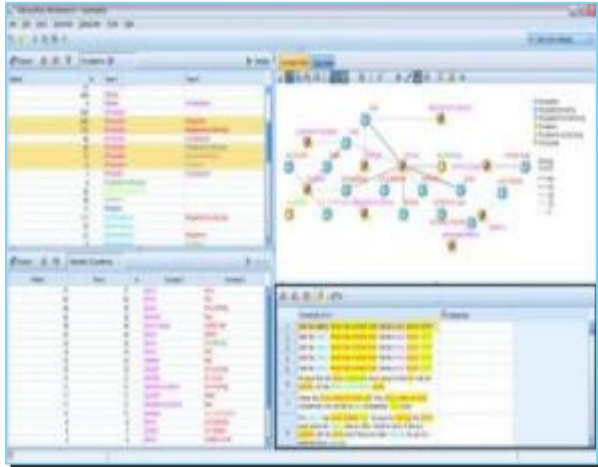


**Analyze** results of sales performance & marketing campaigns, understanding which valuable segments to target

**Discovery & Exploration**



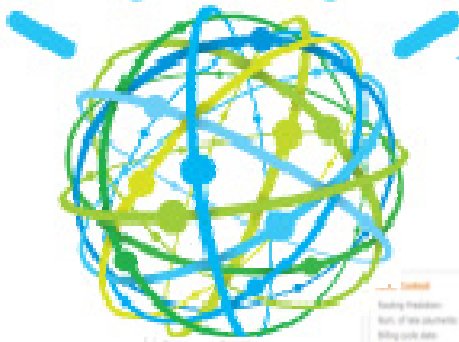
# Retain loyal & profitable customers



**Analyze** sentiment to determine the tone and causal factors for product / service satisfaction / dissatisfaction

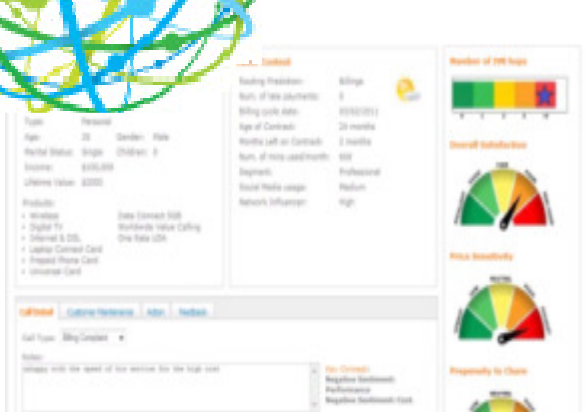
**Identify** those with strong social influence to increase advocacy through social network analysis

**Content Analytics**



**Interact** with Watson in Q&A format to deliver fast, evidence-based answers to customers and employees alike

**Cognitive Systems**

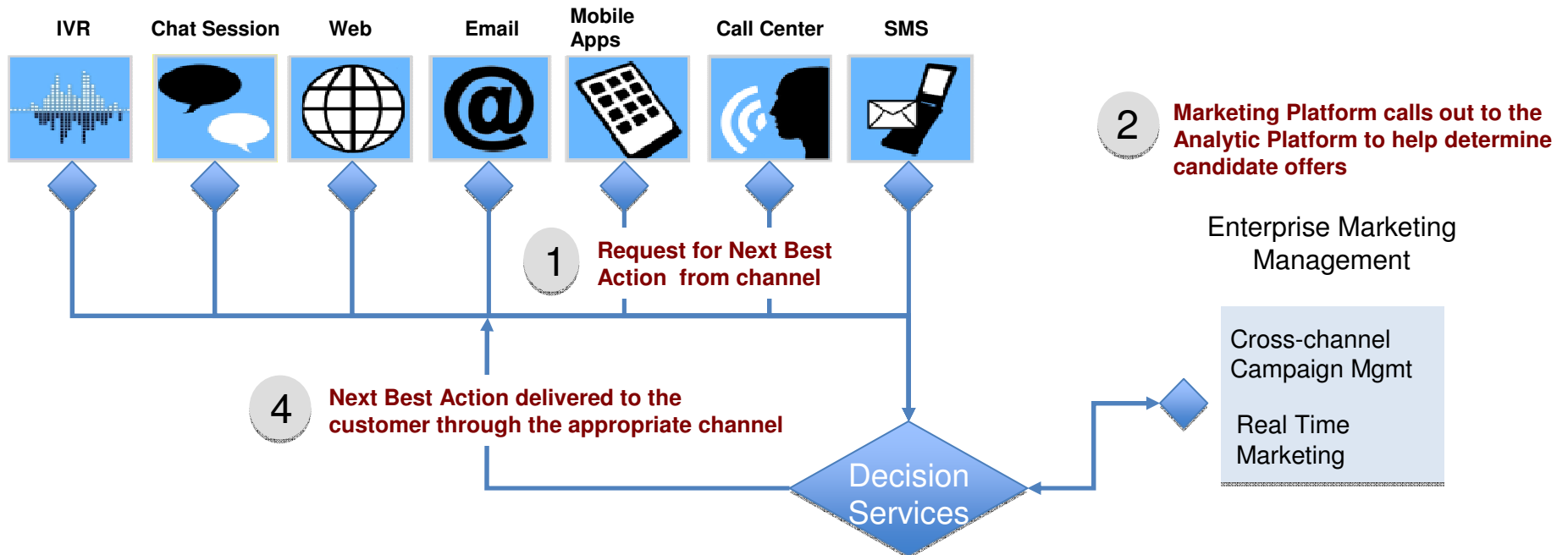


**Deliver** targeted retention offers in real time

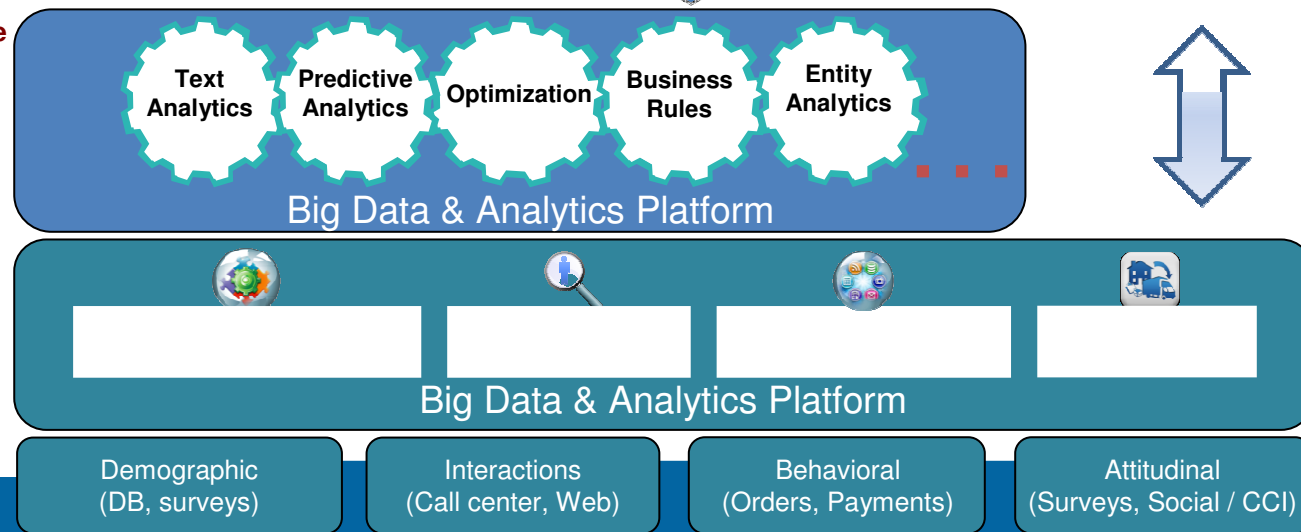
**Decision Management**



# Leverage the full stack to personalize offers



- 3 Analytics help determine Next Best Action from:**
- Marketing offers
  - Service Problems
  - Billing Information
  - Location
  - Service Issue
  - Issue Resolution
  - Dispute
  - Satisfaction
  - Account Management
  - Self Service
  - Channel Match
  - Agent Match etc.

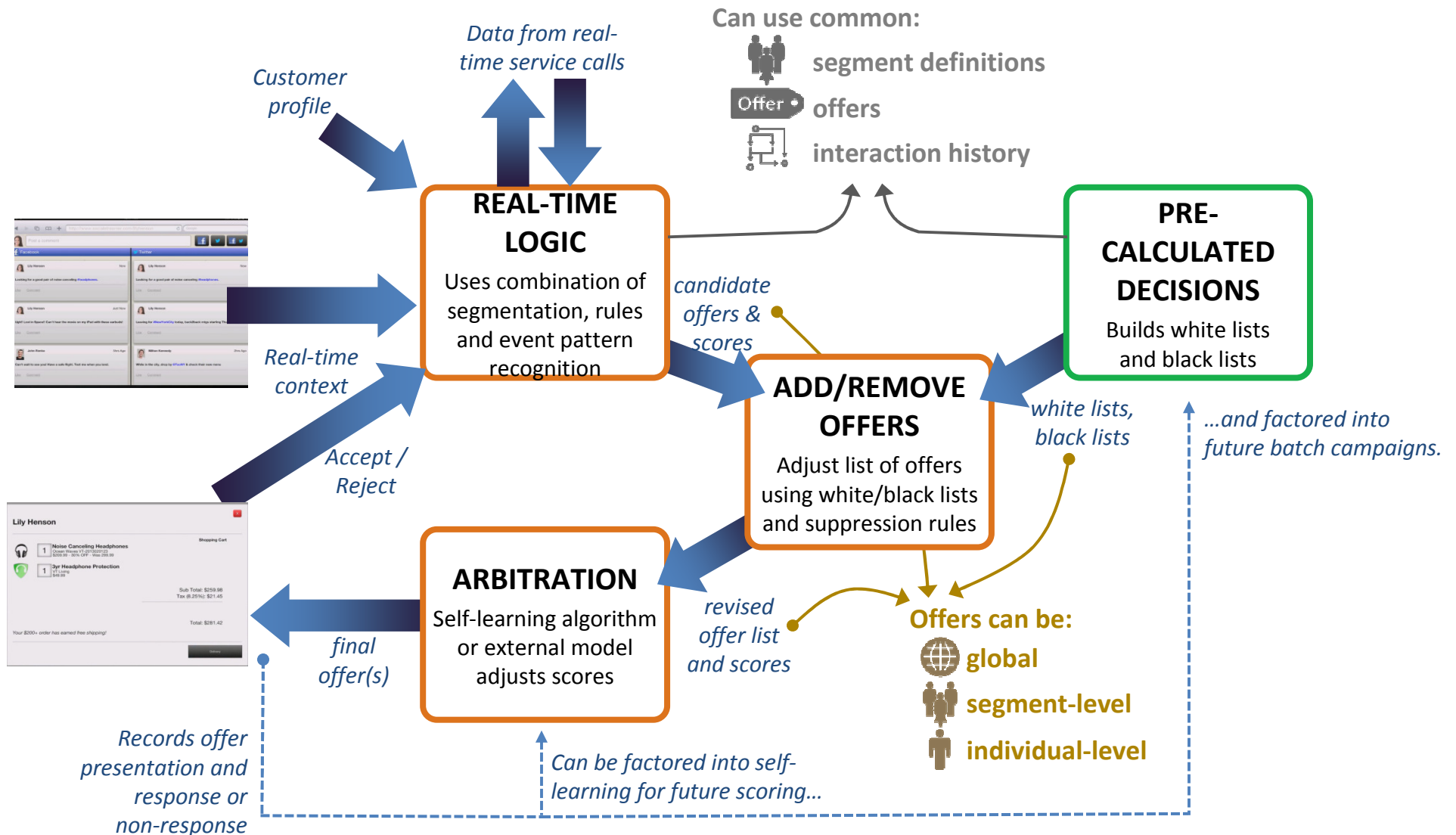


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# A closer look at the offer / decision process

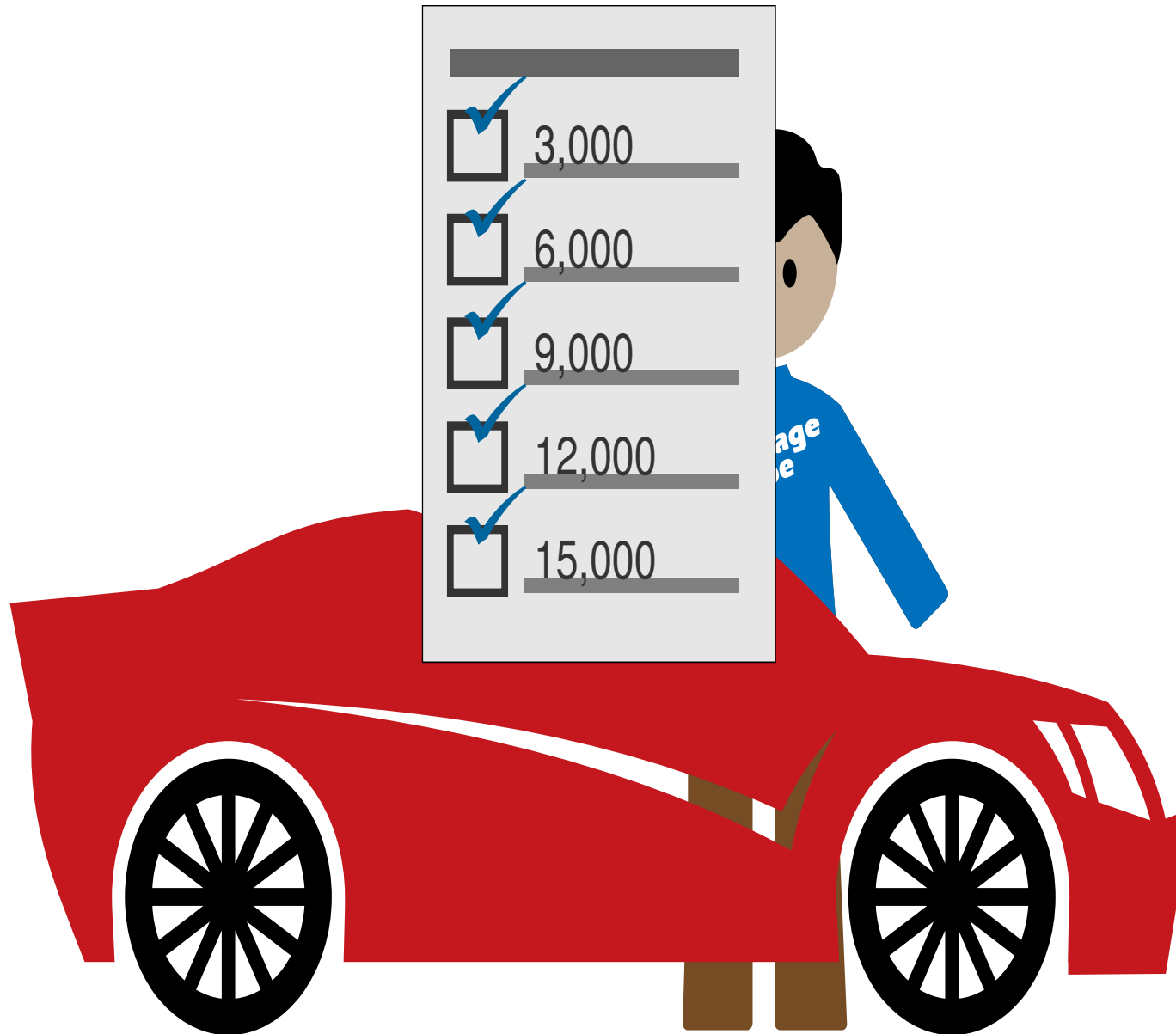


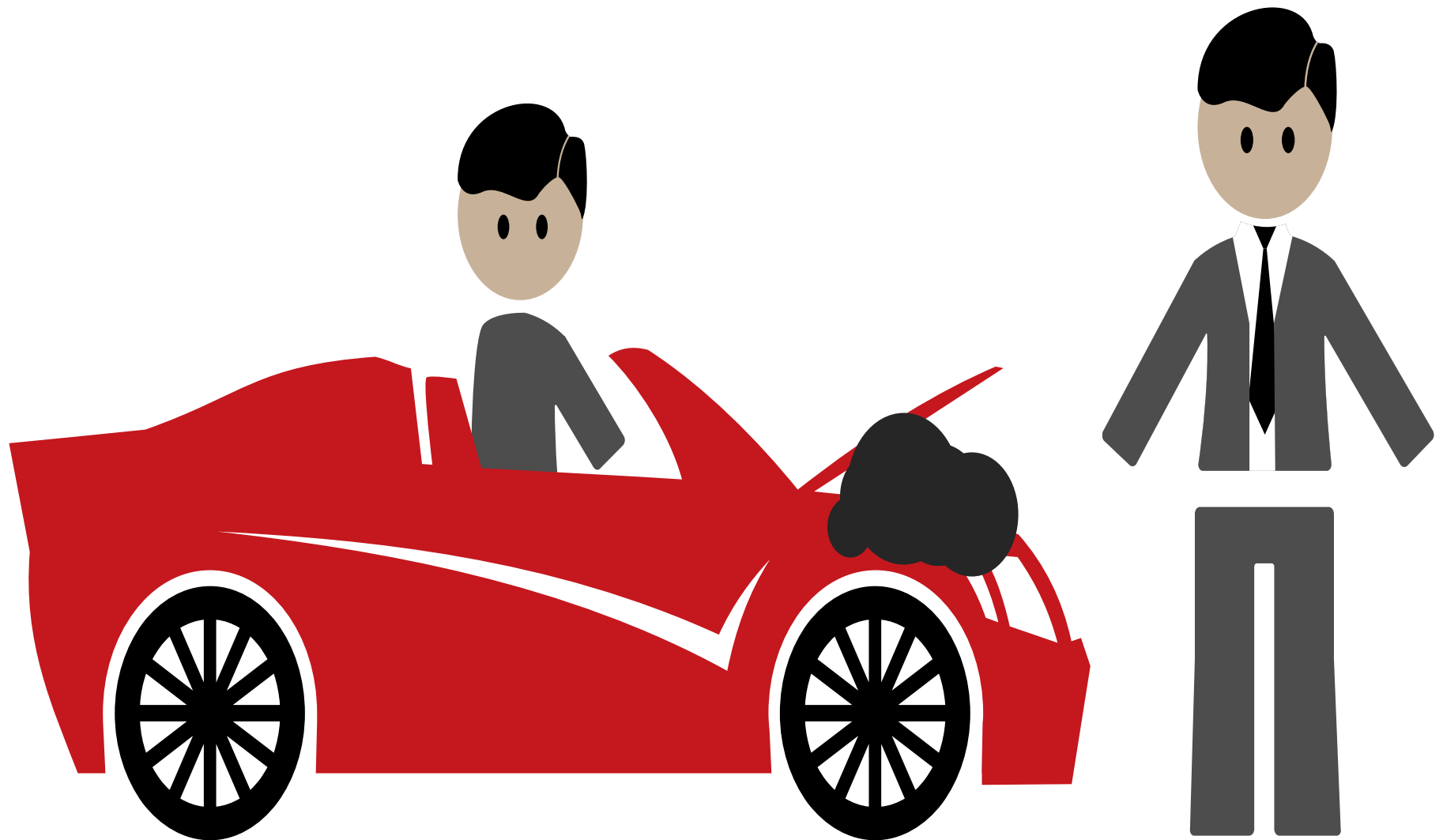


# Pleasing the customer using IBM Predictive Maintenance

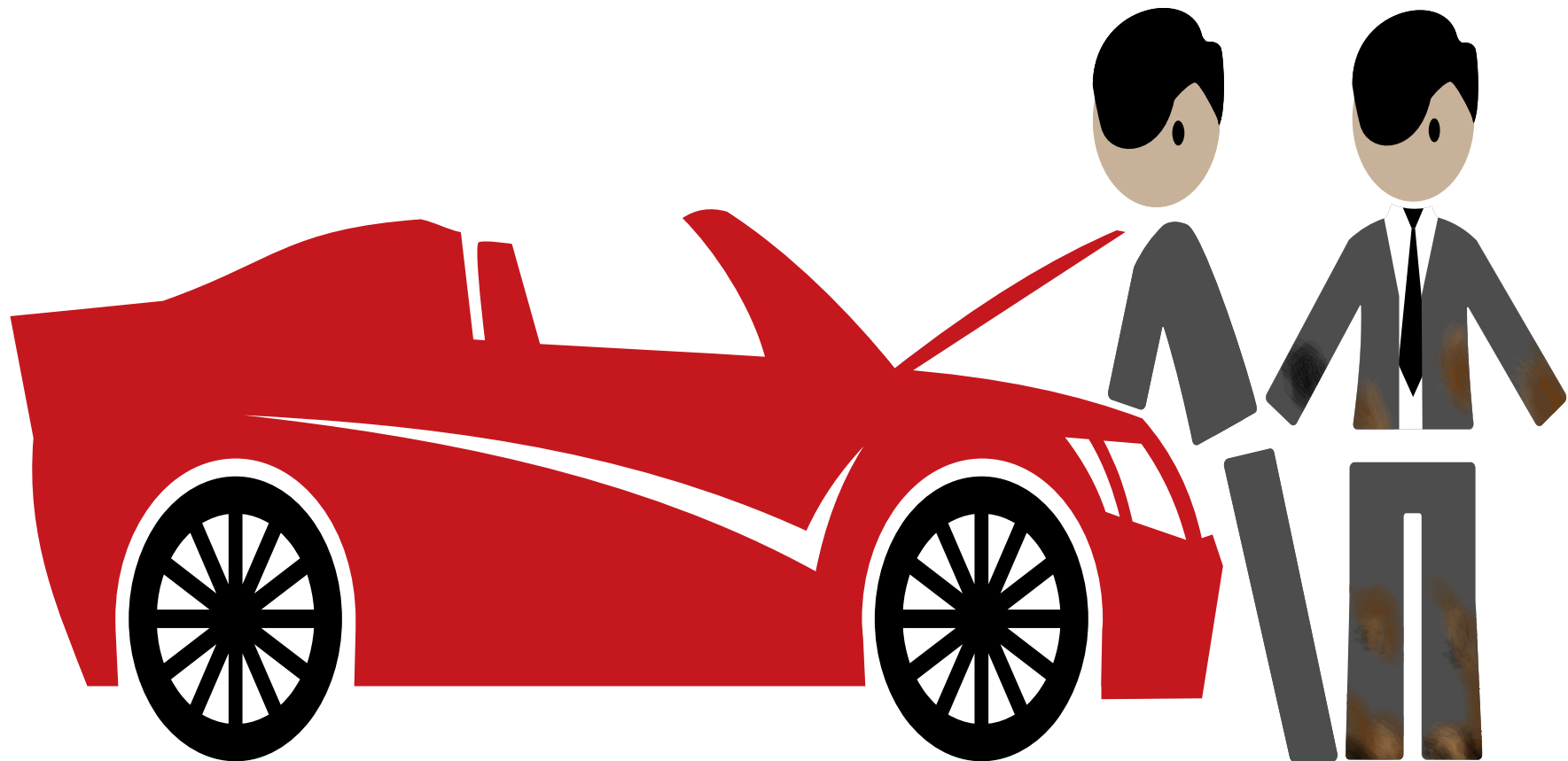
Capture

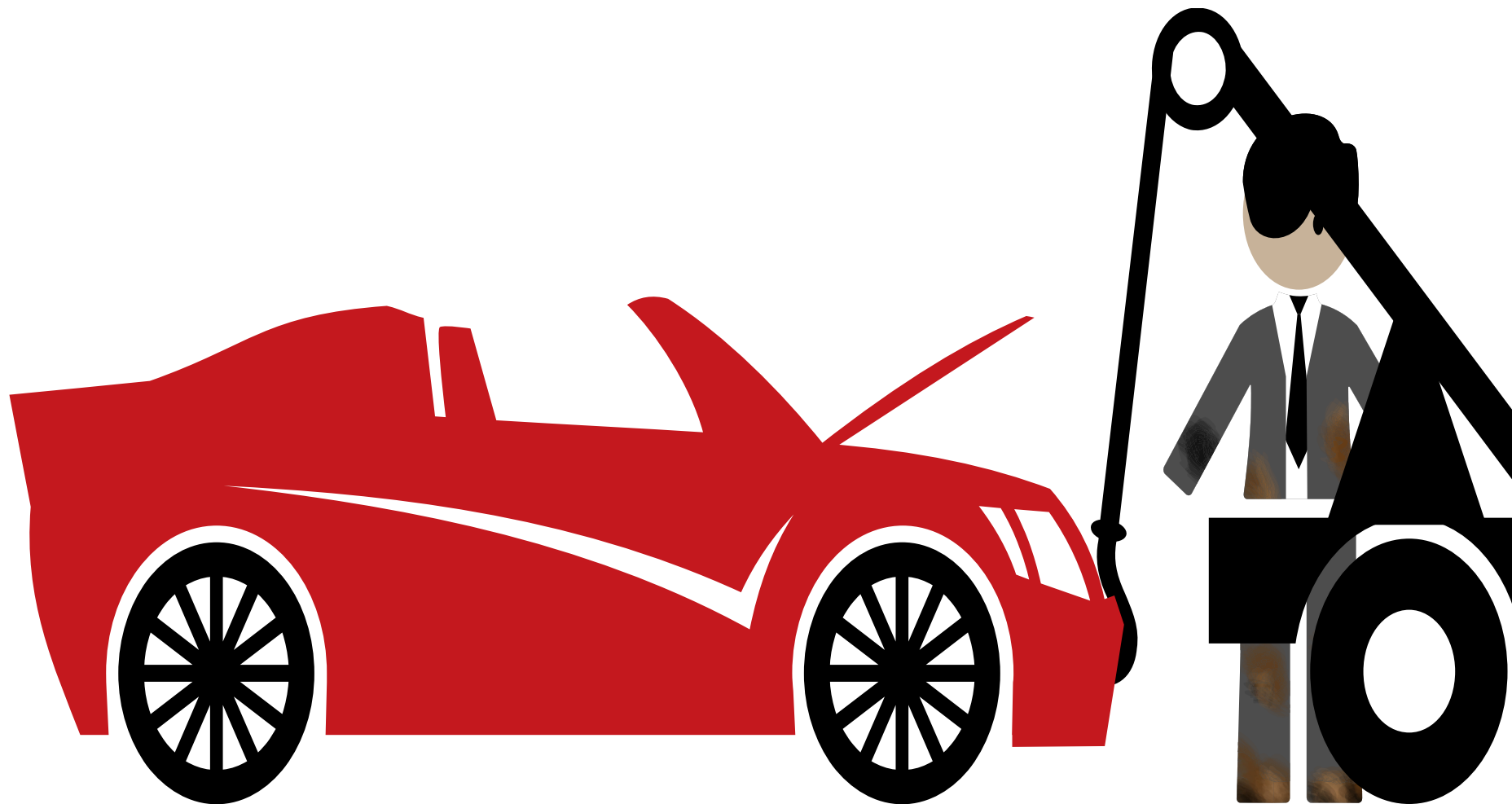


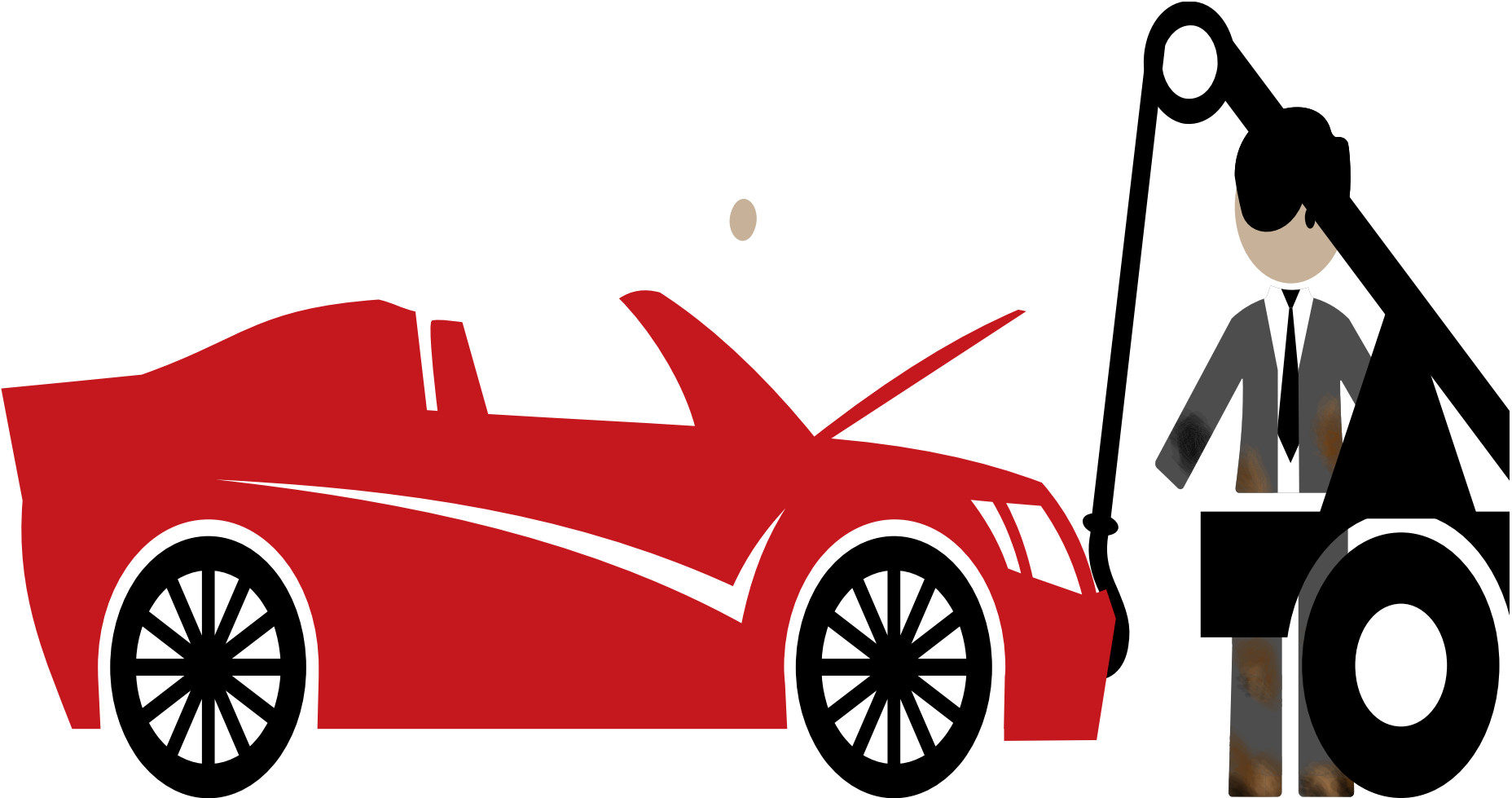






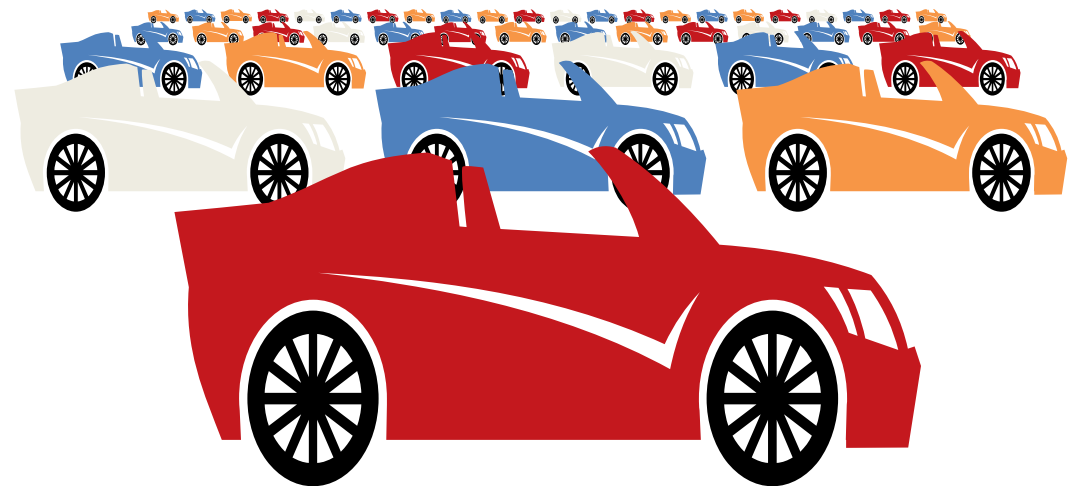


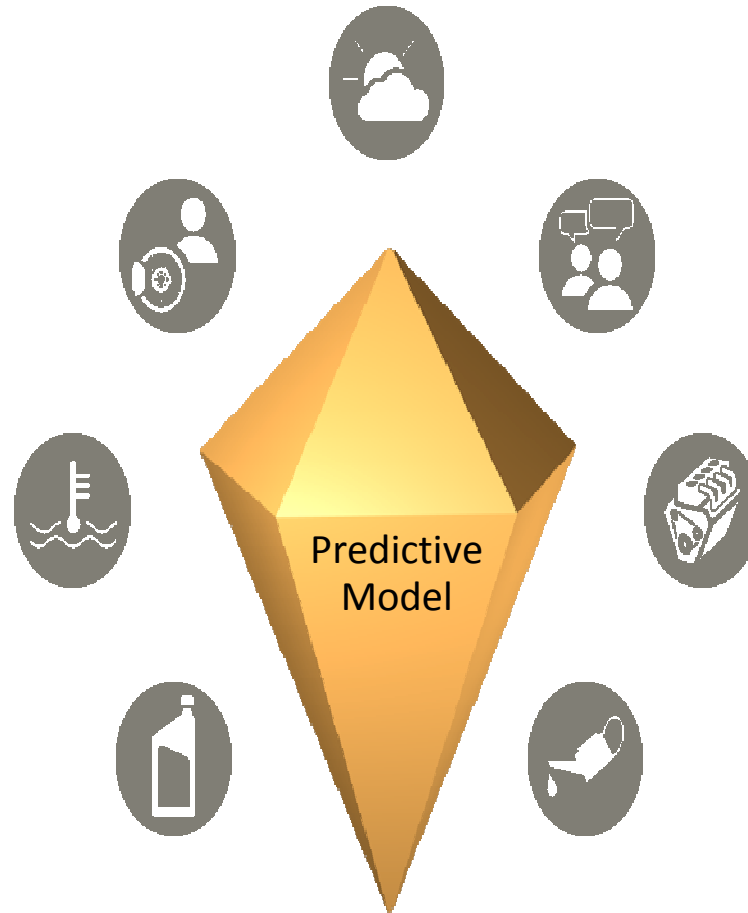


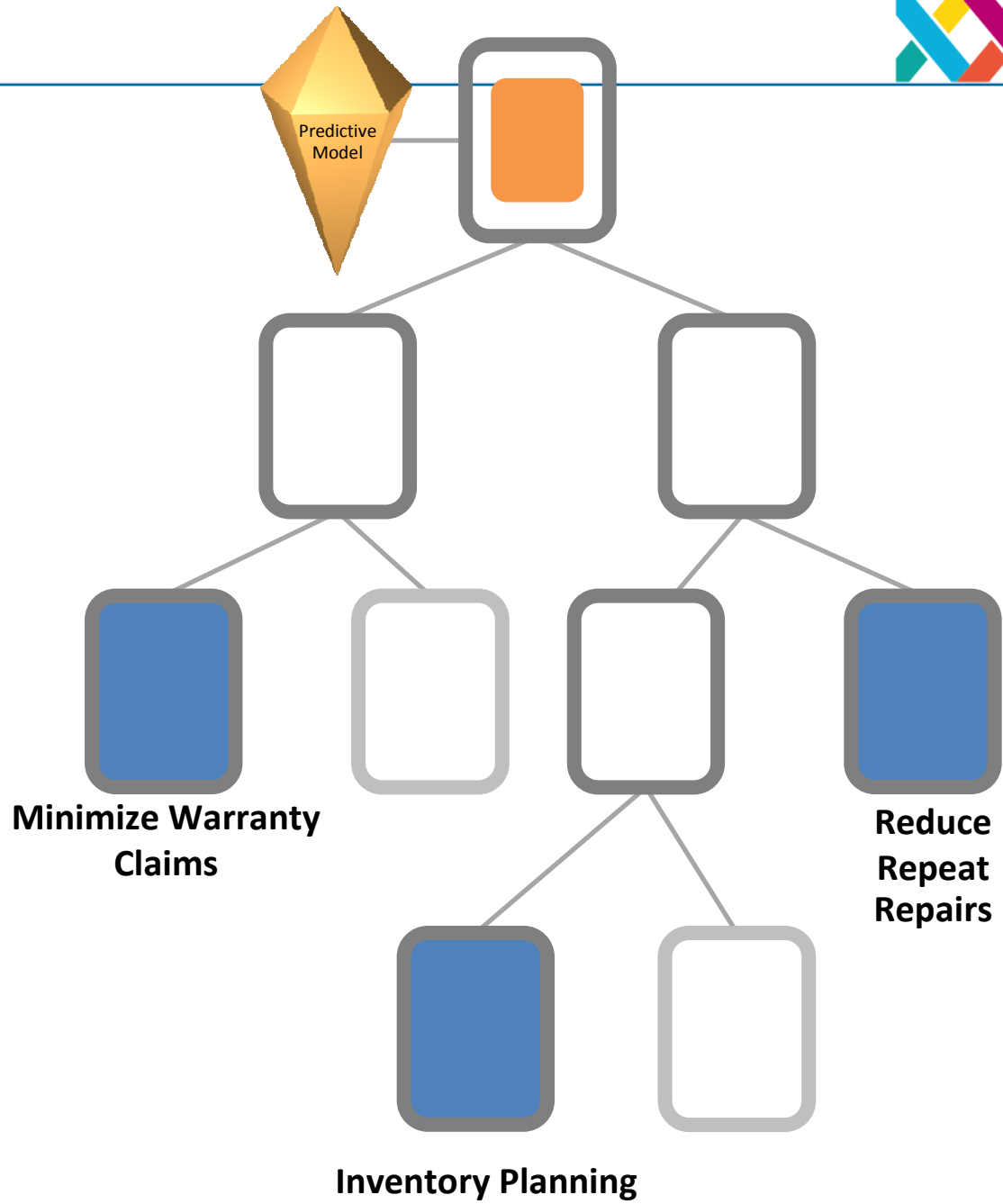


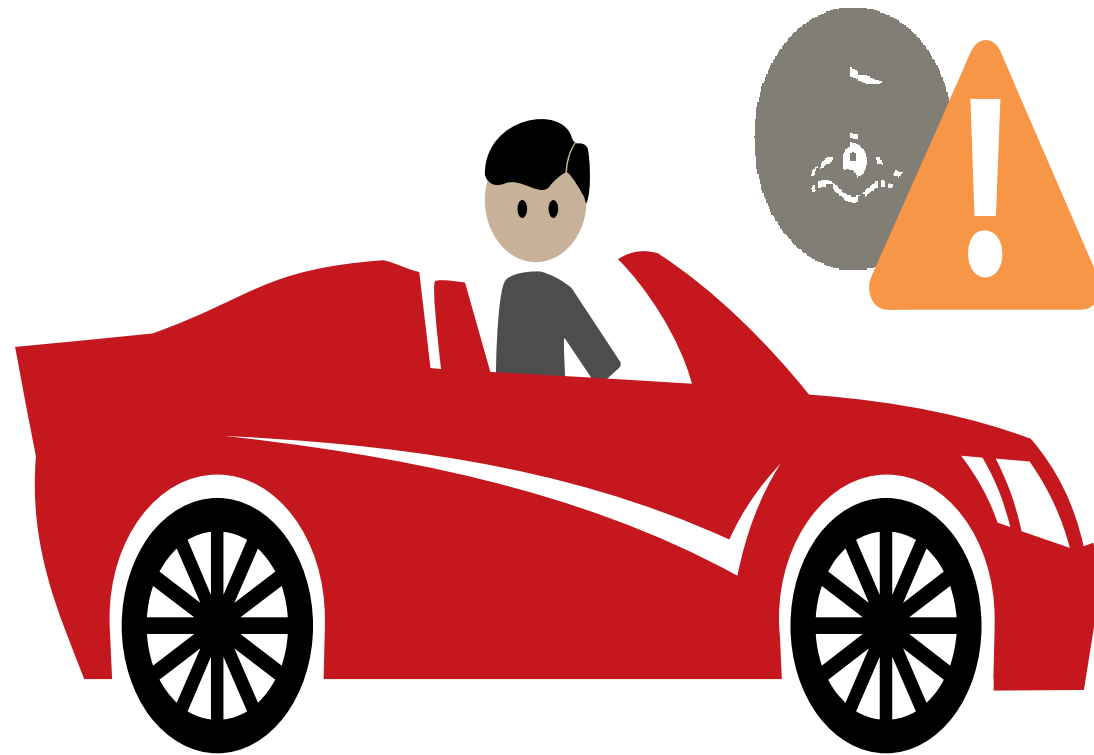


# Capture

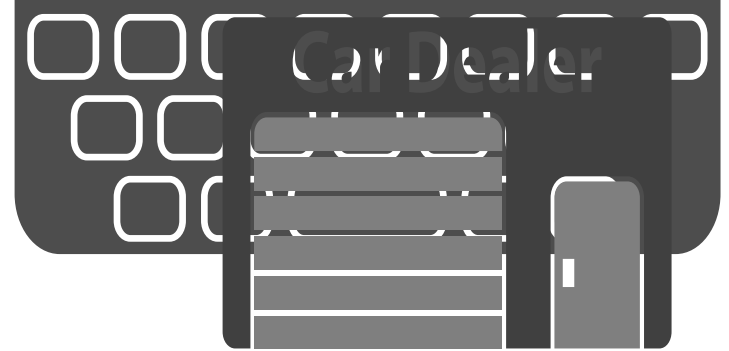








Your car's water pump is likely to fail soon. [Click here](#) to make an appointment with your dealer.






Capture

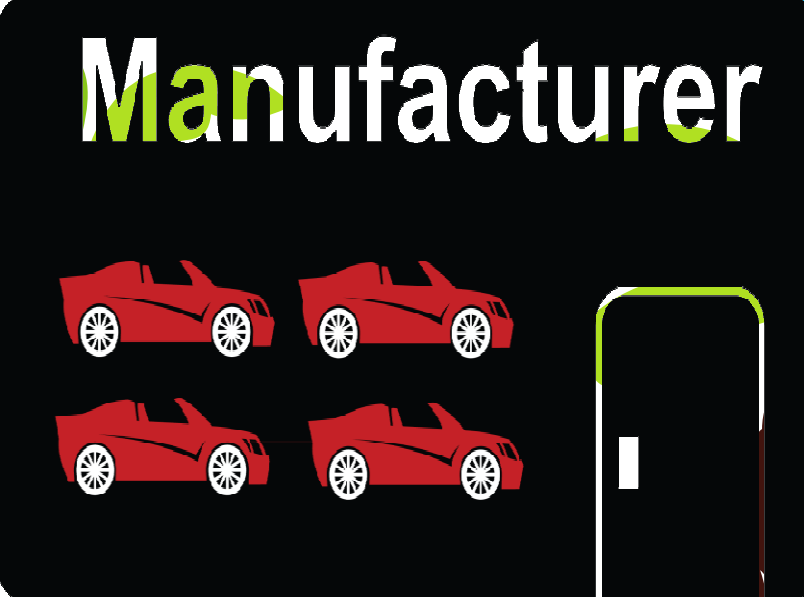


Predict



Act

# Manufacturer



Minimize Warranty Claims

Joe, CEO

Reduce Repeat Repairs

Inventory Planning







## Verizon transforms call centers with real-time access to product data

### Need

- Call center agents must use multiple applications to look up relevant information to address the customer issue
- Expensive (\$1.1m per annum) manual process to prepare content for use by call center representatives

### Benefits

- Ingest large device manuals from multiple vendors and create digestible chunks of information by customer service topic
- Index multiple information sources including Oracle UCM, Drupal, external web pages and SQL server instances for topic-wise search
- Deploying federated search to Blackberry World & Apple App Store for additional content
- Reduction in average handling time (AHT) driving significant cost savings for call center
- Cost savings by eliminating manual content preparation by Six FTEs



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# Imagine It. Every Industry can Leverage Big Data and Analytics

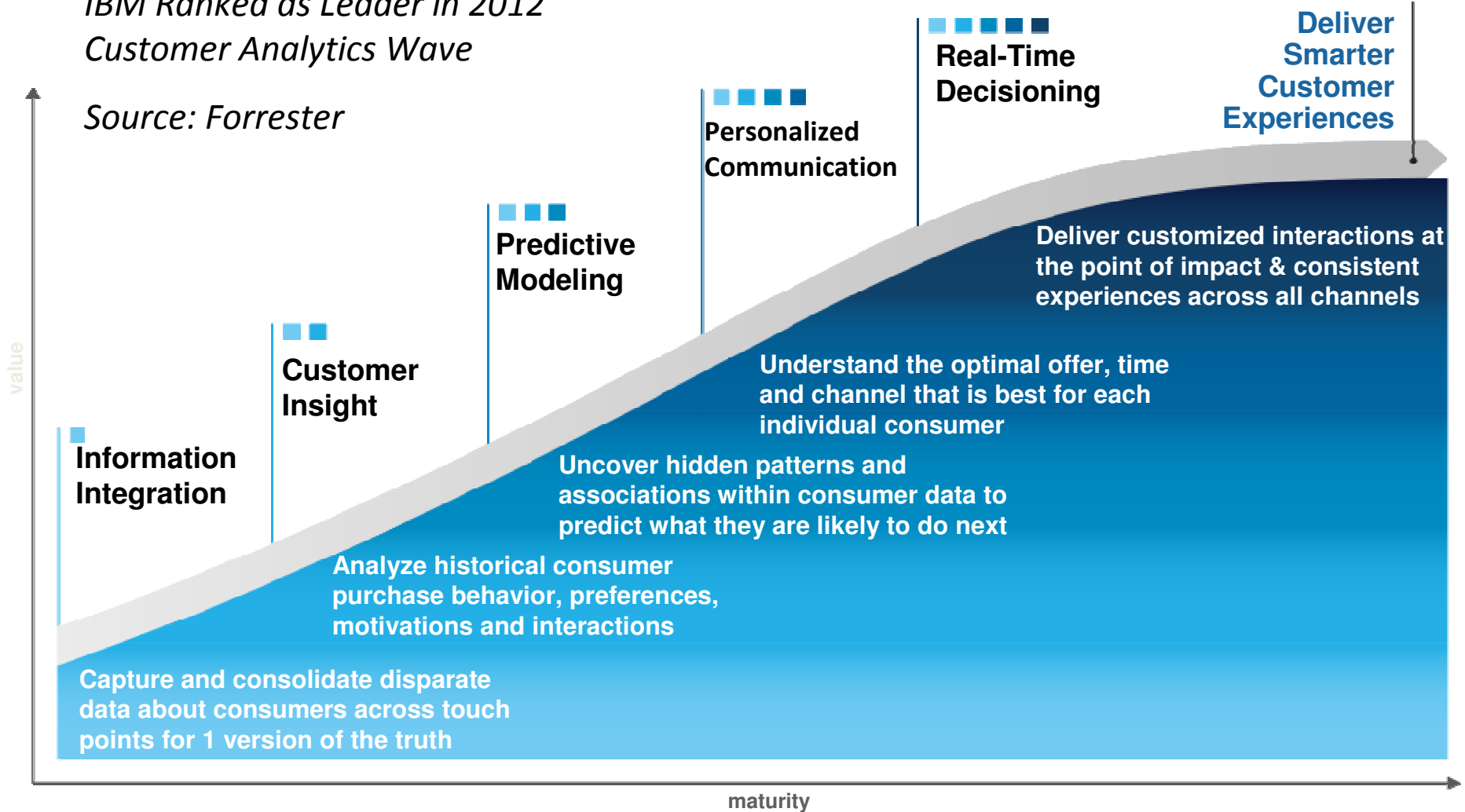
 <p><b>Banking</b></p> <ul style="list-style-type: none"> <li>Optimizing Offers and Cross-sell</li> <li>Customer Service and Call Center Efficiency</li> </ul>	 <p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>360° View of Domain or Subject</li> <li>Catastrophe Modeling</li> <li>Fraud &amp; Abuse</li> </ul>	 <p><b>Telco</b></p> <ul style="list-style-type: none"> <li>Pro-active Call Center</li> <li>Network Analytics</li> <li>Location Based Services</li> </ul>	 <p><b>Energy &amp; Utilities</b></p> <ul style="list-style-type: none"> <li>Smart Meter Analytics</li> <li>Distribution Load Forecasting/Scheduling</li> <li>Condition Based Maintenance</li> </ul>	 <p><b>Media &amp; Entertainment</b></p> <ul style="list-style-type: none"> <li>Business process transformation</li> <li>Audience &amp; Marketing Optimization</li> </ul>
 <p><b>Retail</b></p> <ul style="list-style-type: none"> <li>Actionable Customer Insight</li> <li>Merchandise Optimization</li> <li>Dynamic Pricing</li> </ul>	 <p><b>Travel &amp; Transport</b></p> <ul style="list-style-type: none"> <li>Customer Analytics &amp; Loyalty Marketing</li> <li>Predictive Maintenance Analytics</li> </ul>	 <p><b>Consumer Products</b></p> <ul style="list-style-type: none"> <li>Shelf Availability</li> <li>Promotional Spend Optimization</li> <li>Merchandising Compliance</li> </ul>	 <p><b>Government</b></p> <ul style="list-style-type: none"> <li>Civilian Services</li> <li>Defense &amp; Intelligence</li> <li>Tax &amp; Treasury Services</li> </ul>	 <p><b>Healthcare</b></p> <ul style="list-style-type: none"> <li>Measure &amp; Act on Population Health Outcomes</li> <li>Engage Consumers in their Healthcare</li> </ul>
 <p><b>Automotive</b></p> <ul style="list-style-type: none"> <li>Advanced Condition Monitoring</li> <li>Data Warehouse Optimization</li> </ul>	 <p><b>Chemical &amp; Petroleum</b></p> <ul style="list-style-type: none"> <li>Operational Surveillance, Analysis &amp; Optimization</li> <li>Data Warehouse Consolidation, Integration &amp; Augmentation</li> </ul>	 <p><b>Aerospace &amp; Defense</b></p> <ul style="list-style-type: none"> <li>Uniform Information Access Platform</li> <li>Data Warehouse Optimization</li> </ul>	 <p><b>Electronics</b></p> <ul style="list-style-type: none"> <li>Customer/ Channel Analytics</li> <li>Advanced Condition Monitoring</li> </ul>	 <p><b>Life Sciences</b></p> <ul style="list-style-type: none"> <li>Increase visibility into drug safety and effectiveness</li> </ul>



# Where do you stand in your customer journey?

IBM Ranked as Leader in 2012  
Customer Analytics Wave

Source: Forrester





# Gartner Magic Quadrant (February 2014)

BI & Analytics Platforms



Advanced Analytics Platforms





# Why choose IBM to improve customer experience?



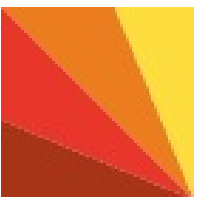
## Customer Insights (Big Data Solved)

Big data is abundant everywhere, especially in social media. Embrace the influx of data, rich with customer knowledge, to improve the experience.



## Insight Driven Decisions

Use science to drive decisions, replacing gut feel and instinct. But do so with tools that allow current experience to tap into an analytics led world.



## Leading Solutions Built Across IBM

Leverage knowledge and expertise across IBM, where software, hardware, and services come together to deliver an end to end solution.



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**Thank You**