

IBM Commerce

IBM Commerce & Digital Experience

Design – Engage – Listen - Optimize

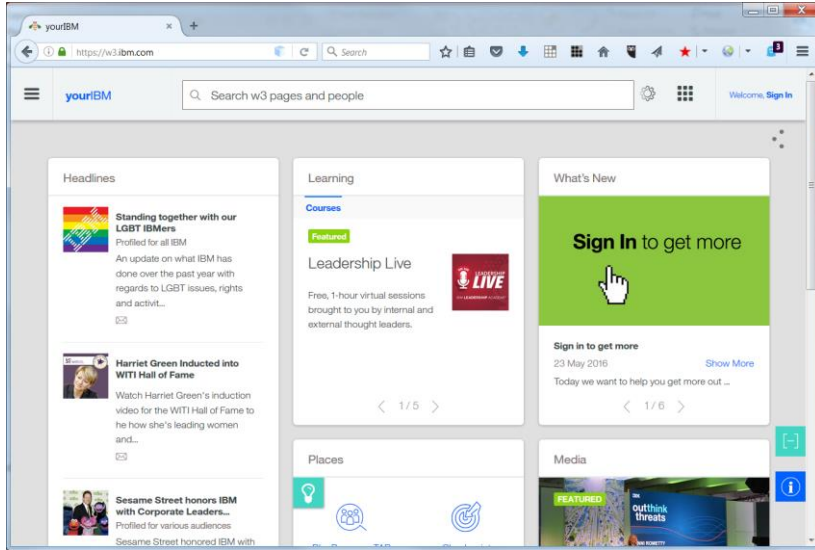
14th of June 2016



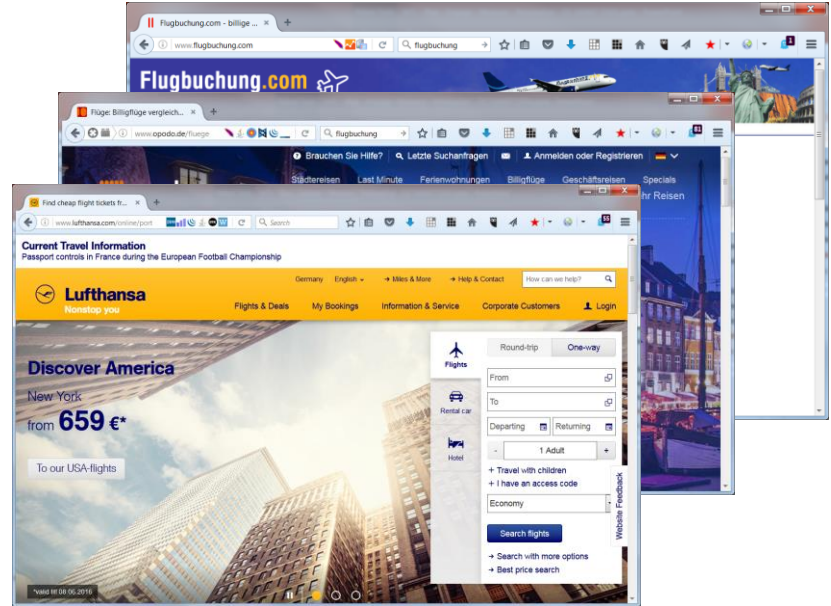
Dirk Stüven

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Does your ~~enduser~~ ^{customer} has an alternative?



Intranet



Extranet

There is a massive customer experience gap.

69%

of companies say they offer
a superior online experience

81%

say they have or are close to having
a holistic view of their customers

what brands think

51%

of customer who left companies blamed
their exits on bad online experiences

37%

of consumers say their favorite
retailer understands them

what customers say

IBM Customer Engagement Framework

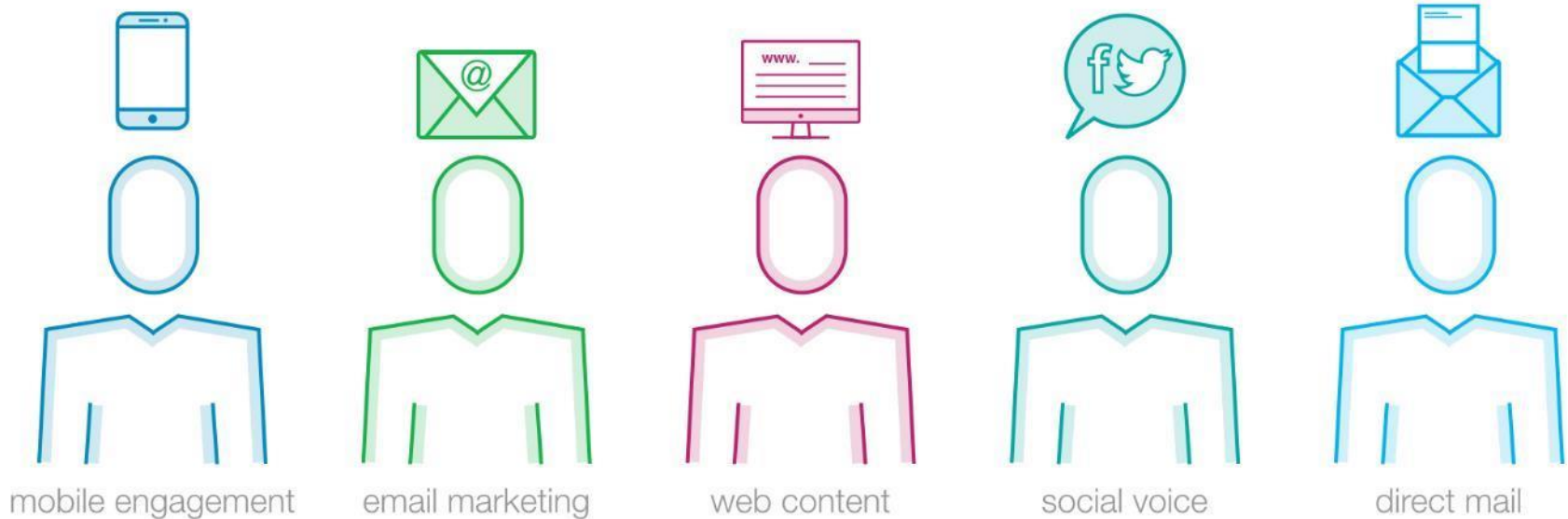






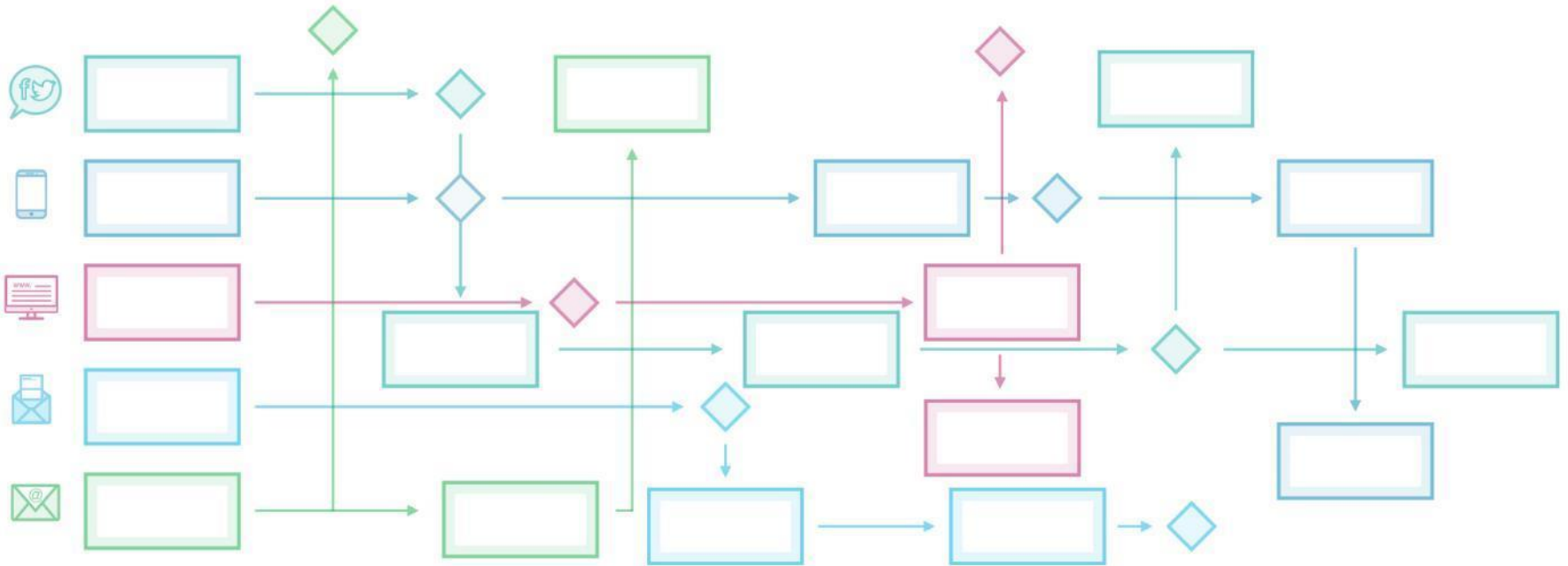
Marketing is hard. In many cases, technology has made it harder

Technology has allowed for many marketing activities to be brought in-house. Workloads have increased and specialty roles have emerged. As a result, no one person has a complete view of marketing goals and messaging has become ineffective.



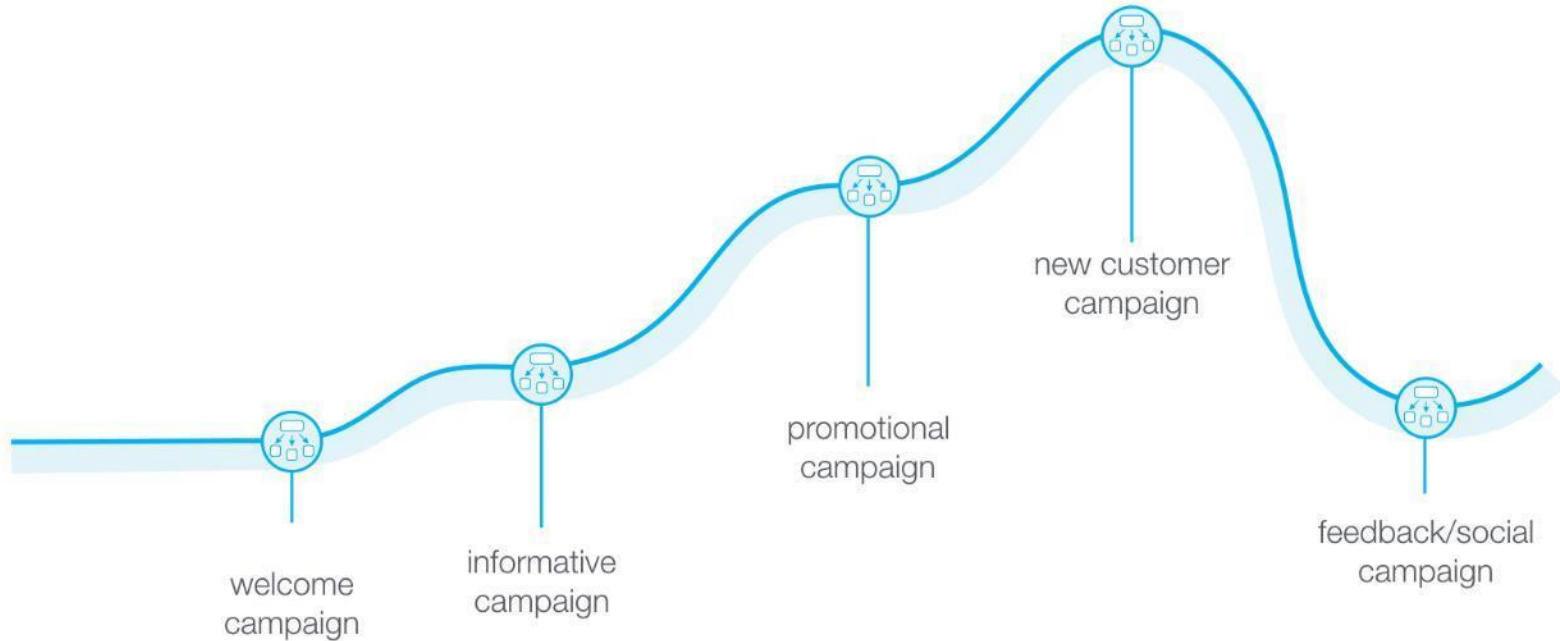
Campaigns alone were not designed to support the today's customer's expectations

Timing and channels are a customer's decision. With today's numerous marketing channels, it is extremely difficult to get the full picture of a customer's experience with the use of campaigns alone. In fact, it's a mess.



Customer journeys are a shift from campaign-centric to customer-centric

Customer journeys are a shift from product-centric marketing to customer-centric marketing. They are made up of many different campaigns taking place over different times, each with its own unique goal.



IBM Marketing Solutions



DESIGN

IBM Journey Designer



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Journey Designer makes marketing easier

Journey Designer empowers marketers to collaborate, design, and continually improve customer experiences and results. Automating administrative tasks, it lets marketers focus on adding business value.



Design customer experiences across any channel with seamless integration into your ecosystem



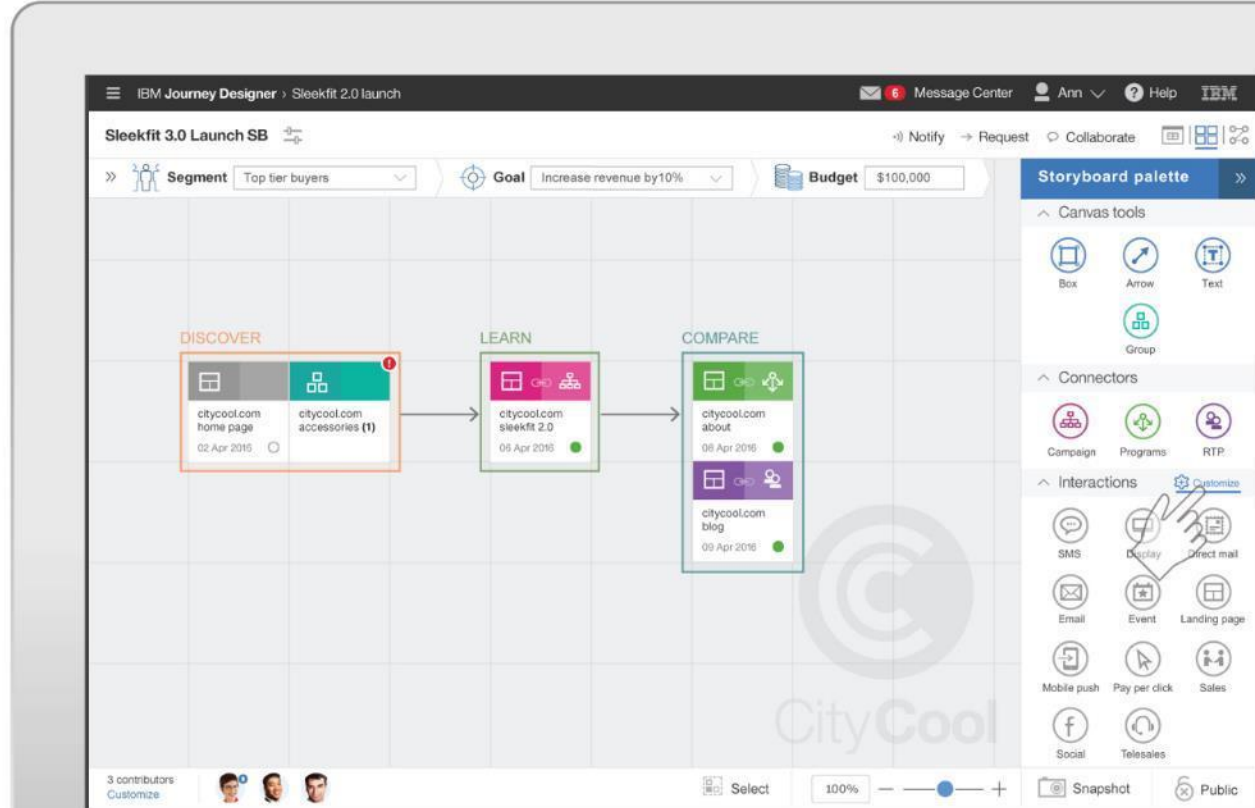
Collaborate in across silos like never before with request and workflow capabilities



Align experiences, goals, and costs to segments for continuous improvement

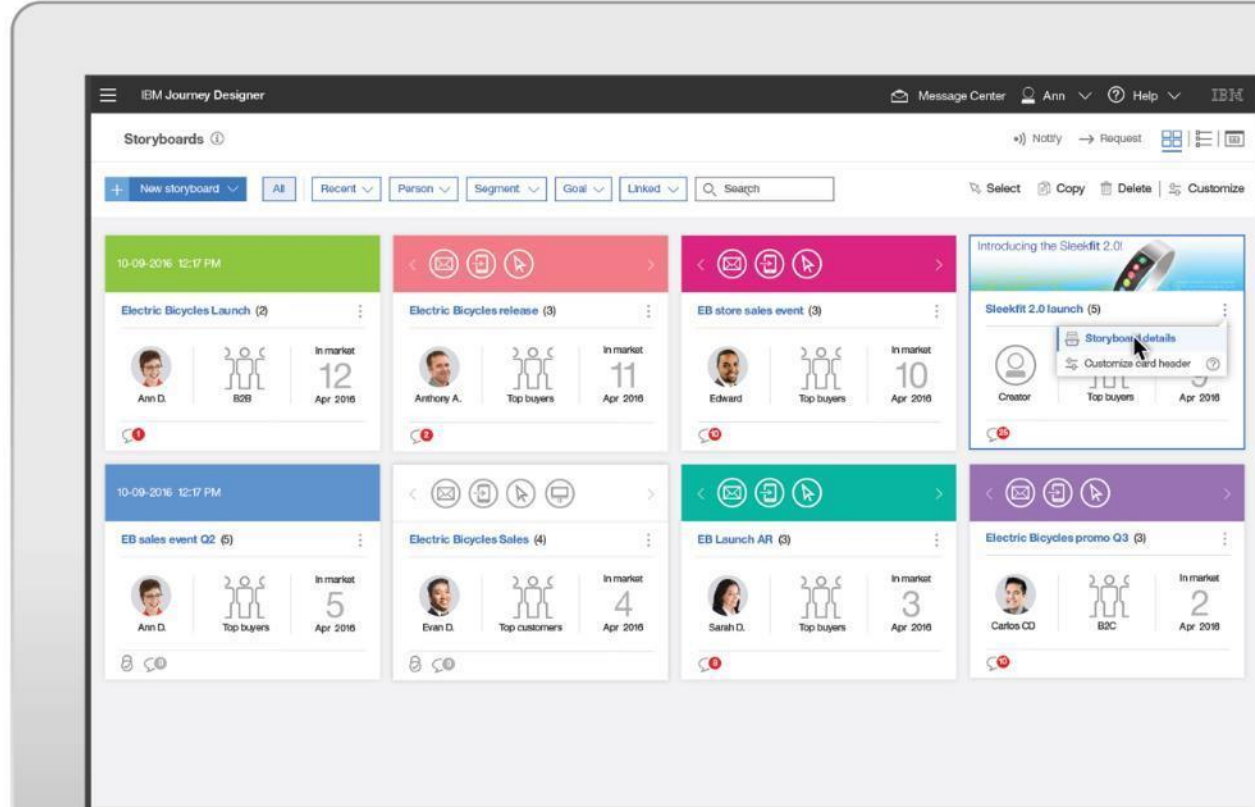
Design Experiences

Use visual storyboards to integrate your campaigns to meet target goals such as purchase and advocacy. Delight your customers with seamless experiences across channels to grow brand loyalty.



Break Down Silos

Invite your team to create visual journey storyboards. Collaborate in real time with members of your department, organization and agency partners. Ask questions, send comments and attach files to build a creative brief for each customer journey you design.



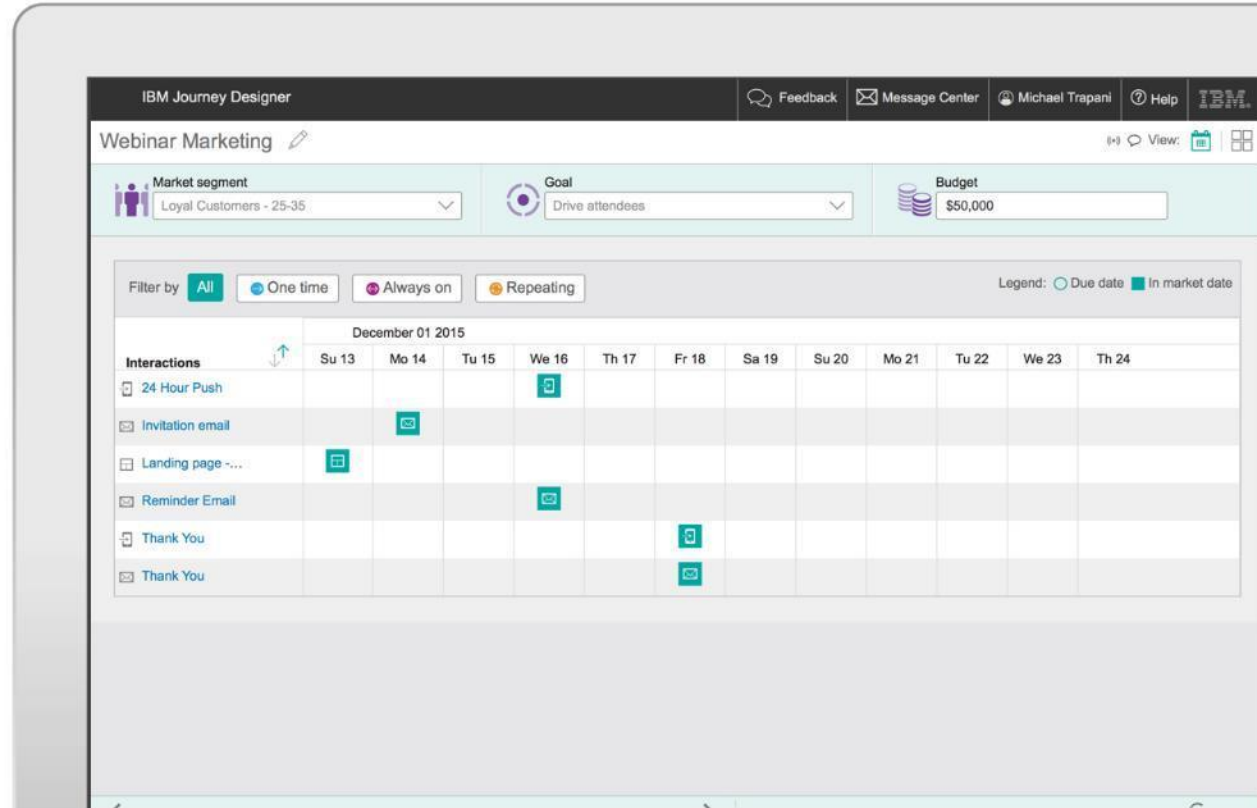
Assign Tasks

Develop a common view of your brand's customer journeys. Save and reuse these designs, easily adapting them for new segments or individuals. Use the shared virtual workspace to rapidly iterate and grow marketing results.

The screenshot displays the IBM Journey Designer interface for a project titled "Sleekfit 3.0 launch". The interface includes a top navigation bar with "Message Center", "Arin", and "Help". Below the navigation, there are filters for "Segment" (Top tier buyers), "Goal" (Increase revenue by 10%), and "Budget" (10% of \$100,000). The main workspace shows a customer journey map with three stages: DISCOVER, LEARN, and COMPARE. The DISCOVER stage contains two tasks: "citycool.com home page" (dated 02 Apr 15) and "citycool.com accessories" (dated 04 Apr 15). The LEARN stage contains one task: "citycool.com sleekfit 2.0" (dated 06 Apr 15). The COMPARE stage contains two tasks: "citycool.com about" (dated 06 Apr 15) and "citycool.com blog" (dated 09 Apr 15). A "Collaboration" panel on the right shows a chat conversation between Evan and Anthony. Evan's message says, "Ann, let's add a direct mail piece right before the store event." Anthony's response says, "@evan Just wanted to say that the storyboard is looking great - especially the journey stages!". Below the chat, there is a "View all..." link and a "Post" button. At the bottom of the interface, there is a "3 contributors" section with "Manage" and a "Select" button. The bottom right corner shows "100%" zoom, "Snapshot", and "Public" options.

Get a bird's eye view

See full picture of your customer journeys in a calendar view. See on a timeline when your marketing interactions are planned and for how long they will be in market.

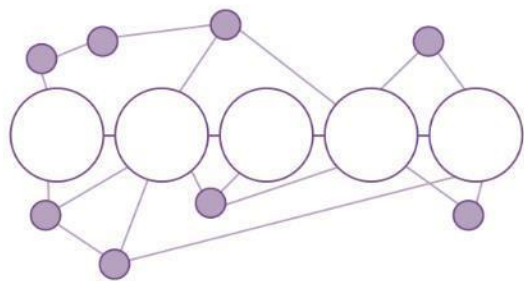


Integrate for automation

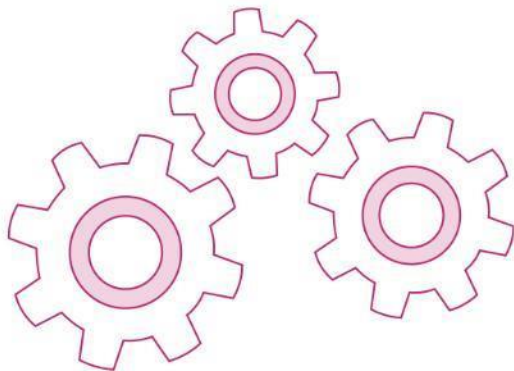
Use as a stand-alone design tool or in conjunction with other solutions for quick integration into your campaign execution



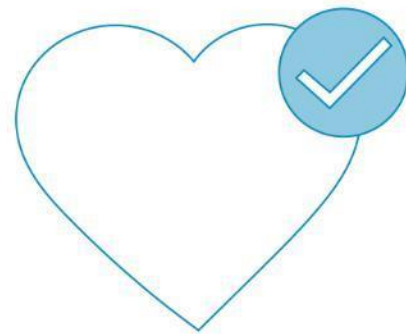
Journey Designer makes marketing easier



Create Informed Customer Journeys



Better Integrate Your Organization



Create Loyal Customers





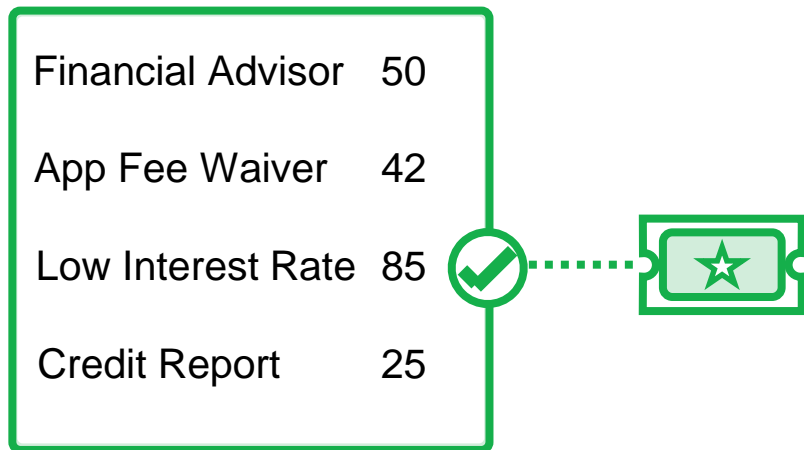
ENGAGE

IBM Real-Time Personalization



Determines, in real-time, best message for each interaction

Instantly determines the best personalized message to present to each customer during a live interaction through all inbound channels.



A combination of **segmentation logic**, **marketing rules**, and **algorithms** monitor interactions over time and automate the process of building personalization models

Plug into any customer touchpoint

Present personalized offers to customers – wherever they choose to contact you. From websites to kiosks, from call centers to mobile apps, IBM's real-time capabilities are channel-agnostic.

Behavior can be understood **across channels**, and effect decisions anywhere



Personalizes based on historical data and new data from each interaction

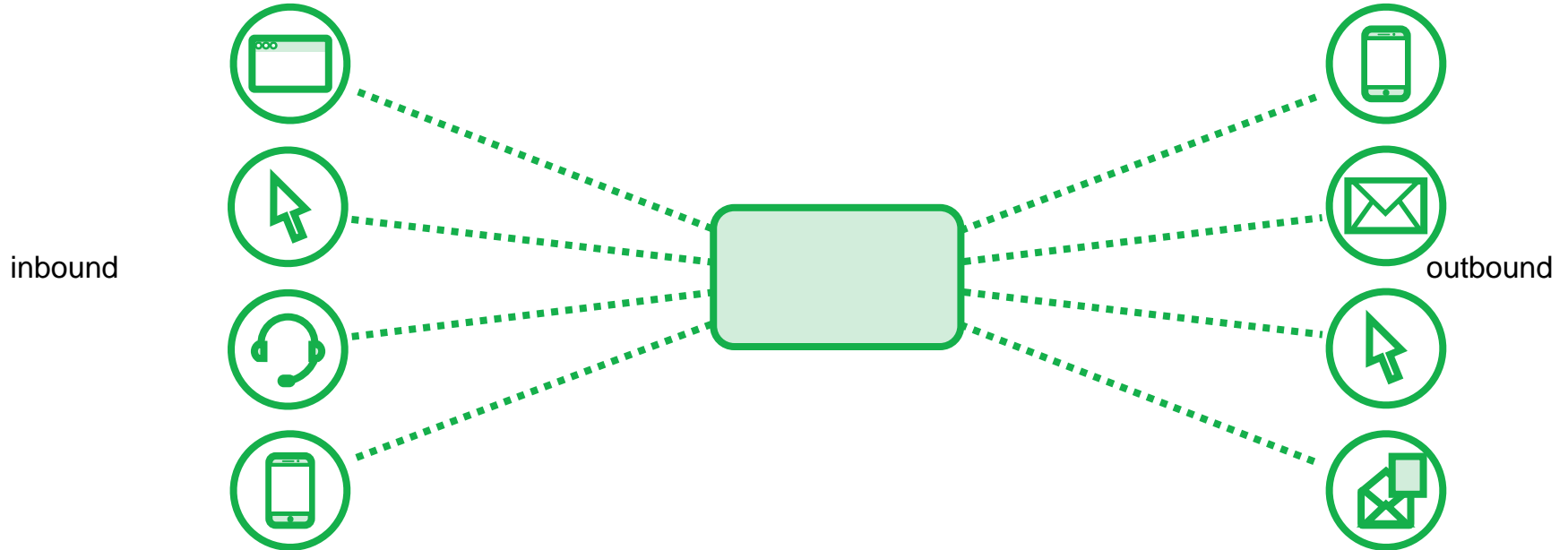
Make personalization decisions based on both historical data and new information gathered during a current interactions.



Constantly learning, gaining valuable decision-making information over time to present the most personalized offers

Single UI for both inbound and outbound communications

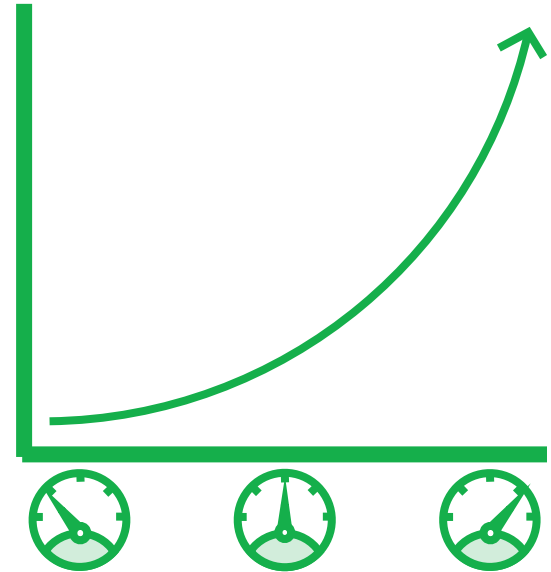
The only platform to offer a single user interface and offer management system for both inbound and outbound engagements, regardless of the channel.



Industry-leading scalability

IBM's real-time capabilities can scale to meet the most rigorous performance requirements while managing hundreds of thousands of concurrent sessions with instant response times.

The average response time is **less than one millisecond**, allowing targeted offers to appear without inhibiting the user experience.



IBM Universal Behavior Exchange

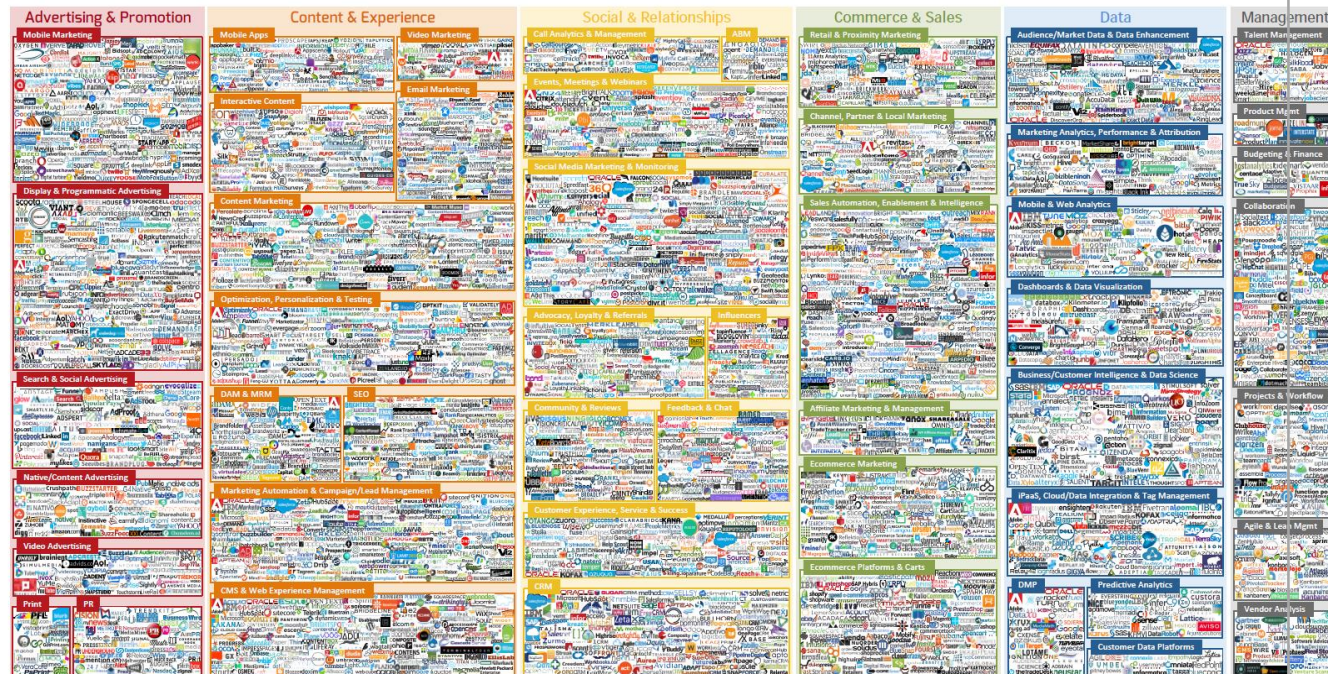


Customer context is spread across a rapidly growing ecosystem of marketing technology solutions



chiefmartec.com Marketing Technology Landscape

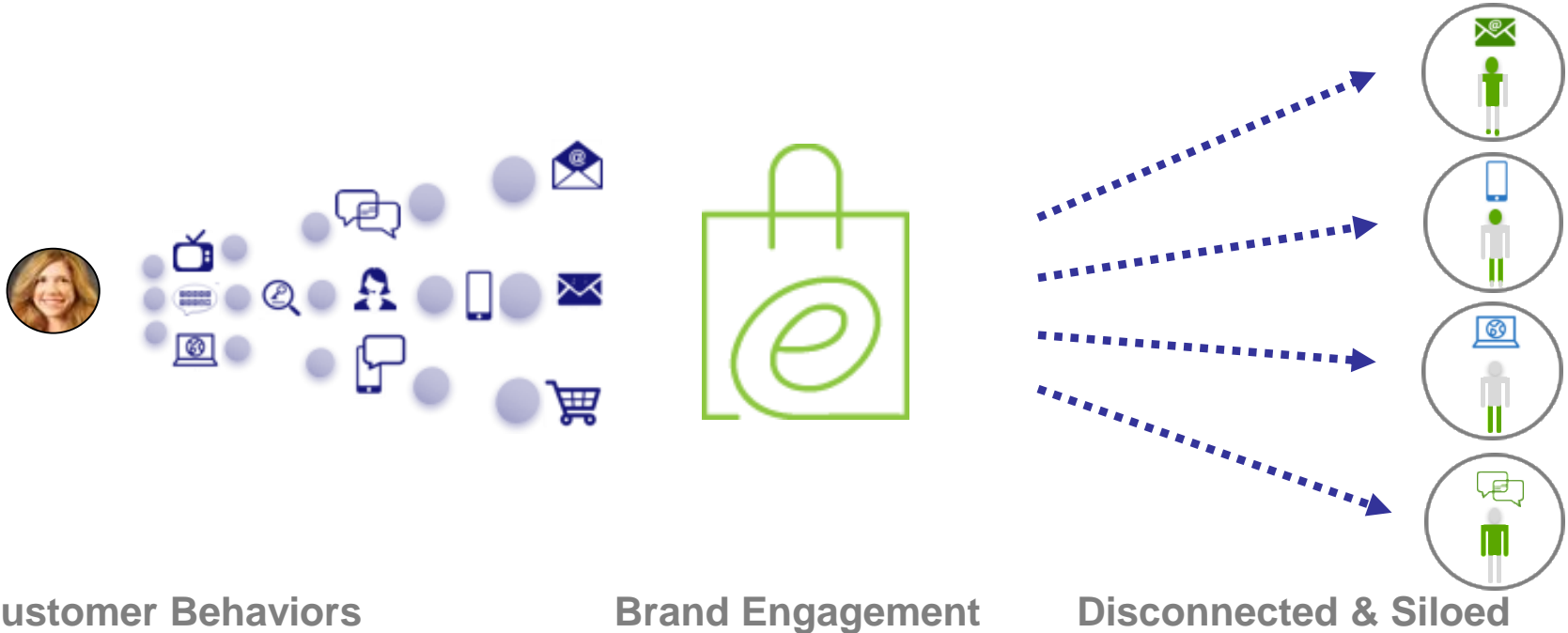
March 2016



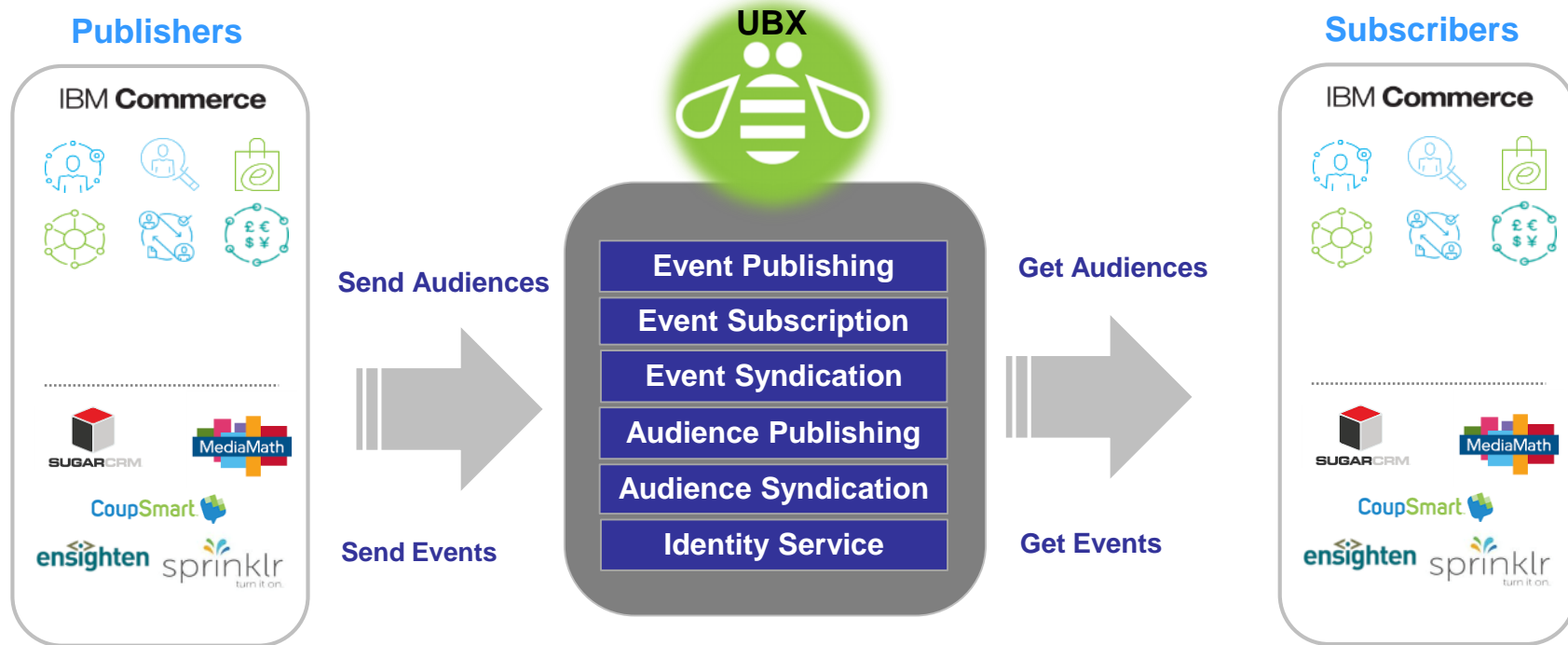
Sources: CabinetM (<http://cabinetm.com>), Captera, G2 Crowd, Google, Growthwire, LUMA Partners, Siftly, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

Created by Scott Brinker (@chiefmartec)

Customer data is plentiful but leveraging it in meaningful ways is complex, resulting in disjointed brand experiences



UBX connects your marketing ecosystem to deliver an omni-channel customer experience



The IBM Commerce solutions support for UBX



IBM Marketing Cloud



IBM Customer Experience Analytics



IBM Campaign



IBM WebSphere Commerce



IBM Interact



IBM Digital Analytics

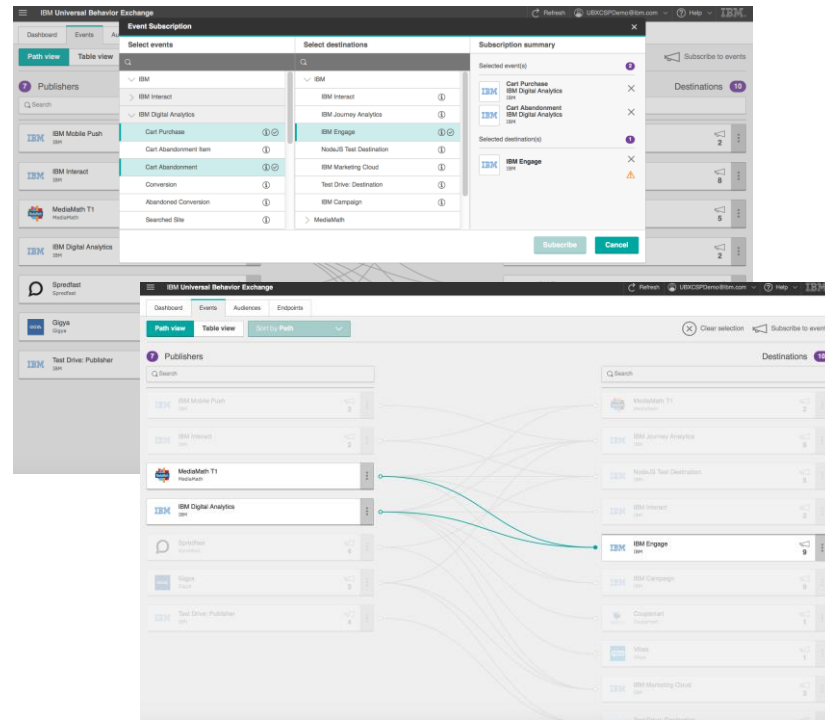
A growing ecosystem of integrated external business partners



...and several more in progress

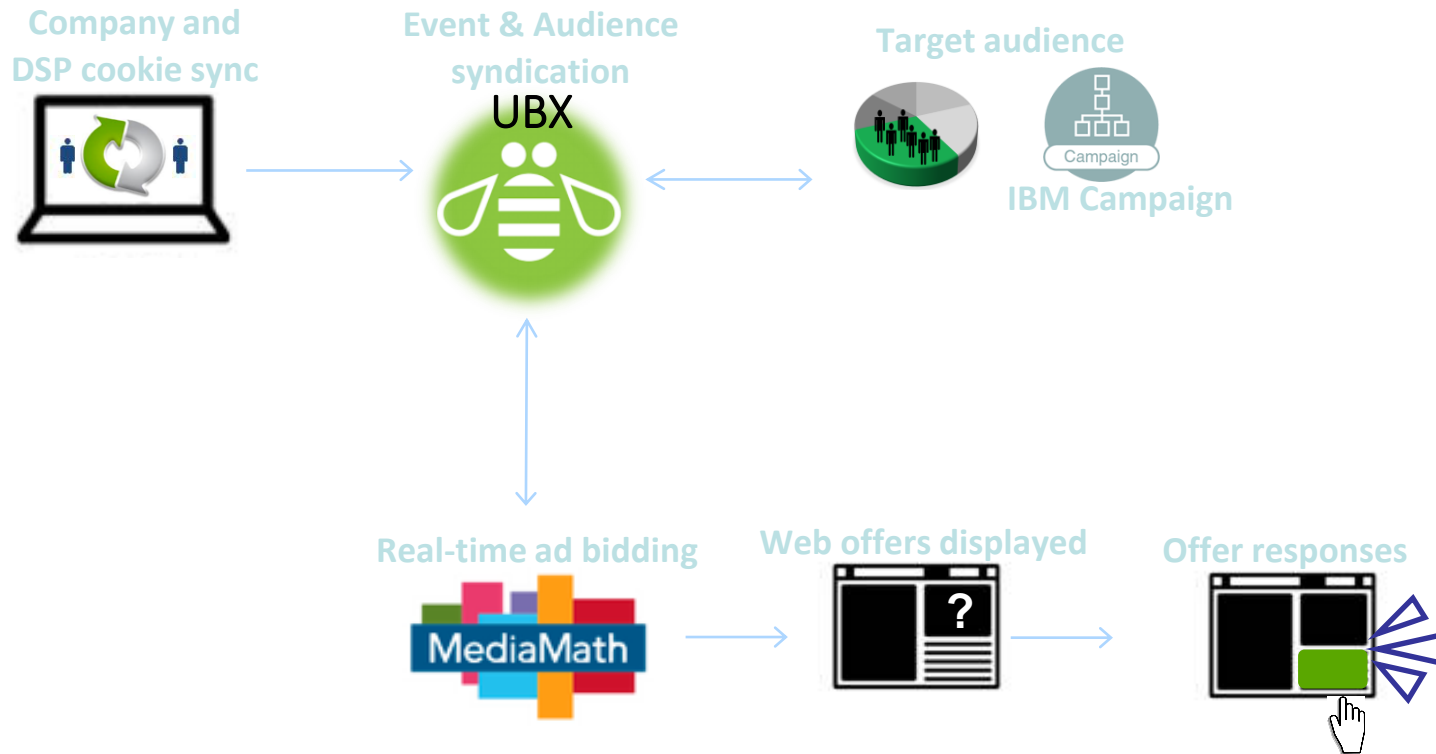
Key features of Universal Behavior Exchange (UBX)

- Click-to-connect integration for marketers
- Event and audience syndication
- Pre-integrated, certified partner network
- Better Understand and Engage with your Customers



Use Case: Acquisition

Find potential new customers through targeted paid media campaigns





LISTEN

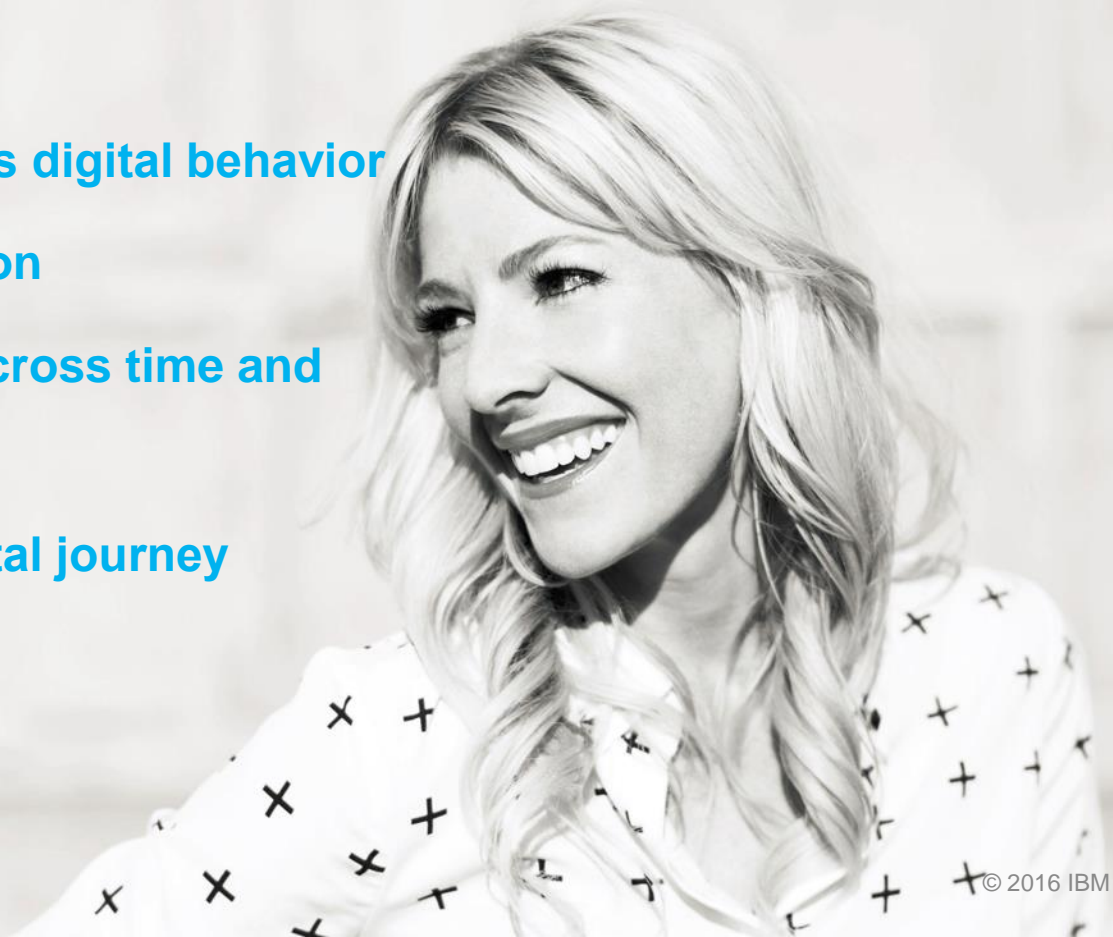


IBM Digital Analytics



IBM Digital Analytics

- **360 view of your customer's digital behavior**
- **Gain insights and take action**
- **Track customer behavior across time and device**
- **See the visitor's entire digital journey**



Designed for the practitioner and the way they work



Welcome to
IBM Digital Analytics

Client ID
[Input field]

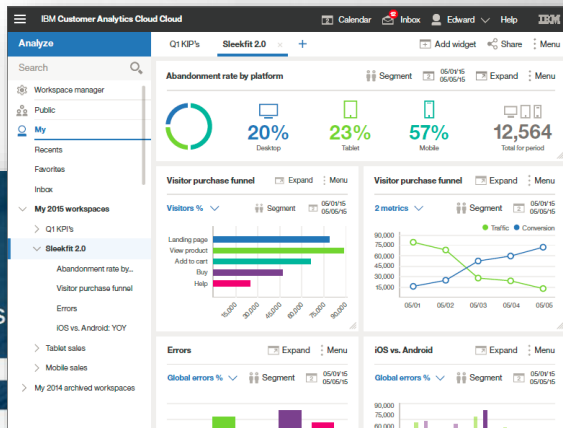
User Name
[Input field]

Password
[Input field] [Forgot Password?](#)

I accept these Beta Terms and Conditions
 Remember me

[Log In](#)

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There's one key to our future growth:
the client experience

- Ginni Rometty

Get Actionable Insights on Your Digital Customers

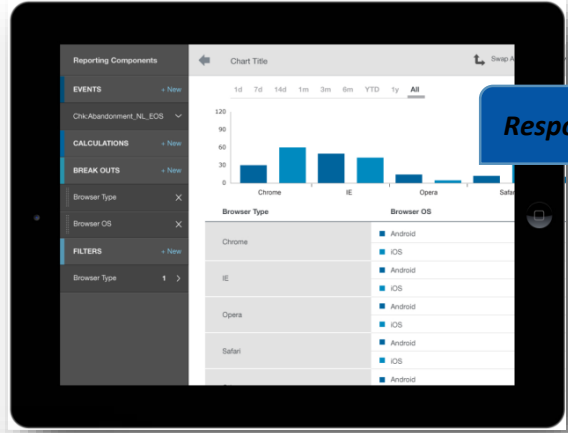
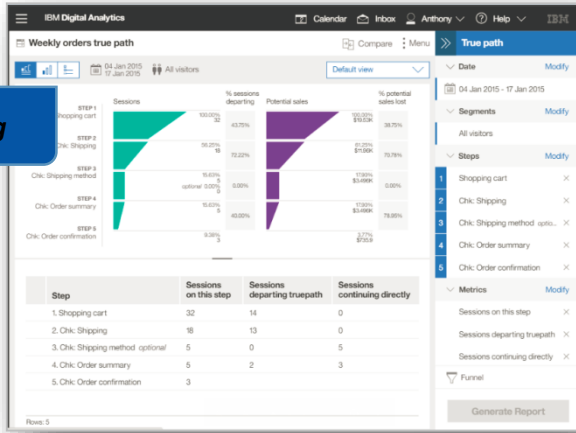


Comprehensive digital analytics with advanced ad-hoc reporting, lifecycle analysis and competitive benchmark

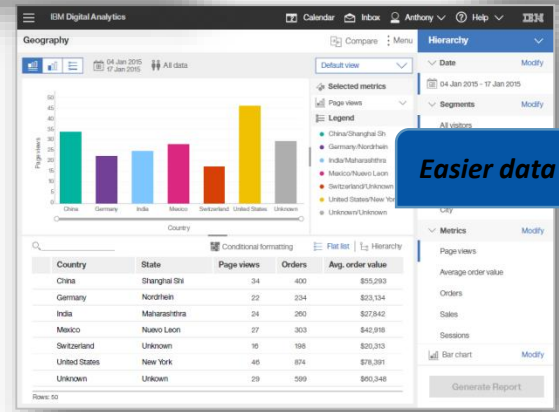
- Powerful marketing attribution and lifecycle analytics
- Fluid navigation, collaborative workspace and responsive design
- Competitive benchmarking metrics for industry specific KPIs
- Quantitative and Qualitative analytics using easy pivot to Customer Behavior Analytics
- Seamless integration with Marketing Cloud, Websphere Commerce & Websphere Portal

Gain Marketing insights faster than ever before!

Flexible reporting



Responsive design



Easier data visualization

Exciting new features!

Select steps

Break out by: True path | Click stream

Steps

- 1 Shopping cart (Required)
 - Link choice: Required (selected) / Optional
 - Page ID is Shopping cart
- 2 Chk: Shipping (Required)
 - Link choice: Required (selected) / Optional
 - Page ID is Checkout: Shipping
- 3 Chk: Shipping method (Optional)
 - Link choice: Required (selected) / Optional
 - Page ID is Checkout: Shipping method

Buttons: Add steps, Cancel, Generate Report

Build new reports on the fly

Mobile Devices

Sessions: 02/17/2016 - 02/23/2016

Browsers

Sessions: 02/17/2016 - 02/23/2016

Geography

City	State	Country	Sessions	Online Sales
Total			864	\$69,649.22
DALLAS	TEXAS	UNITED STATES	860	\$69,549.22
BANGKOK	KRUNG THEP	THAILAND	1	\$0.00
CAMDEN	GREATER LO...	UNITED KING...	1	\$0.00
IRVINE	CALIFORNIA	UNITED STATES	1	\$0.00
L'VIV	L'VVNSKA OBL...	UKRAINE	1	\$0.00

Page Categories

Sessions: 02/17/2016 - 02/23/2016

Workspaces

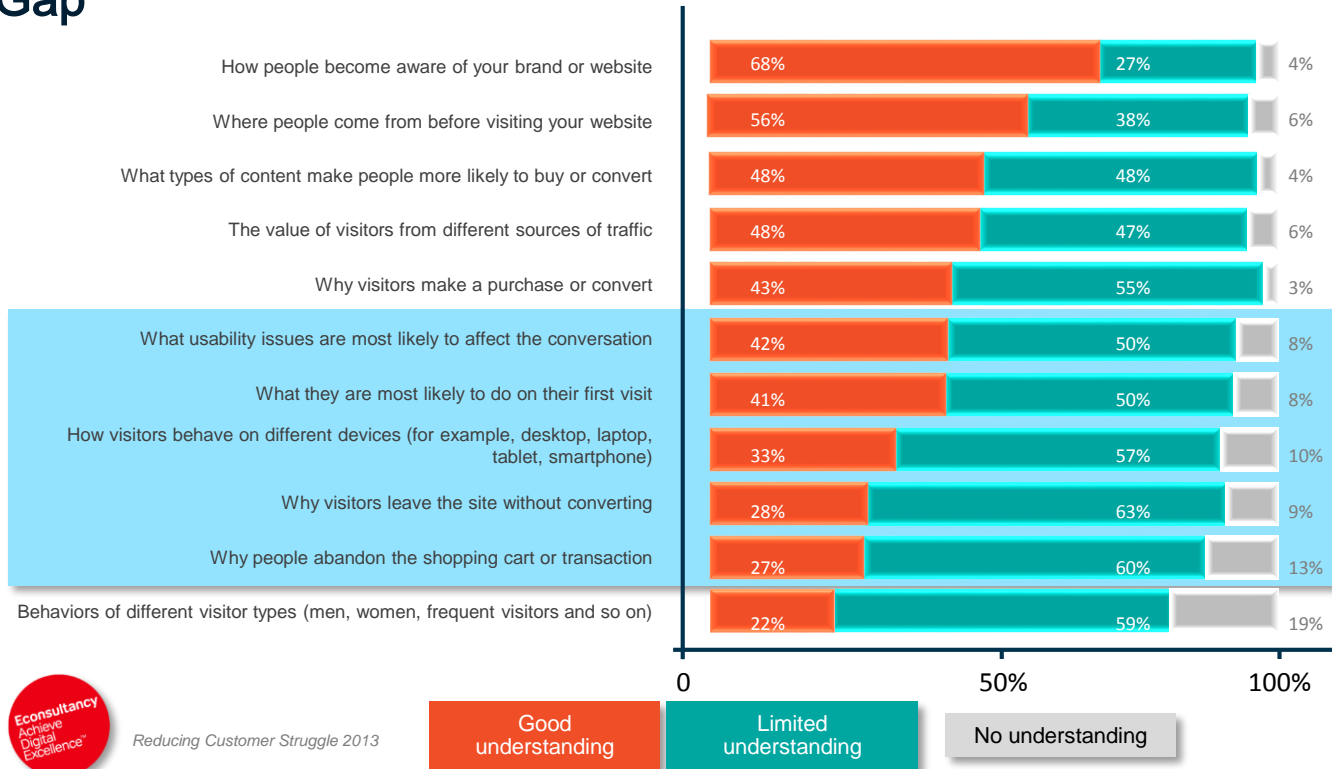
LISTEN



IBM Tealeaf Customer Experience On Cloud

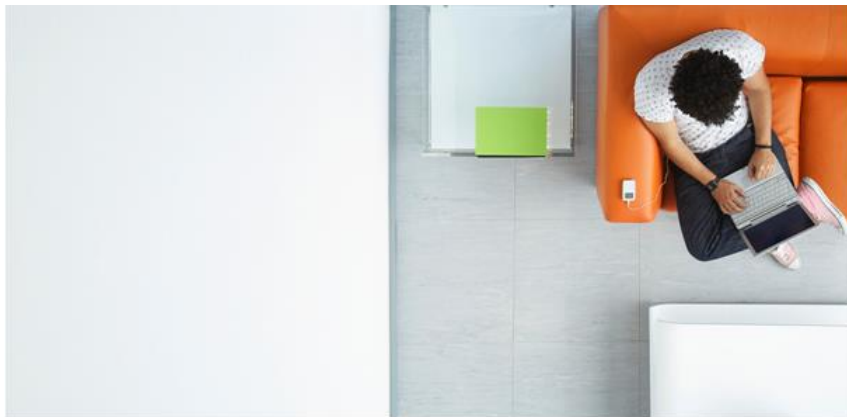


Visibility Gap



Reducing Customer Struggle 2013

User Journey



User Journey – IT Department



APM Services	Status
Application Servers - SLA	✓
Database Monitoring	✓
Middleware Monitoring	✓
Network Monitoring	✓

User Journey – Contact Center



- Small %
- Scripted questions
- Escalation

User Journey – Marketing Department



WA Data	Status
Unique Visitors	✓
Page Views	✓
Up Time	✓
Conversion Rate	✗

- IT request
- Remarketing
- Same results

User Journey – Marketing Department



Without understanding **Why** and fixing the problem, all other services and solutions are either **ineffective** or **inefficient**

The Gap – No Visibility into Why Customers Succeed or Fail

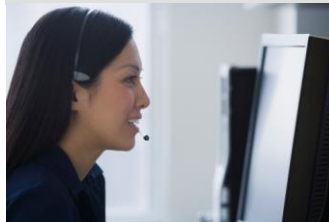
- **Server Logs**
- **Performance Metrics**
- **APM**



- **Funnel Reports**
- **Business Trends**
- **WA**



- **Email, Surveys**
- **Phone Calls**
- **CRM**



The Gap – IBM Tealeaf captures Every Customer, Every Interaction, Every Time

- Server Logs
- Performance Metrics
- APM



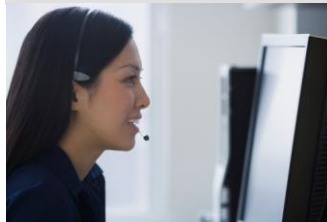
**IBM
Tealeaf**

Actions
Interactions
Issues

- Funnel Reports
- Business Trends
- WA



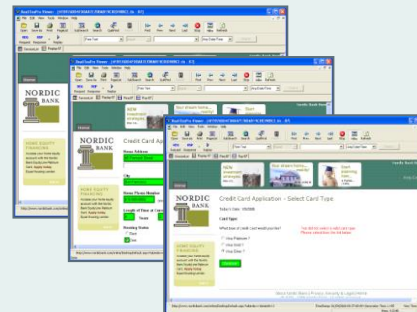
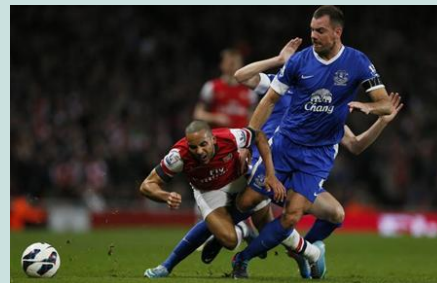
- Email, Surveys
- Phone Calls
- CRM



What – Web Analytics



Why – IBM Tealeaf



LISTEN



IBM Customer Experience Analytics

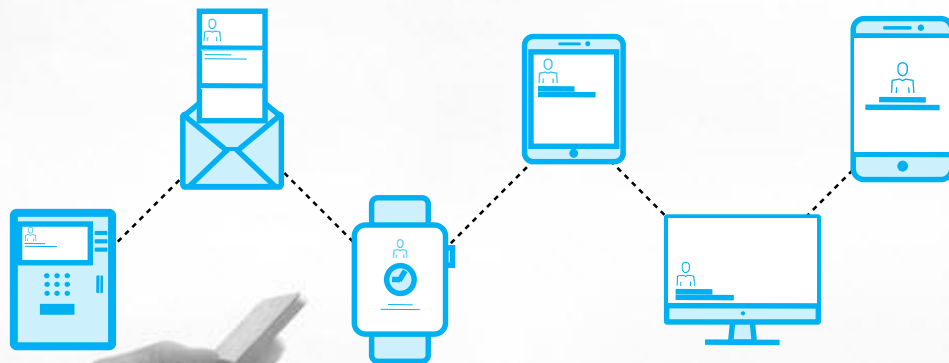
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The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at IBM's sole discretion.

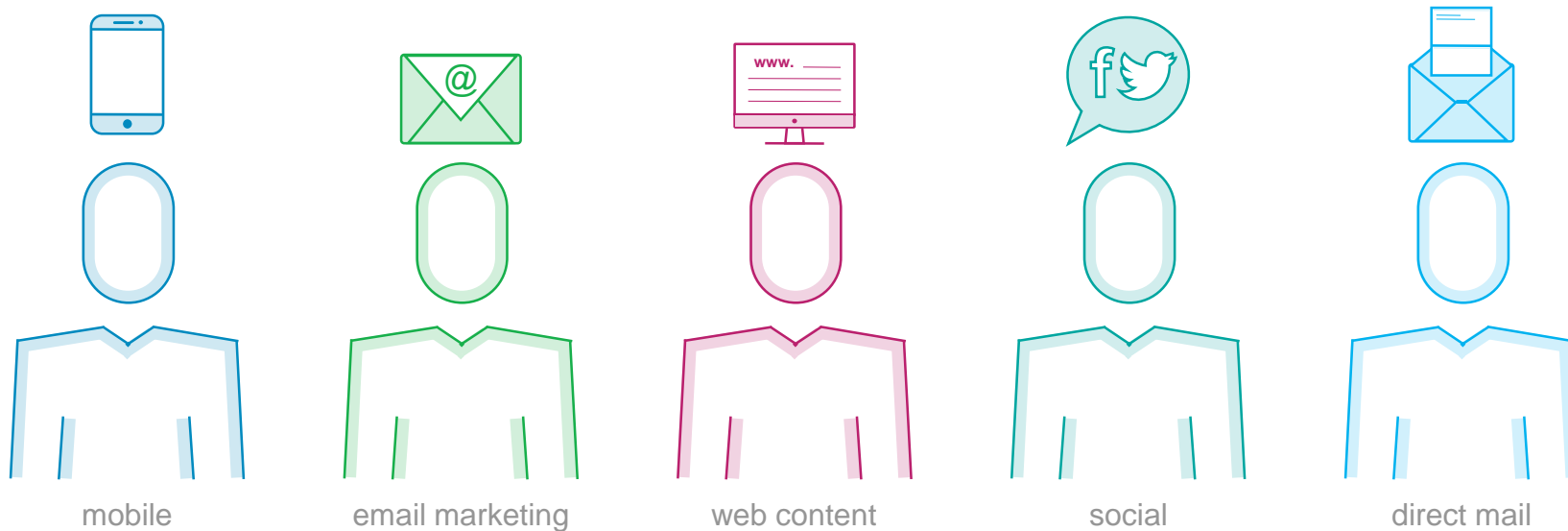
Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

Understanding customers requires seeing their entire journey and connecting the dots is difficult



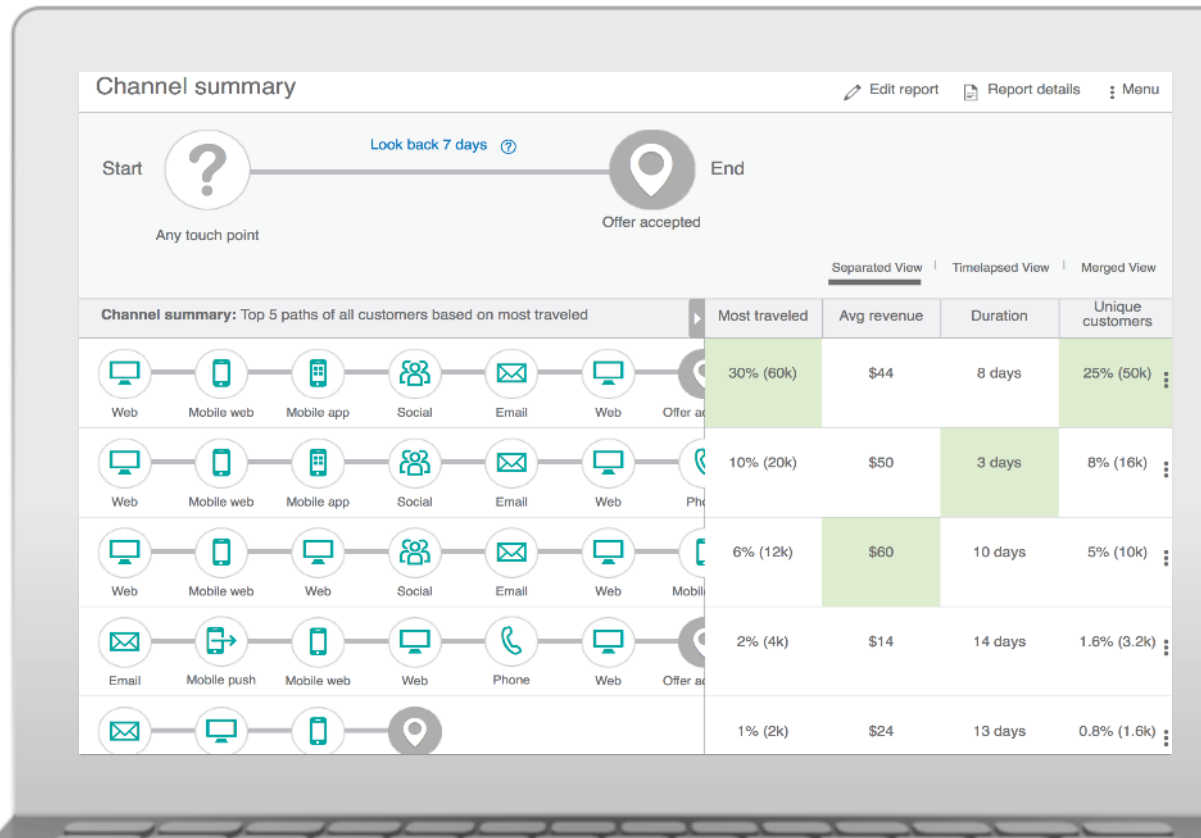
Organizations are fragmented

making it difficult to understand what is happening across channels



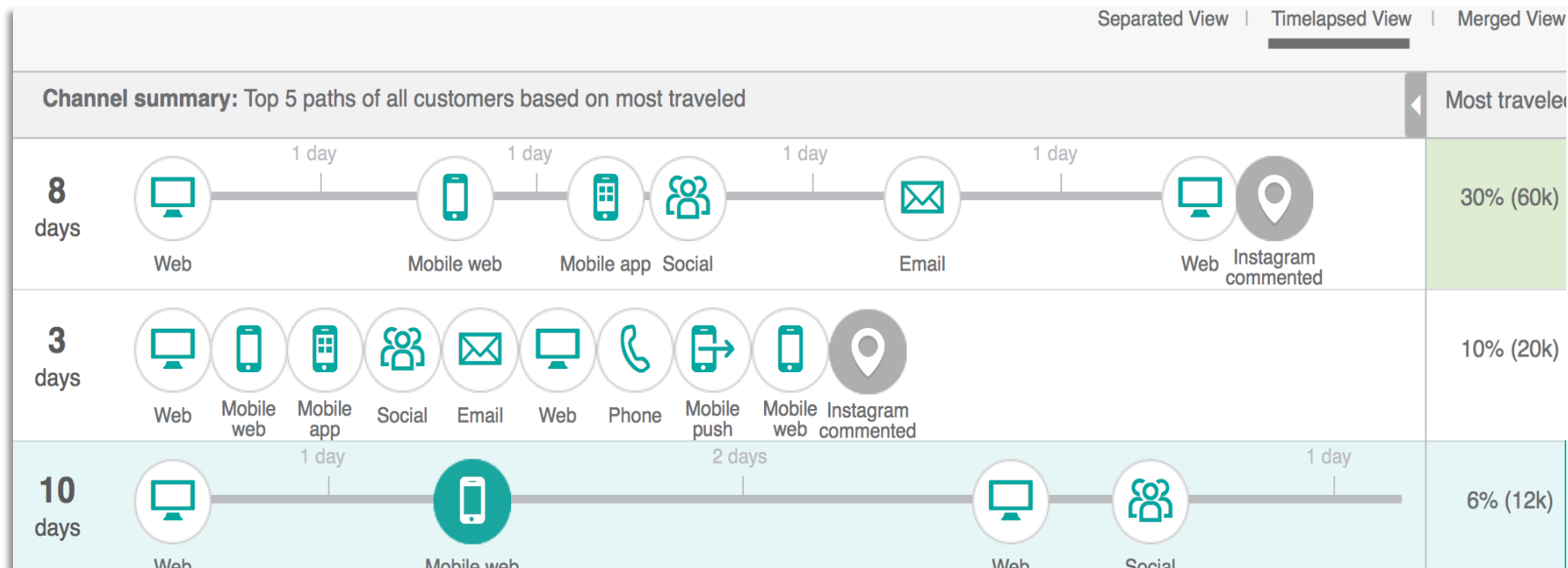
Visualize customer journeys across all channels

- Track and measure actual customer journeys
- Pinpoint how activities in one channel impact conversion in another
- Replicate successful paths



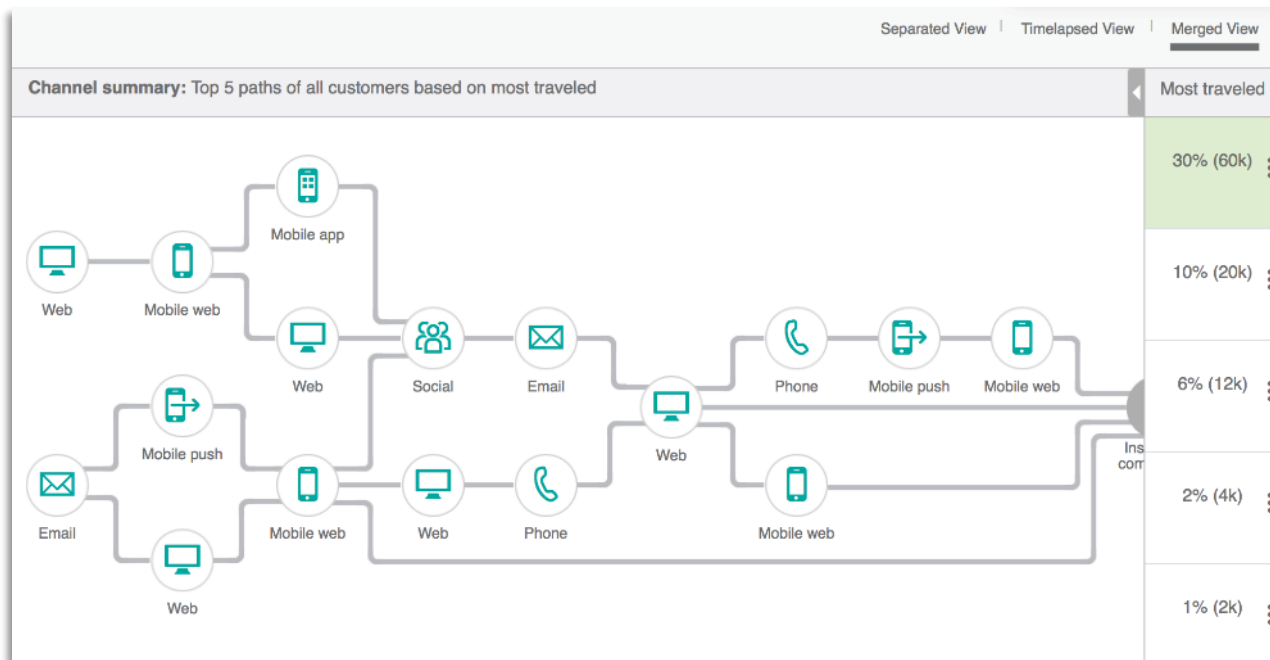
Customer interactions are multi-event and multi-channel

Understanding the time spent on channels within a path helps design journeys that will increase the time to conversion

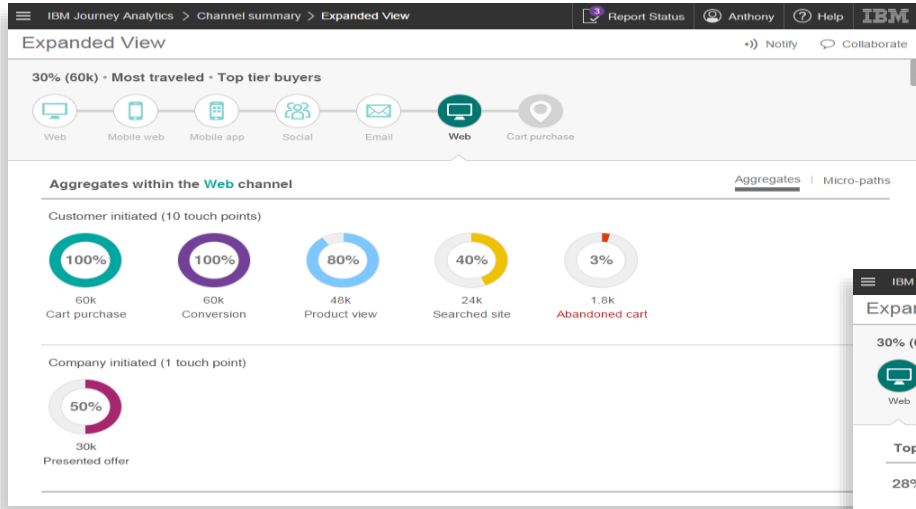


Customers do not follow the same paths

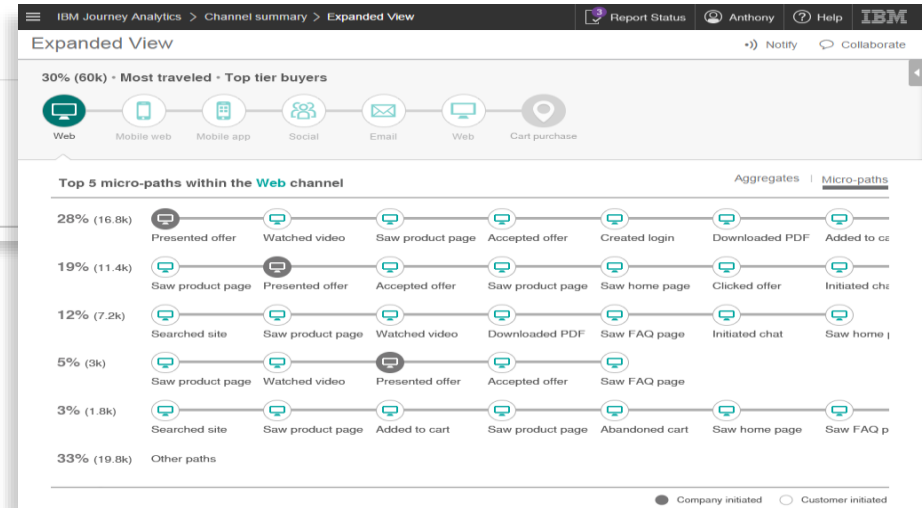
Understand which channels and devices are common across a specific audience



Drill into “micro-paths” to understand interactions within a channel touchpoint



Specific events within a touchpoint – item purchased or abandoned



Identify key activities during a web session

Making it easier to understand customers across time, channels and devices to **win more business and drive loyalty.**

Digital Analytics

Customer Behavior Analytics

Journey Analytics

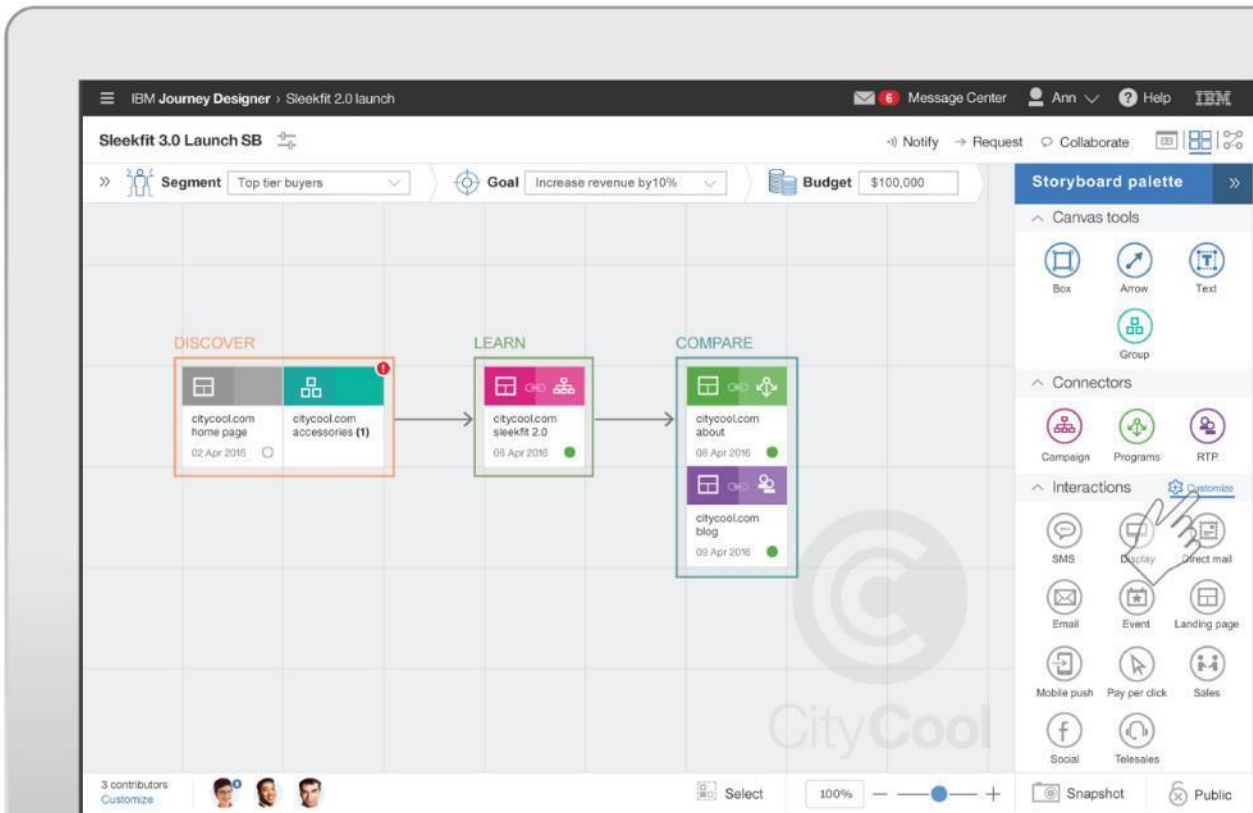
CUSTOMER EXPERIENCE ANALYTICS PLATFORM



Design Experiences

Use visual storyboards to integrate your campaigns to meet target goals such as purchase and advocacy. Delight your customers with seamless experiences across channels to grow brand loyalty.

OPTIMIZE





customer
Your ~~enduser~~ needs
no alternative

IBM Commerce & Digital Experience

Plan – Engage – Measure – Optimize



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Thank you