Building customer intimacy across channels and throughout your enterprise

IBM Information Management software

Get a full view of customer data across multiple channels: IBM Customer Care Solution for Retail

Highlights

- ***Achieve a single, comprehensive view of all customers, across all channels***
- ***Access customer profiles and contact information from any system across your organization***
- ***Ensure seamless customer interactions across channels to provide consistent levels of service***
- ***Understand which cross-sell and up-sell offers are relevant and effective for individual customers***

As your retail channels expand, customer expectations are expanding and evolving along with them. To keep pace, your IT infrastructure must provide the agility to respond to customer demands and new expectations without interrupting your business. The IBM Customer Care Solution for Retail provides the technology you need to fully leverage one of your most valuable assets: customer information. This comprehensive solution gives you a single view of customer information throughout your enterprise, ensuring that customer and account information is consistent and accurate across channels. In turn, you can provide better service to retain customers, while differentiating service levels for top customers and effectively targeting promotions. The bottom line? Increased revenue opportunities and more efficient, effective use of information across your organization.

Choose the right solution from a company that understands the problem

IBM understands the dramatic shifts facing retailers in the marketplace. Current IT systems and business processes are not optimized to enable retailers to respond and react to consumer demands. In the face of these challenges, the IBM Customer Care Solution for Retail can help you gain customer intimacy, which is a key competitive differentiator.

Changing customer expectations

As your organization has likely experienced, consumers are increasingly sophisticated shoppers—able to research exactly what they want, for the price they want to pay, from the retailer who offers the most value-added services around their purchase, as well as efficient multi-channel experiences (e.g., buy online, pick up in store). Failure to meet these expectations opens the door for competitors to step in. In addition, price is no longer an accurate means of differentiating customers. Many customers now purchase value products at bargain prices, while also buying some luxury products at high prices. What this means to you is that a deeper understanding of customers is required to both meet their needs and your revenue goals.

Insufficient IT infrastructure to meet customer expectations

Compounding the challenge of new customer demands is the fact that legacy IT systems developed in the 80s and 90s contain gold mines of valuable data, but lack the technology necessary to mine and distribute that data to the right systems and people across your organization when they need it. This results in inconsistent customer and account information across interaction points such as the Web, call center and store, which can lead to missed sales and promotional opportunities, not to mention inconsistent service. These legacy systems stifle your ability to meet or exceed expectations and respond to opportunities because customer information is managed in silos across many applications and departments, making it virtually impossible to do something as simple as recognize a loyal Web shopper when she phones into the call center.

Meet the challenges head on with the IBM Customer Care Solution for Retail

As customer expectations continue to grow, they expect their shopping experience to be consistent whether they shop in a store, online, or via a catalog. Frequent shoppers expect excellent service and all consumers presume that you will respect their privacy preferences. So how can you update your IT systems to tackle these information challenges? The IBM Customer Care Solution for Retail provides the technology you need to gain consistent, accurate information about your customers across multiple channels—so you can meet these expectations and challenges with agility and success.

Gain a single view of your customers

As discussed, many legacy systems do not allow a comprehensive customer view. Further, these systems are unable to ensure that the right customer information is available to the right business user, based on the channel they represent (call center, billing, marketing promotion, etc). Consider this example: A retail customer, "Amy" updates her home address on a company Web site, expecting this to be sufficient, but it is not. Because there is no enterprise process for updating and sharing an address change across systems, only one database (the Web site's) is updated, so no other channels have Amy's current address. As a result, direct mail, billing statements, and other critical information is mailed to her old home address, leading to lost revenues, customer frustration and possibly loss of the customer altogether.

Considering the high cost of customer acquisition, retailers cannot afford erosion of their customer base due to such information missteps. The IBM Customer Care Solution for Retail includes a Single View of Customer, enabling a deep and timely customer understanding while maintaining specific views to different business units. Without a single view of the customer, no multi-channel solution

will deliver a superior shopping experience. With the solution, when Amy updates her address online, all other sales channel systems will be updated at the same time.

Differentiate service levels for different levels of customers

Having a Single View of Customer does not just generate better service. It can also generate higher revenue. Without such a complete customer picture, sales representatives in one channel have no view into a customer's purchase history, demographics and preferences from other channels, and are therefore handicapped in their ability to up-sell the customer. All the while this valuable information is known to the organization and locked in various disparate systems. Consider the case of "Jane": Jane is known to marketing as a high-value customer when shopping on the Web site, yet when she dials the call center, she is completely unknown to the representative. This representative does not have data about Jane, but rather only information on those customers who call in for service. Jane is frustrated because she has spent a lot of money on the company's Web site, and not only does the company appear to have no information about her, she is also not being offered the preferential treatment

(such as special discounts or product samples) she has come to expect from her online interactions.

By implementing a Single View of Customer, IBM Customer Care for Retail can help you avoid such customer frustrations and provide service in line with customer expectations. For example, by providing multiple customer touchpoint channels with a single, accurate view of customer information, VIP shoppers will have access to special discounts, lenient return policies, samples, discounted shipping, or other offers that are specified for high-value clientele. Now when Jane interacts with the company she is treated equally across all channels, improving the entire customer experience for her—and potentially improving company sales.

Effectively target promotions

The IBM Customer Care Solution for Retail also enables deep customer analysis using IBM Retail Industry Models. These models are used to define the business meaning and relationships of all customer data and are used in conjunction with IBM Retail Business Solution Templates. This powerful combination, along with your Single View of Customer, can help you improve marketing effectiveness and improve buying behavior insight to help enhance revenue and reduce costs.

Customer Management

- Campaign & Promotion Analysis
- Cross Purchase Behavior Analysis
- Cross-Sell Analysis
- Customer Attrition Analysis
- Customer Complaints Analysis
- Customer Interaction Analysis
- Customer Lifetime Value
- Customer Loyalty
- Customer Movement Dynamics
- Customer Profile Analysis
- Customer Profitability
- Lead Analysis
- Market Basket Analysis
- Product Purchasing RFQ Analysis
- Purchase Profile Analysis
- Target Product Analysis
- Market Analysis

Figure 1: IBM Retail Business Solution Templates

For example, consider a third shopper, "Juan." Juan recently purchased a plasma television from an audio/video retailer. Without his sales history readily available to all channels, the company's direct marketing channel may mail him offers for plasma televisions—a waste of effort and budget for the company, and frustrating for Juan. But with a 360-degree view of Juan's buying history, the company may send him promotions for home-theater systems, customized

to the entertainment preferences he entered on the company's Web site. With this customer insight, the IBM Customer Care Solution for Retail enables more effective and bottom-line-driven promotions.

Realize rapid return and pave a roadmap for the future

At the core of the IBM customer care strategy is a flexible Master Data Management (MDM) solution framework, designed to deliver rapid return while providing a roadmap for the future. Drawing unique IBM capabilities in MDM solutions, coupled with deep retail industry expertise, the framework brings together a comprehensive combination of technologies and implementation services to support transformation. Founded on an extensible and reusable platform, the MDM solution framework provides accurate and timely customer information, in line and in context. The foundation of the framework, IBM Information Server, enables clients to unlock information from application and database silos across the enterprise and beyond, optimize and integrate it, and place it in the context of customer care process enabling tools.

Invest for the future

Through real-life experience across client deployments and recent acquisitions of best-of-breed MDM technologies, IBM has assembled the most robust and complete customer care platform on the market today. But rather than stop there, IBM is expanding its ability to support clients as they struggle to address the intensifying customer data challenges — by continuously strengthening our core capability and by adding new tools to the platform. For example, recent investments in multi-form MDM will enable clients to support a heterogeneous mix of customer, product, supplier, location and account information.

As people and technology evolve, customer care will continue to be an important strategic imperative. The future environment will be characterized by active and dynamic access to the full range of customer information, in line and in context, accurately and in real time, so that you can address your bottom-line goals. IBM recognizes these challenges, and stands ready to support leaders as they confront these challenges and transform the way they improve customer care.

For more information

For additional information about IBM Customer Care Solutions for Retail, please contact your IBM sales representative or visit:
ibm.com/software/data/ or
ibm.com/software/software/data/ips.

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