



# Creating Exceptional Customer Experiences

## Executive Breakfast Series

**August 2012**

Empowering employees  
through values



Engaging customers  
as individuals

Amplifying innovation  
with partnerships

**Brent Lello**

AP BUE Exceptional Web Experience  
& Social Business Software

**Stuart Duguid**

Senior Client Technical Professional,  
IBM Collaboration Solutions



- 
- Insight into IBM's 2012 CEO Study
  - Social Business – A Key to Differentiation
  - IBM Customer Experience Suite – Delivering Exceptional Web Experiences
  - Customer Success Stories
  - Demonstration – Bringing the Exceptional Web Experience to Life
  - **ROUNDTABLE DISCUSSION**



Smarter business for a smarter planet:



Your invitation to IBM's Executive Breakfast Series:

## Optimising your workforce

Did you know that social tools used internally by employees can increase productivity by as much as 11–30%?<sup>1</sup>

Join us for breakfast and discover how you can use social collaboration tools to innovate and engage your workforce, and take advantage of new business opportunities.

### Brisbane

Tuesday 18 September  
7:45am – 9:30am  
Hilton Hotel  
Samford Room  
190 Elizabeth Street  
Brisbane 4000

[Register now](#)

### Melbourne

Wednesday 19 September  
7:45am – 9:30am  
Crown Towers  
Garden Room 1  
8 Whiteman Street  
Southbank 3006

[Register now](#)

### Sydney

Thursday 20 September  
7:45am – 9:30am  
Sheraton on the Park  
Beaumont Room  
161 Elizabeth Street  
Sydney 2000

[Register now](#)



## Social Business Xchange

The IBM online information series on the topic of social business

[Register](#)



## IBM Collaboration Solutions

- ★ latest case studies
- ★ analyst recommendations
- ★ thought leadership from IBM
- ★ webcasts, event invitations
- ★ self assessments
- ★ hands-on demos



Your Logo  
**MAKES ME**  
**BARE**  
.com

Bad logos, awful logos,  
and logos that are even worse than that.

## The Power of Social Networking....



Your Logo  
MAKES ME  
BARE  
.com

Bad logos, awful logos,  
and logos that are even worse than that.

WISCONSIN  
TOURISM  
FEDERATION



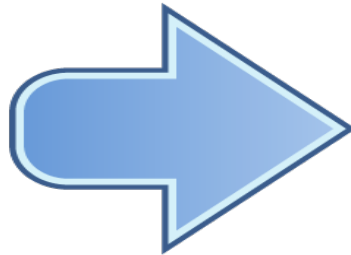
Your Logo  
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Bad logos, awful logos,  
and logos that are even worse than that.



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## •Insight into IBM's 2012 CEO Study

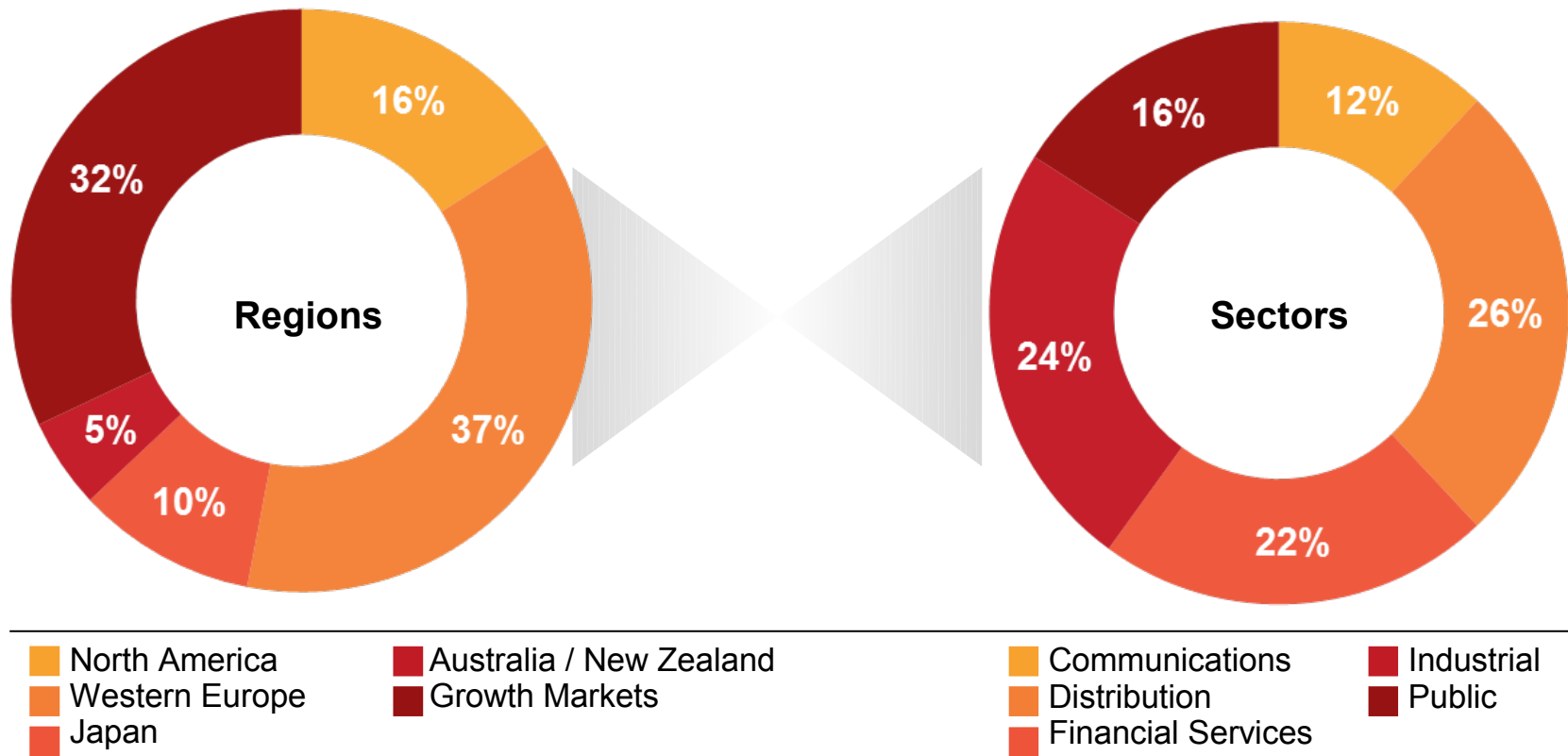
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In this largest known sample, we spoke with over 1700 CEOs – battle-tested leaders with an average tenure of 6 years

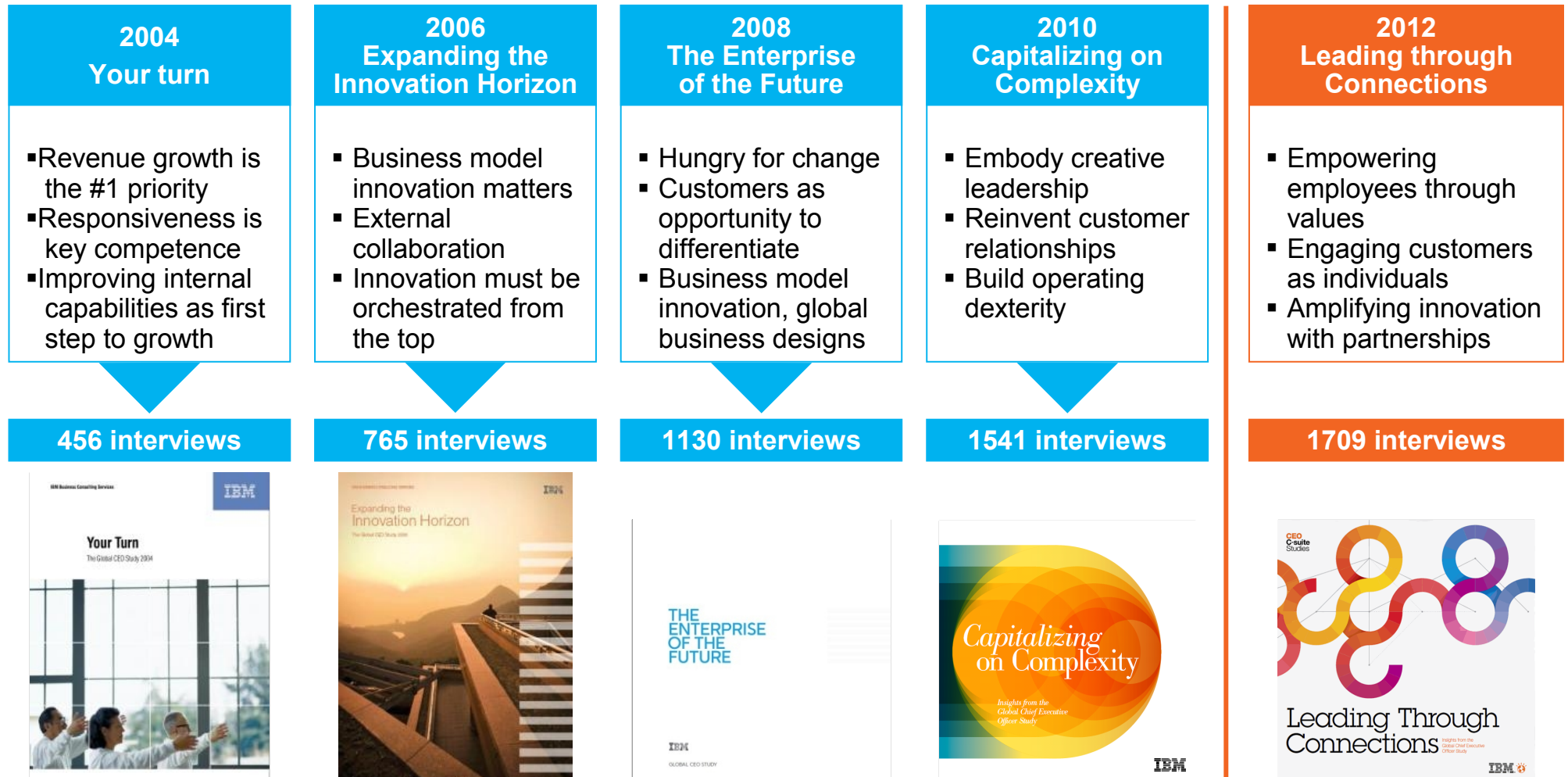
The study represents organizations in 64 countries across 18 industries



Note: The CEO response sample (n=1709) has been weighted based on 2010 Regional GDP of the IMF World Economic Outlook

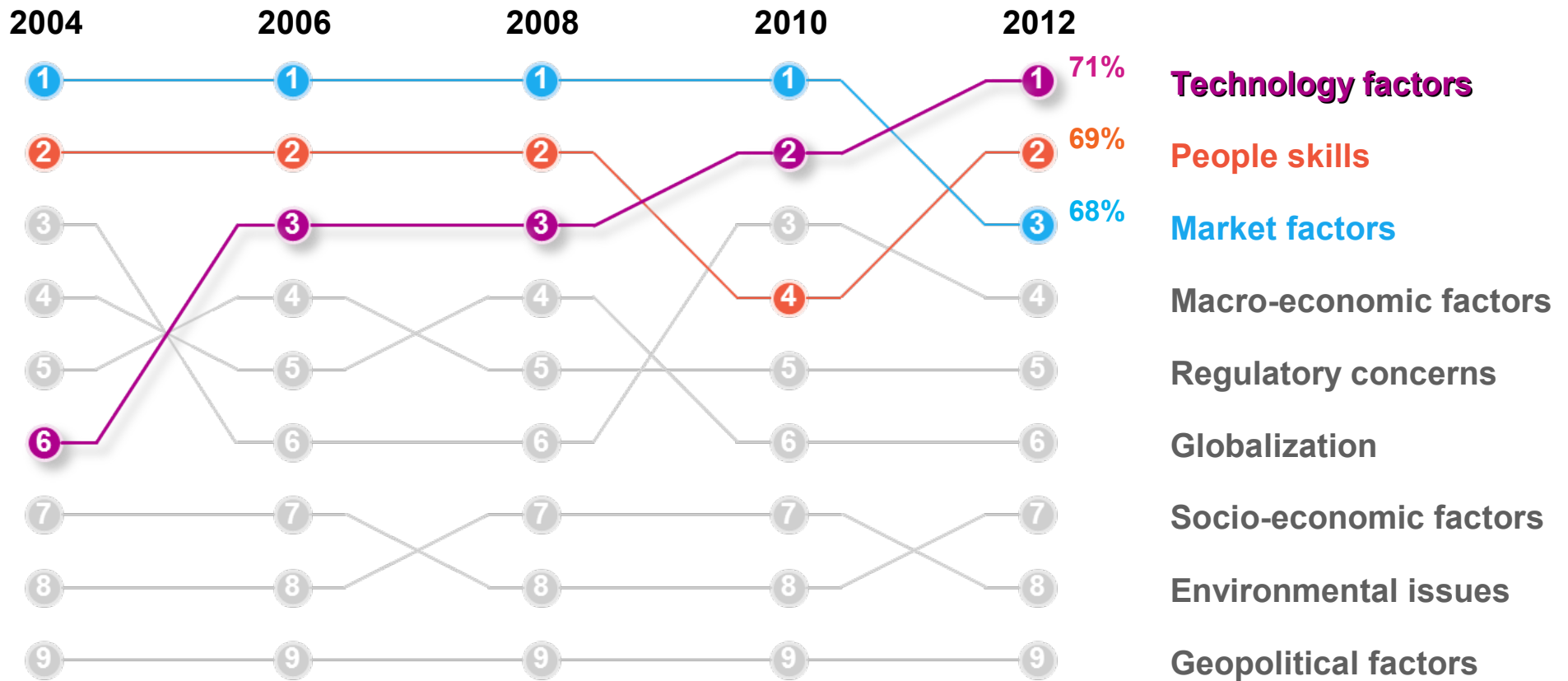


# The Global CEO Study 2012 is the fifth biennial CEO study, building on our insights and findings over the last 8 years



For the first time, CEOs identify technology as the most important external force impacting their organizations

## External forces that will impact the organization



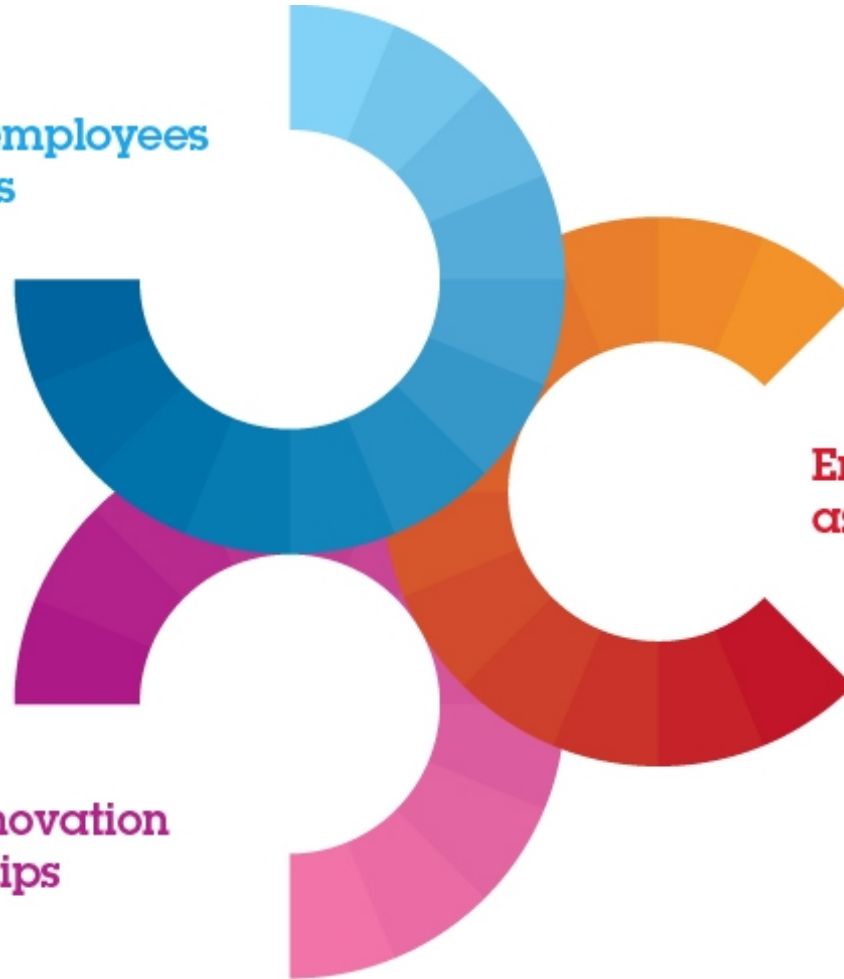
Source: Q1 "What are the most important external forces that will impact your organization over the next 3 to 5 years?"



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# CEOs create more economic value by cultivating new connections within and across three domains

**Empowering employees through values**



**Engaging customers as individuals**

**Amplifying innovation with partnerships**



# How will CEOs create more economic value by engaging customers as individuals?



Customers share insights into what they value individually, and when and how they want to interact

To connect individually, CEOs plan a step change in social media interaction and continuing face-to-face engagement

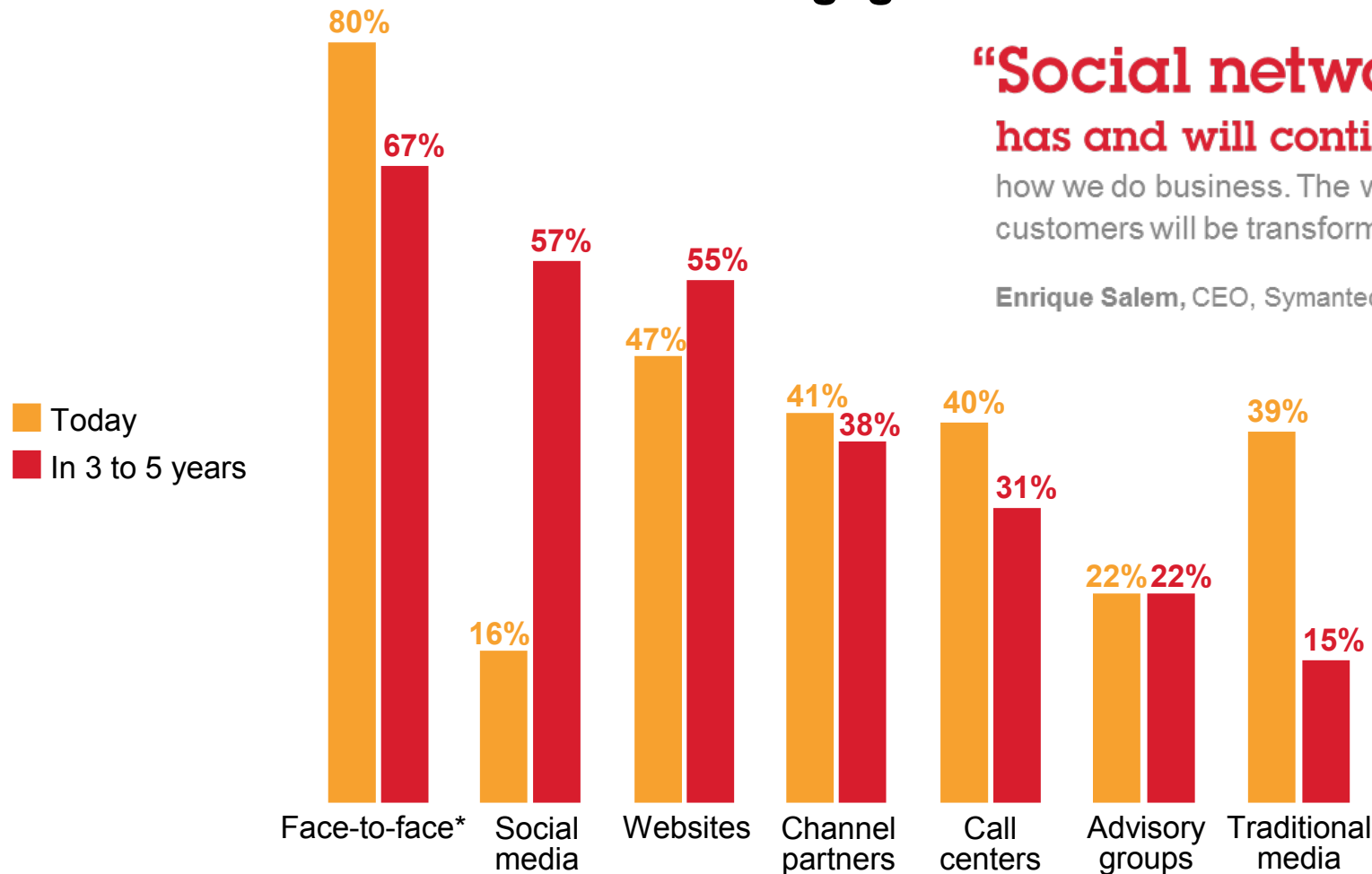


**Outperformers strongly differentiate by better data access, insight, and translation into actions**



# To connect individually, CEOs plan a step-change from traditional to social media, while continuing face-to-face engagement

## Mechanisms to engage customers



### “Social networking

has and will continue to significantly change how we do business. The way we collaborate with our customers will be transformed.”

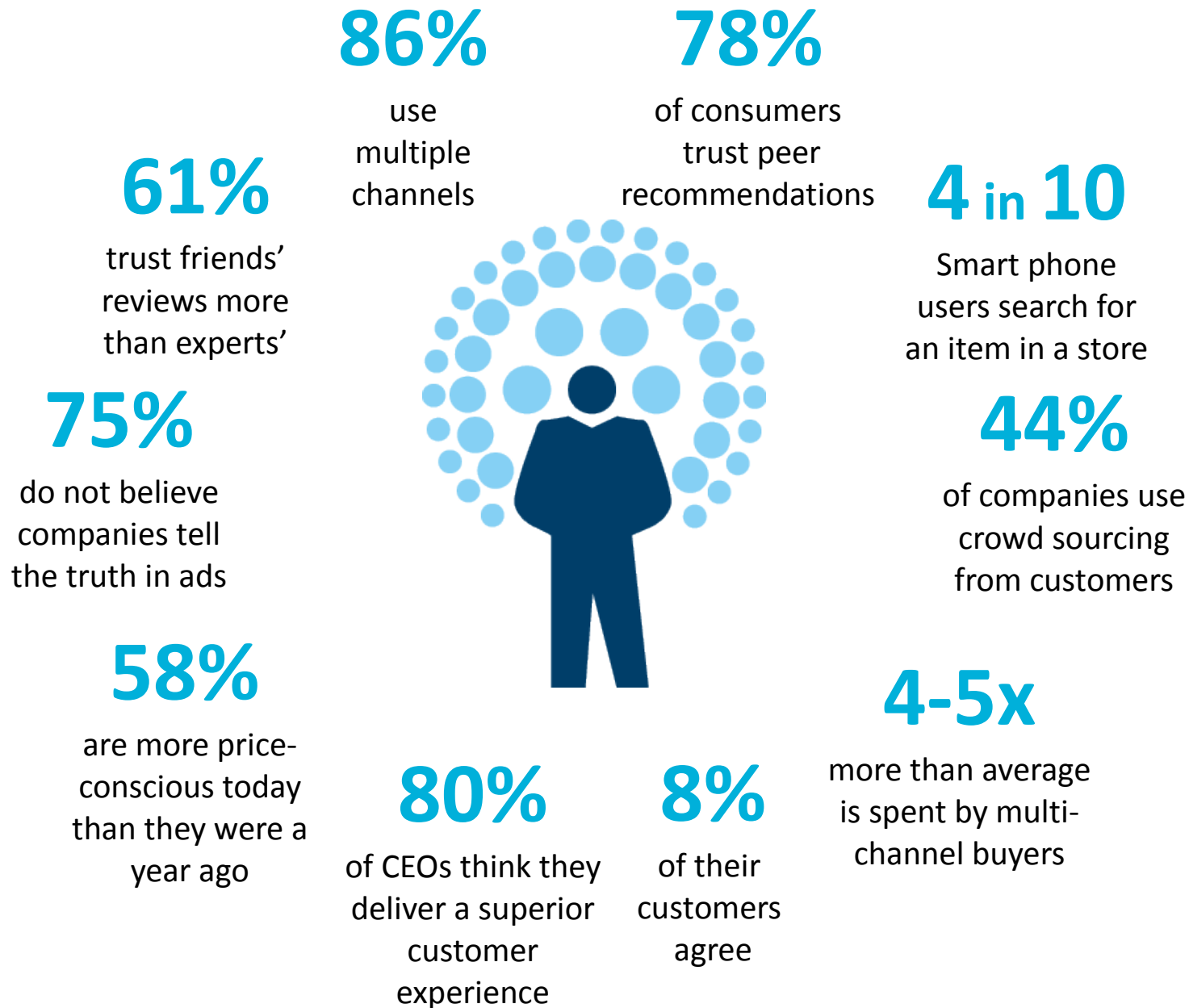
Enrique Salem, CEO, Symantec

Source: Q8 “What are the three most important mechanisms your organization will use with customers over the next 3 to 5 years?”

\*Face-to-face / sales force / institutional representatives



# Today's "empowered customer" puts businesses to the test



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- IBM Customer Experience Suite – Delivering Exceptional Web Experiences

- Customer Success Stories

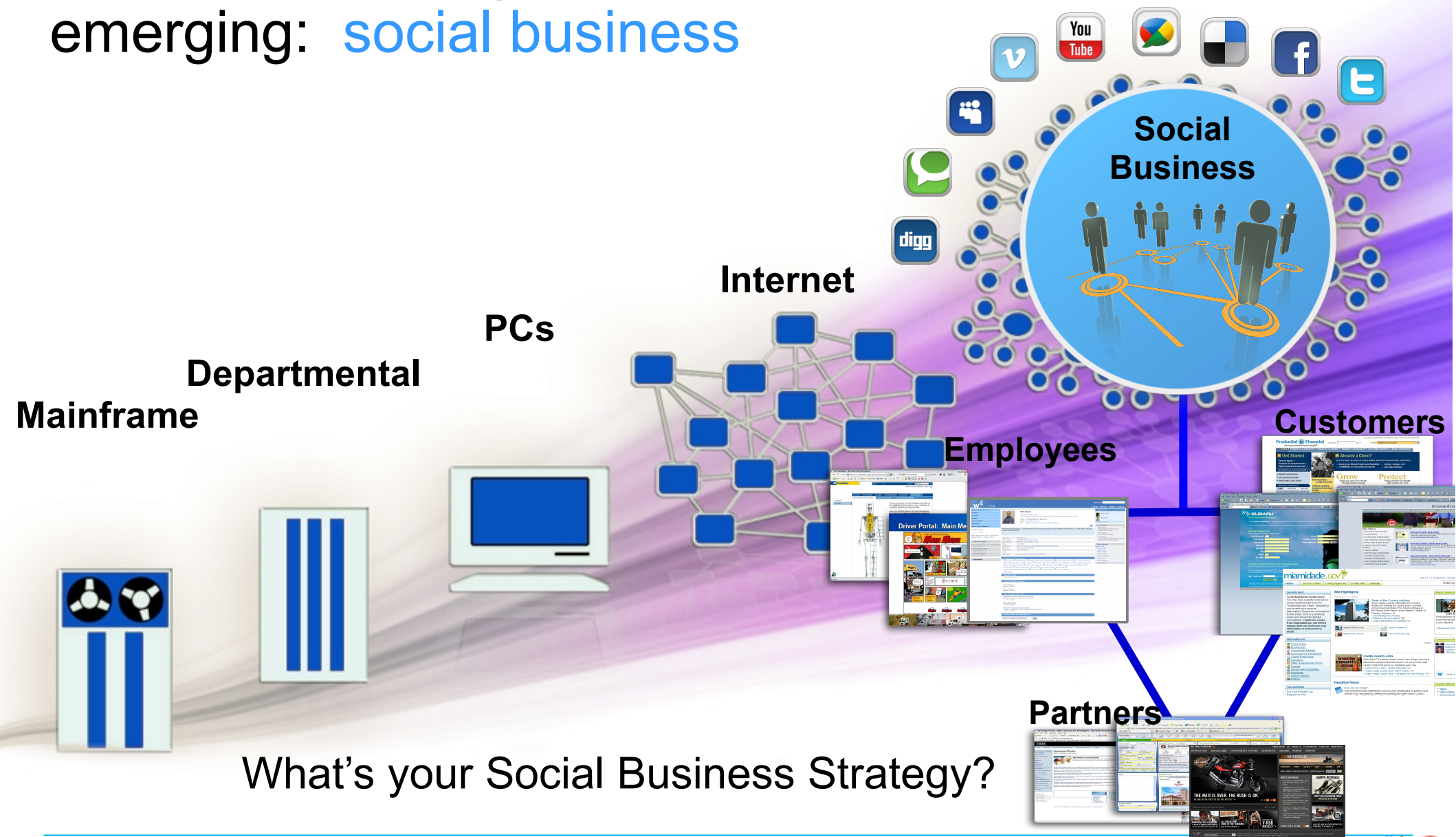
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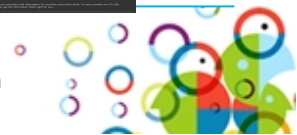




# A 5th wave of IT-powered business is emerging: **social business**



What's your Social Business Strategy?





Total Facebook Users:	11 227 240
Position in the list:	21.
Penetration of population:	52.80%
Penetration of online population	65.91%

### TOP 5 brands in Australia


Brands	Facebook users
<a href="#">M&amp;M'S® Fans</a>	2 889 613
<a href="#">Quiksilver</a>	2 118 240
<a href="#">UGG Australia</a>	1 397 552
<a href="#">Bubble O' Bill Ice Creams</a>	1 219 796
<a href="#">Pringles Australia</a>	1 039 581













Total LinkedIn Users:	3 241 470
Penetration of population:	15.24%
Position in the list:	9.
Penetration of online pop.:	19.03%



### Top Twitter Gainers

 <b>per day</b>	<b>Charlie Sheen</b> +4 368 820 Followers	 <b>per week</b>	<b>Charlie Sheen</b> +4 368 820 Followers	 <b>per month</b>	<b>Katy Perry</b> +1 865 607 Followers
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#	Screen name	Following	Followers
1.	 <a href="#">Lady Gaga (@ladygaga)</a>	137 984	28 326 176
2.	 <a href="#">Justin Bieber (@justinbieber)</a>	123 115	26 542 749
3.	 <a href="#">Katy Perry (@katyperry)</a>	109	24 916 856
4.	 <a href="#">Rihanna (@rihanna)</a>	844	24 140 527
5.	 <a href="#">Britney Spears (@britneyspears)</a>	413 718	19 438 708
6.	 <a href="#">Barack Obama (@BarackObama)</a>	674 408	18 456 680
7.	 <a href="#">Shakira (@shakira)</a>	67	17 779 106
8.	 <a href="#">Taylor Swift (@taylorswift13)</a>	80	17 378 231
9.	 <a href="#">Kim Kardashian (@KimKardashian)</a>	170	15 782 398
10.	 <a href="#">YouTube (@YouTube)</a>	422	15 000 054



# IBM Research Centre for Social Software



- First-of-its kind centre of excellence for collaborative and social software
- Works with business and government, university students and faculty, creating the industry's premier incubator for the research, development and testing of social software that is "fit for business".



# Social Networking.....

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The methodology of connecting people and information

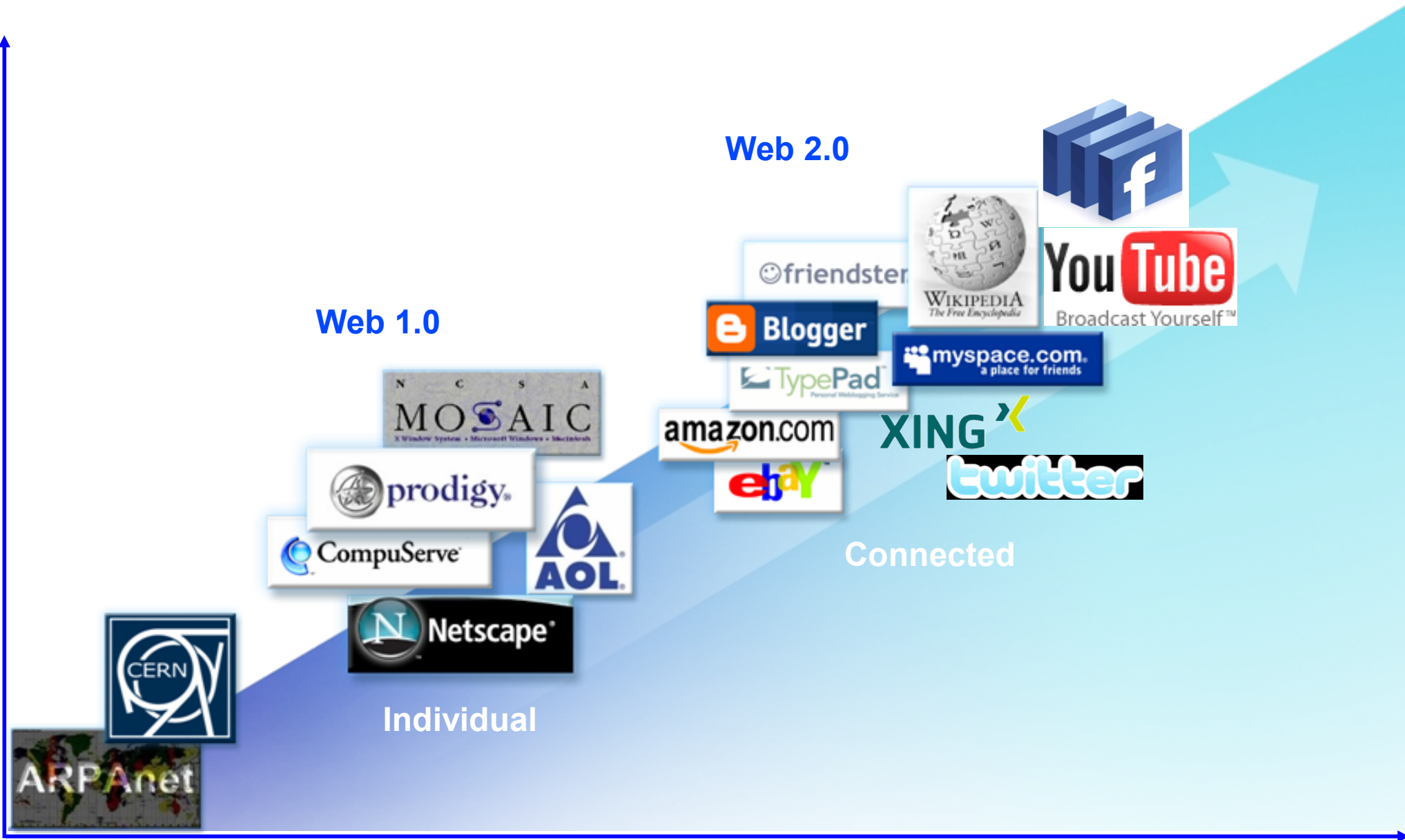
Focuses on building and reflecting social relations among people who share ideas, activities, events, and interests within their individual networks.

Do your people know about social networking?



# Transformation to Social Enterprise – Becoming a Social Business

Level of Interaction



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What should enterprises demand from an ***Exceptional Web Experience*** to deliver the business results they need?

***Delights***  
customers

***Creates***  
sustainable  
differentiation

***Leverages***  
investments

***Adapts*** to new  
opportunities



***Delivers***



# IBM Customer Experience Suite....

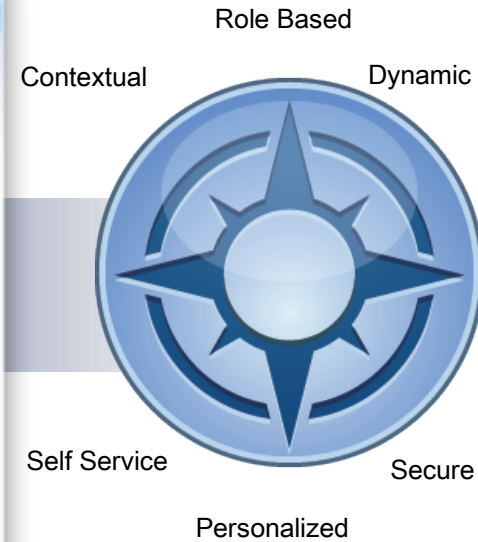
*Connecting People with Applications, Information, and People*

Applications



**Mobile  
Browser  
Kiosk**

Content



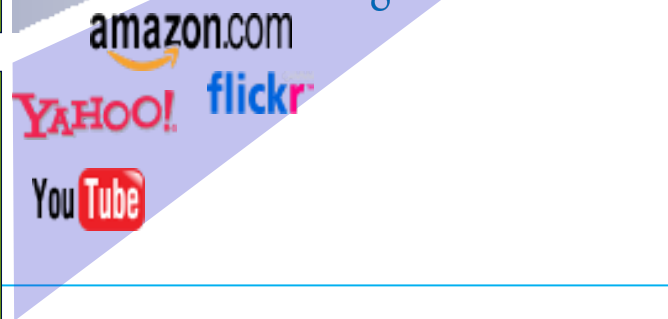
Cloud



Collaboration



Consumer



**Employees  
Customers  
Lines of Business**





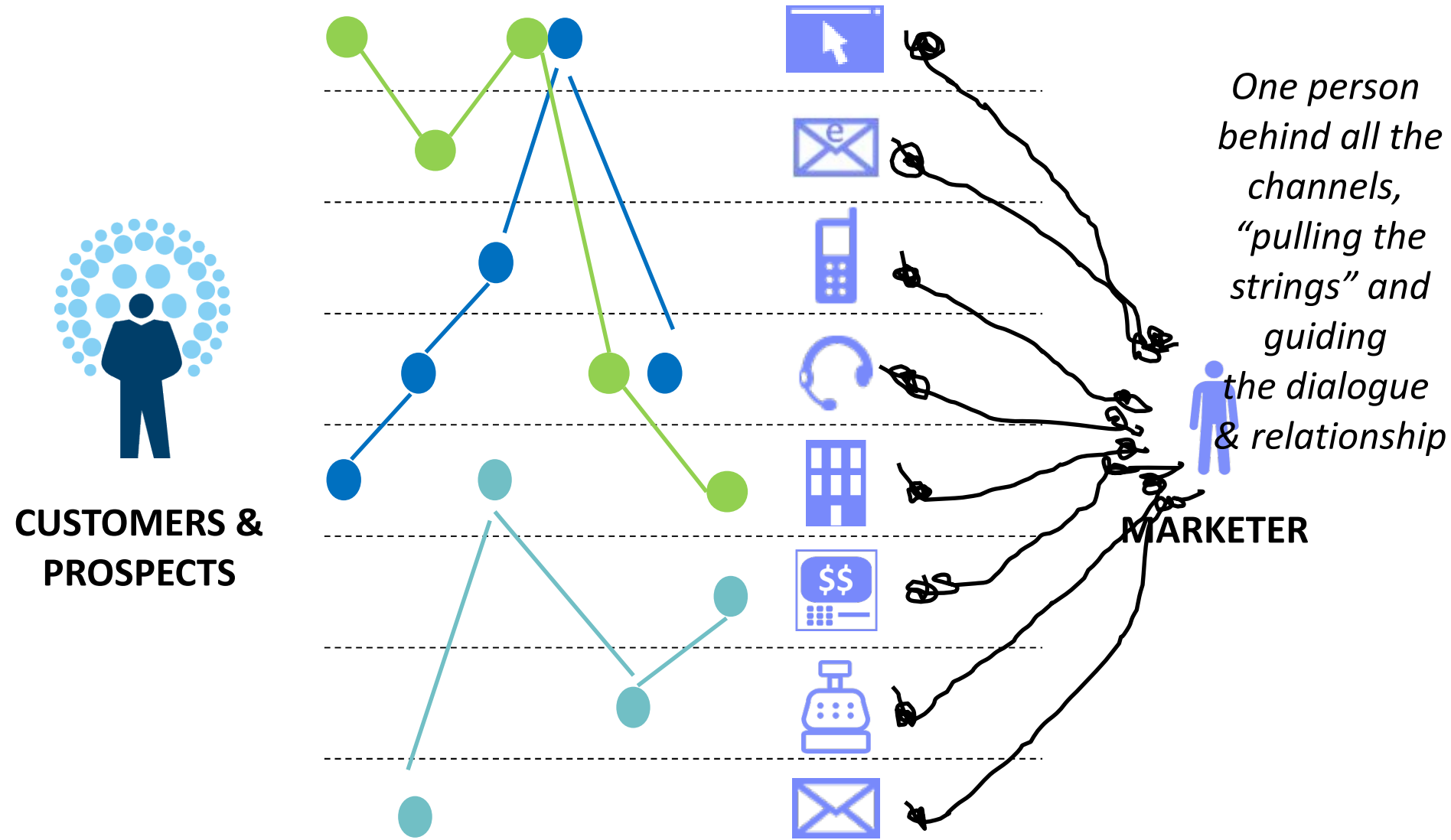
# How your customers and prospects behave across owned media



**CUSTOMERS &  
PROSPECTS**



# What your customers and prospects expect



# With IBM, marketers get:



# IBM Customer Experience Suite....



## Target the Right Experience to the Right User via the Right Channel at the Right Time



- **Deliver highly personalized, memorable experiences**
- **Enhance cross-sell, up-sell** by providing tailored **recommendations**
- **Keep online experiences dynamic and relevant**
- **Increase customer engagement**
- **Appeal to a global audience**

### **Personalized Experiences Drive Big Business Benefits:**

- Personalization can increase conversion rates by 70% <http://searchenginewatch.com/3634419>
- “The majority of marketers who have implemented strategic personalized marketing techniques have seen decidedly greater success over traditional mass marketing approaches” *CMO Council*
- 66% of shoppers report purchasing additional products based on merchant recommendations at least once in a while, with 21% doing so most or all of the time. *Emarketing and Commerce*





# IBM Customer Experience Suite....

## Quickly Create Dynamic, Engaging Web Experiences that Wow Your Customers



- ★ Increase responsiveness
- ★ Leverage existing skill sets and familiar tools
- ★ Improve site consistency, quality, and accuracy
- ★ Reduce the cost of web operations
- ★ Speed time to market

The screenshot displays the IBM Customer Experience Suite interface. At the top left, there is a video player with the title "How to prosper in a dismal climate" and a play button. Below the video player is a "More advice" link. To the right of the video player is a "Library Explorer" sidebar with sections for "Item Views", "Group By Views", and "Personal Views". Below the video player is a menu with options like "New", "Open...", "Save", "Save As...", "Restore from Autosave...", "Import Word Document...", and "Print...". At the bottom of the screenshot is a document editor window with a toolbar and a text area containing the heading "Flexible Benefits" and a paragraph of text.

# IBM Customer Experience Suite....



## Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



- ★ Leverage one common theme to deliver content through the browser to desktop + mobile
- ★ Leverage out-of-the-box tooling to support smartphones
- ★ Dynamically adapt content to the 7,500+ mobile devices



# IBM Customer Experience Suite....



## Improve Customer Loyalty by Enabling Users to Socialize



- ★ Support conversations and information sharing
- ★ Allow users to find the right people
- ★ Enable customers to get problems resolved quickly
- ★ Improve SEO and brand awareness

The screenshot shows a web article titled "HOW MUCH IS ENOUGH?" with a five-star rating. The article text discusses insurance as a neglected aspect of financial planning. Below the article is a "News from our Community" section featuring a post by Charles Bounar. To the right of the article is a "SHARE" dropdown menu with options for Email, Print, Digg, MySpace, Facebook, Twitter, Favorites, Delicious, Google, Live, StumbleUpon, and More... (225). Further right is a "RELATED EXPERTS" section with a grid of profile pictures and a "Chat with an Investment Rep" section featuring Anna Bauer with "Start Chat" and "Call Me" buttons.



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# Exceptional Web Experiences – Delivering Personalised Online Services

**Australian Government**  
Department of Human Services

Corporate | Business | Health professionals | Minister

**Customer online services**

Centrelink   [Register](#) [Help](#)

Find us Contact us **Thuonjän**

## How can we help you?

We deliver social and health-related payments and services

	<b>Families</b>		<b>Child Support</b>		<b>Job seekers</b>		<b>Older Australians</b>
	<b>Medicare</b>		<b>People with a disability</b>		<b>Students &amp; trainees</b>		<b>Migrants, refugees &amp; visitors</b>



## Australian Open 2010

January 18 - 21, 2010



## Masters Golf Tournament 2010

April 5 - April 11 2010



## Tony Awards 2010

June 13, 2010



## French Open 2010

May 23 - June 6, 2010



The Art of the Possible  
*powered by*  
IBM Exceptional Web experience

## US Open Golf 2010

June 14 - June 20, 2010



## US Open Tennis 2010

August 30 - September 12, 2010



## Wimbledon 2010

June 21 - July 4, 2010



# Exceptional Web Experiences - Grow the online business



*Enhancing the US Open tournament experience to millions of tennis fans worldwide*



## Business Need

- Expand USTA/US Open's reach (geographic and demographic)
- Engage fans with innovative technology that offers a **differentiated experience**
- Increase advertising and sponsor **revenue**

## Real Results

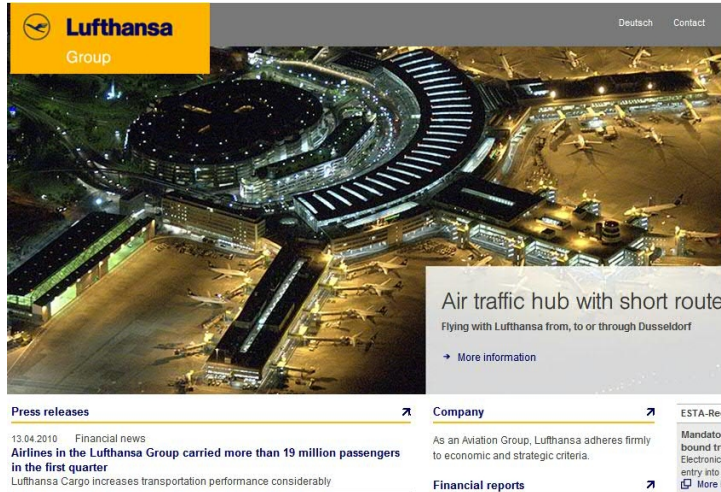
- In 2009, the site attracted over **13.5 million fans**, a **47% increase** from 2008
- Combined **live video with statistics**, and delivered **real-time data visualization** of match data for **fans to gain deeper insight** into players, live action and results
- “Around Me” **iPhone app** launched to **augment the on-site experience** for fans



# An Exceptional Web Experience Attracts and Retains Customers



*Attracting and retaining more customers while differentiating the Lufthansa brand & site*



## Business Need

- Attract **more customers**
- Deliver a **consistent and sophisticated brand image**
- Encourage **brand interaction** and build **brand loyalty**

## Real Results

- Delivers a **personalized web experience** for millions of customers in more than 80 countries and 12 languages
- Supports **16,000 customers** check-ins/day, and **3+ million** online ticket sales/year
- Showcases a **single, consistent brand image** across 4 different online presences



# Exceptional Web Experiences Are Differentiated

**PHILIPS**

*Delivering a next-generation entertainment experience with Web content tailored for TV*

- Personal content
- TV Guide
- Linear broadcasting
- VoD
- News, weather, sports



## Business Need

- Drive the evolution of how people access and view media content
- Deliver a more personalized experience to customers
- Build a platform to access to a wealth of personally relevant entertainment services

## Real Results

- Created opportunity for new, advertising-driven business model and revenue stream
- Ability to execute more intelligent, targeted advertising through on-demand ad insertion
- Strengthened customer relationships and increased market share through a differentiated experience

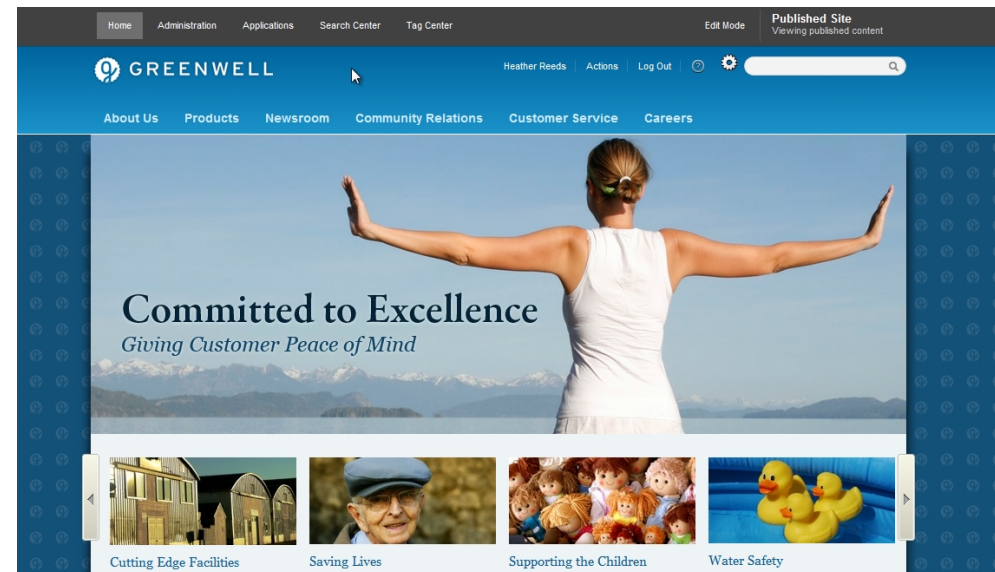


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# What you are going to see.....

- ★ Create and publish content directly in-line with the customer experience
- ★ Easy and efficient means of pushing content out to multiple channels including social media
- ★ Access key site interaction metrics to determine success of promotion / campaign
- ★ Design content once and deliver to browser, mobile devices
- ★ A non-technical way to build out an embedded form for data capture



# IBM Exceptional Customer Experience Ecosystem

## Industry Solutions and Templates

Government	Healthcare	Banking	Retail	Insurance	Industrial	Telco	Travel + Transportation
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## IBM Value-added Modules

Commerce	Forms & BPM	Social Analytics	Mobile
Predictive Analytics	Business Intelligence	Enterprise Marketing Mgt	Web Analytics

## Partner Modules

Digital Asset Management	Customer Service*
Immersive Viewing	CRM

## IBM Customer Experience Suite

Web Content	Portal	Social	Personalization	Marketing Tools	Search
Analytics-enabled	Instant Messaging	Mobile (smartphones)	Rich Media	Mashups	Rich Internet App Tooling





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•ROUNDTABLE DISCUSSION



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## Roundtable Discussion....

### Topics

- Attracting, retaining and engaging customers
- Anticipating and capturing new business opportunities quickly and efficiently
- Differentiated, integrated and consistent customer web experiences
- Consistency of brand across all channels and devices
- Addressing unique needs, behaviours and access methods across online communication channels

### Questions

- How/what are you currently doing to...?
- What are the challenges?
- How are you planning to overcome?

