

INCREASE CUSTOMER ENGAGEMENT BY EMPOWERING BUSINESS USERS TO CURATE YOUR WEB STORE

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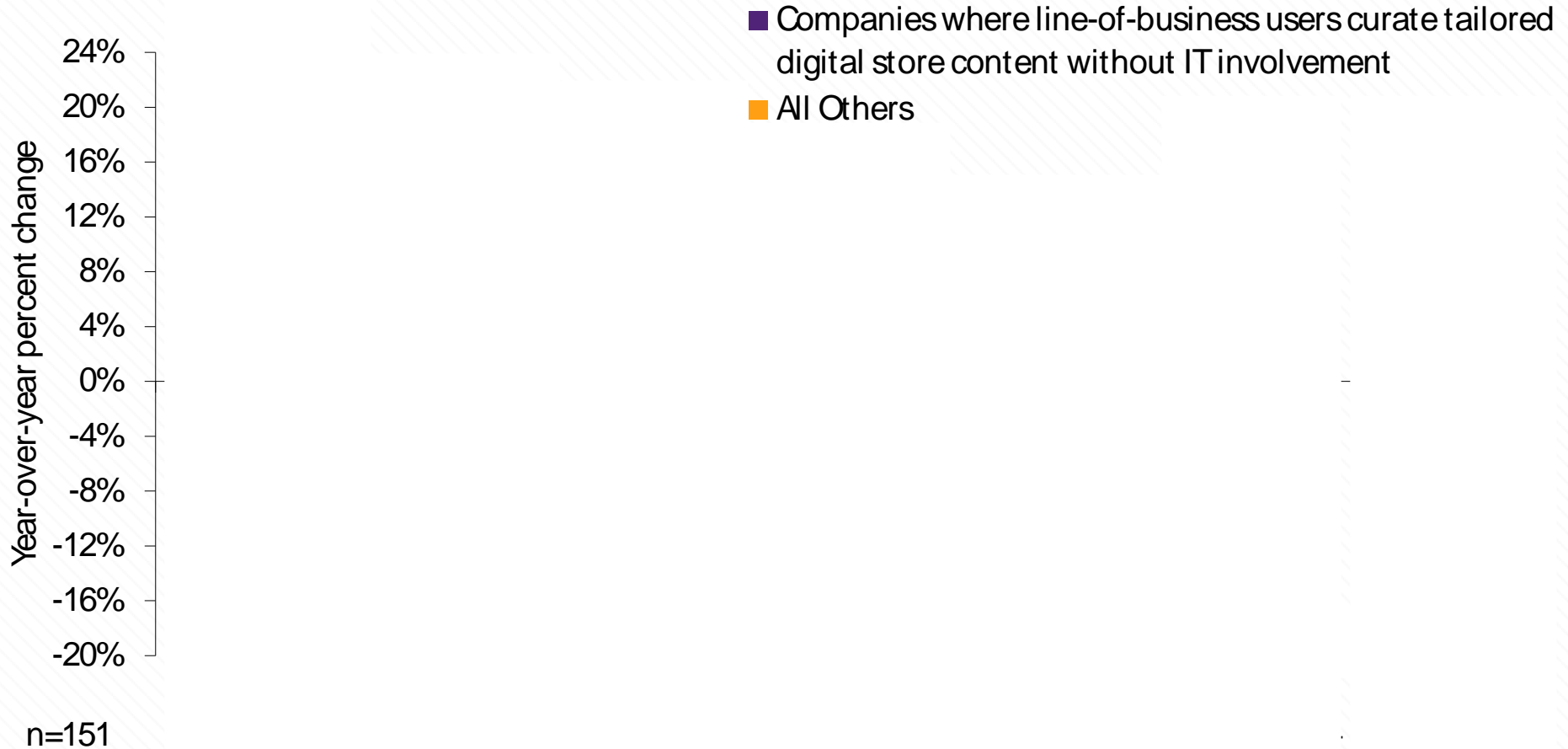
Research Director,
Contact Center &
Customer Experience
Management

- **Author of the ‘*Next-Generation Customer Experience Management*’ benchmark report**
- **Benchmarked thousands of organizations regarding their CEM strategies**
- **Distinguished thought-leader in transformational CEM and Contact Center strategies**

TODAY'S AGENDA:

1. **The Business Value of Empowering Business Users to Curate Web Store Content**
2. **How to change your organizational mind set so that IT can focus on what they do best: data management**
3. **Ways to ensure consistency in customer messaging and optimize shopping experiences**
4. **How to give your line-of-business employees the insights they need to create better, more engaging experiences**
5. **Q&A**

THE BUSINESS VALUE OF EMPOWERING THE BUSINESS USER





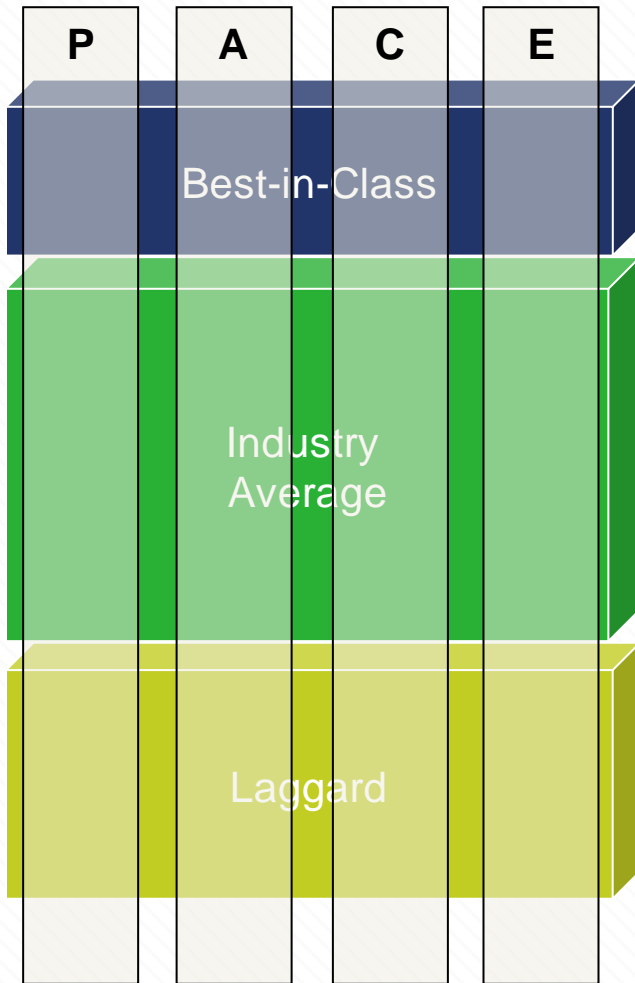
‘Business users’ refers to employees managing digital store operations. Depending on each business, these employees can be part of the e-commerce function or non-IT functions, such as marketing and operations.



KEY LEARNINGS

- *Managing web store content doesn't require heavy **technical knowledge***
- *Enabling business users to manage web store content drives better customer interactions, and **helps IT focus** on what they do best: manage data*
- *Understand the connection between **content and the customer experience** / behavior*
- *Use **analytics** to constantly improve customer targeting activities*

UNDERSTANDING WHAT IT TAKES TO ACHIEVE SUCCESS



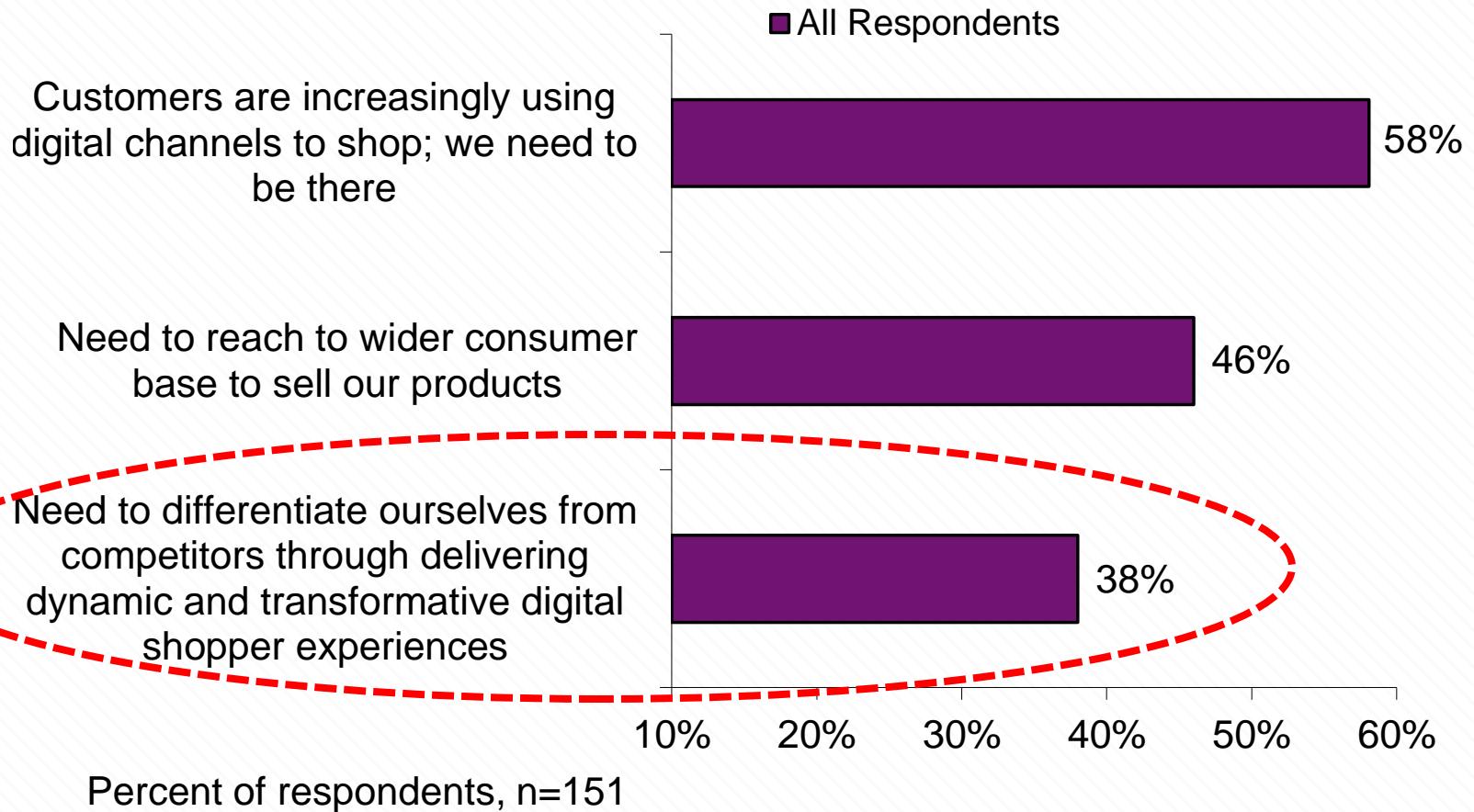
What you need to do to become Best-in-Class:

- What processes you should have in place
- What you need to measure
- Organizational changes you might want to make
- Data / Knowledge management considerations
- Technologies you should evaluate

A group of four business professionals in a meeting room, looking at documents and charts on a table. The scene is brightly lit, suggesting a modern office environment. In the foreground, there are several documents, including one with a blue bar chart and a red line graph, and a pair of glasses. A pen holder with yellow and white pens is also visible on the left side of the table.

HOW TO CHANGE YOUR ORGANIZATIONAL MINDSET TO EMPOWER THE BUSINESS USERS

TOP FACTORS INFLUENCING COMMERCE PROGRAMS



SATISFACTION FROM DESIGN AND USABILITY OF WEB STORE CONTENT



Companies where
Business Users
Curate Web Store
Content

65%



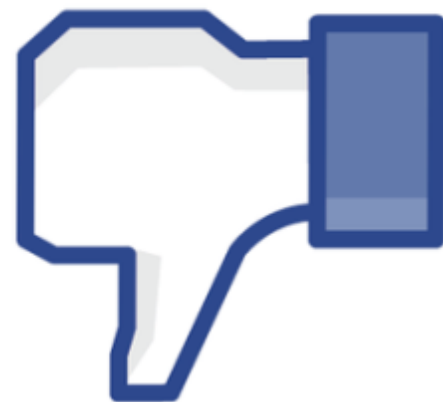
All
Others

47%

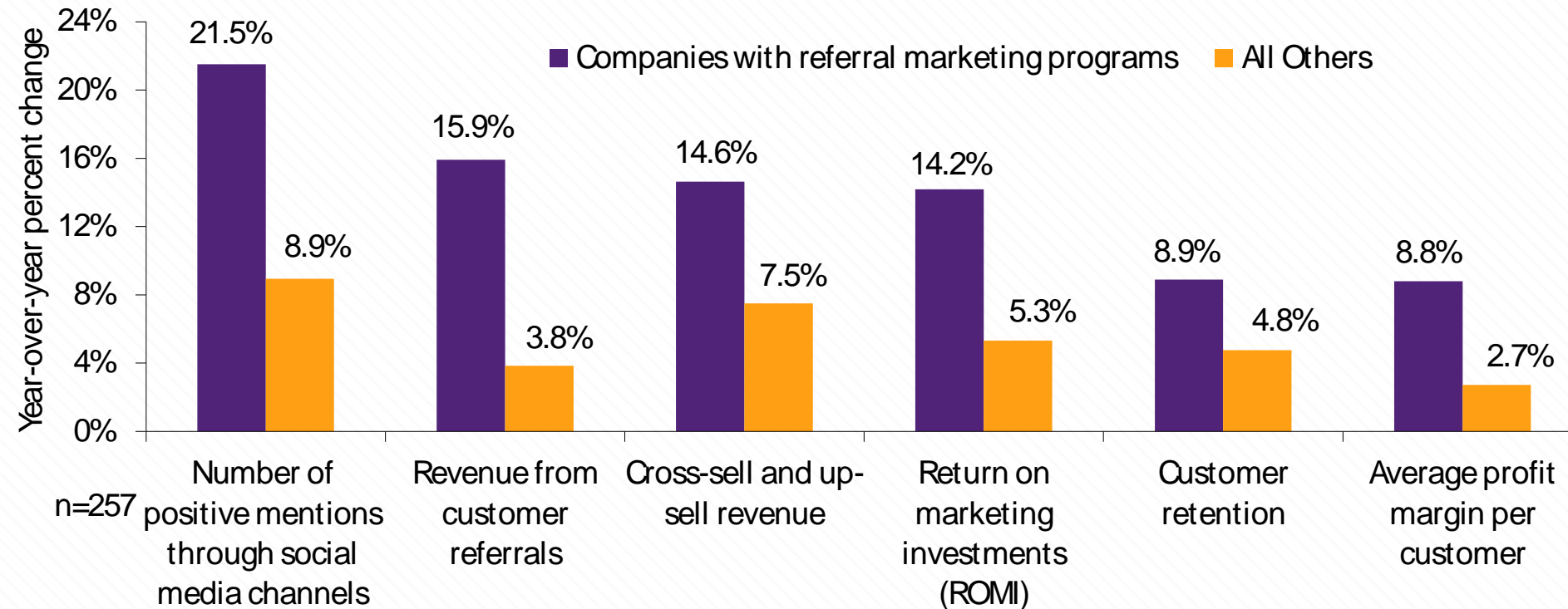
BUILDING A WINNING WEB STORE CONTENT MANAGEMENT STRATEGY

~~Reactive~~

Proactive



RELEVANT CONTENT -> HAPPY CUSTOMERS -> BETTER BUSINESS RESULTS

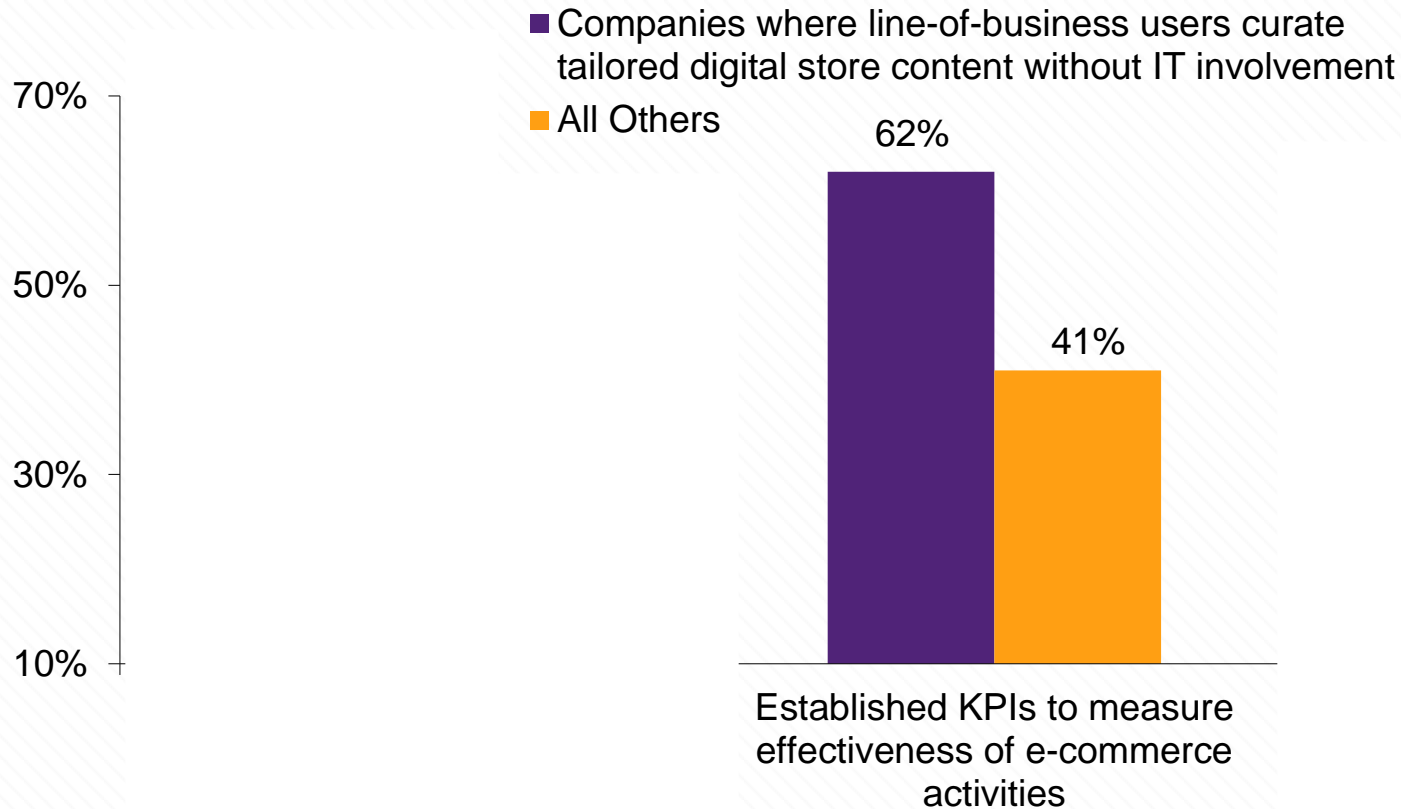


Source: Aberdeen Group, August 2014



**WAYS TO ENSURE CONSISTENCY IN
CUSTOMER MESSAGING AND OPTIMIZE
SHOPPING EXPERIENCES**

ESTABLISH THE CONNECTION BETWEEN CONTENT & CUSTOMER BEHAVIOR



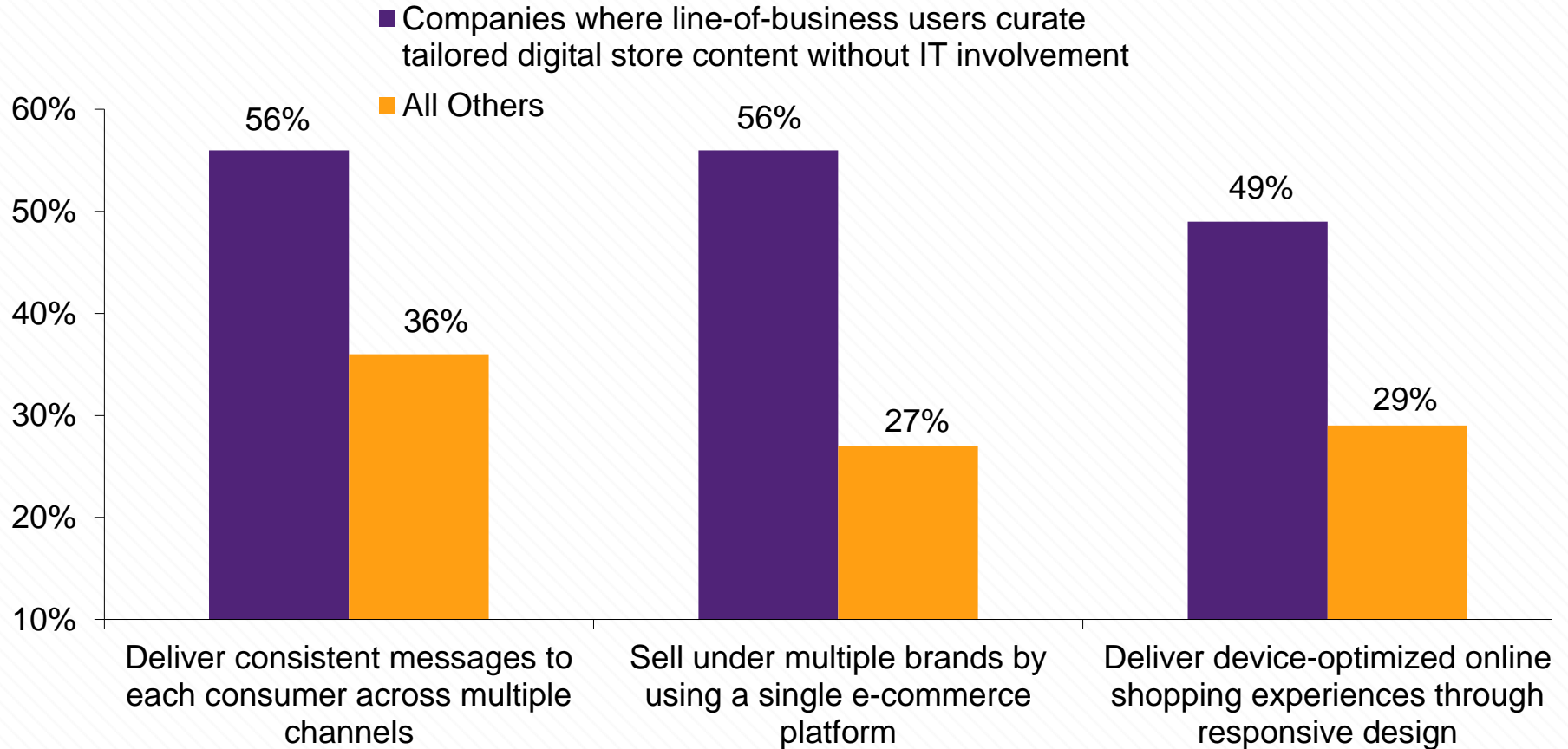
Percent of respondents, n=151

CONTENT INTELLIGENCE IMPROVES PERFORMANCE

Year-over-year percentage improvement (n=151)	Companies that regularly track and measure how e-commerce site content impacts customer behavior	All Others
Time-to-Market of Products / Services	10.3%	7.7%
On-time online order fulfillment	4.1%	1.3%

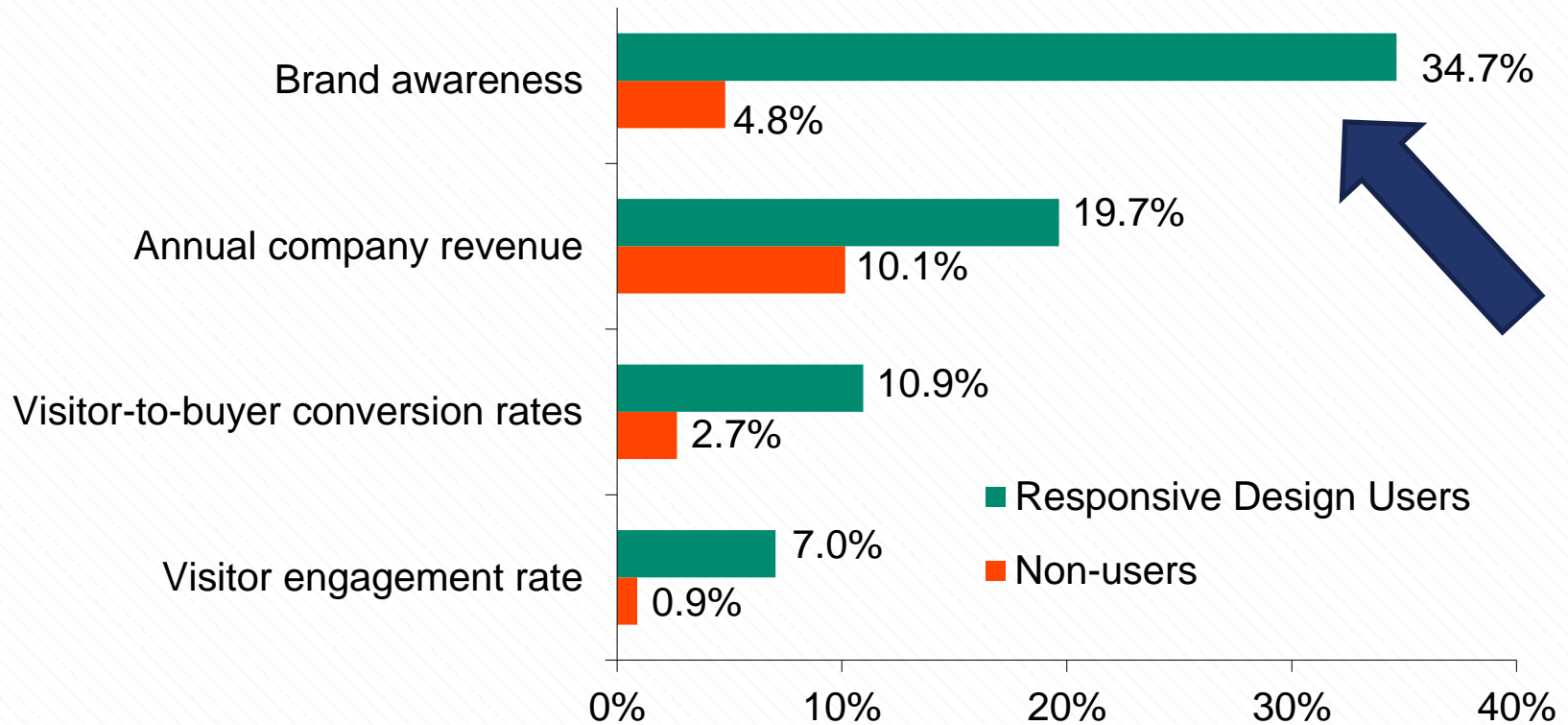


INCORPORATE OMNI-CHANNEL WITHIN YOUR WEB STORE CONTENT STRATEGY



Percent of respondents, n=151

BENEFITS OF RESPONSIVE DESIGN

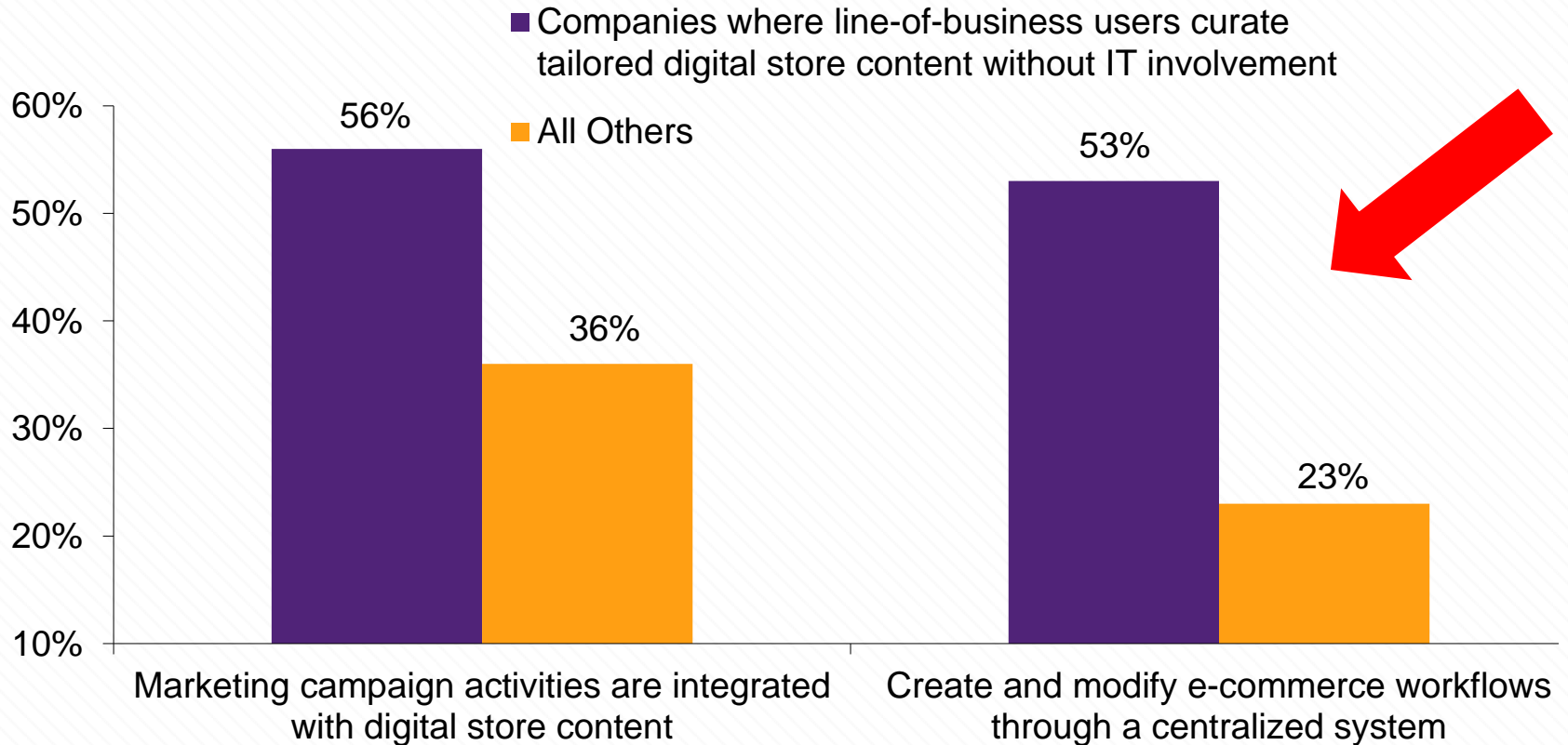


Year-over-year percent change, n=151



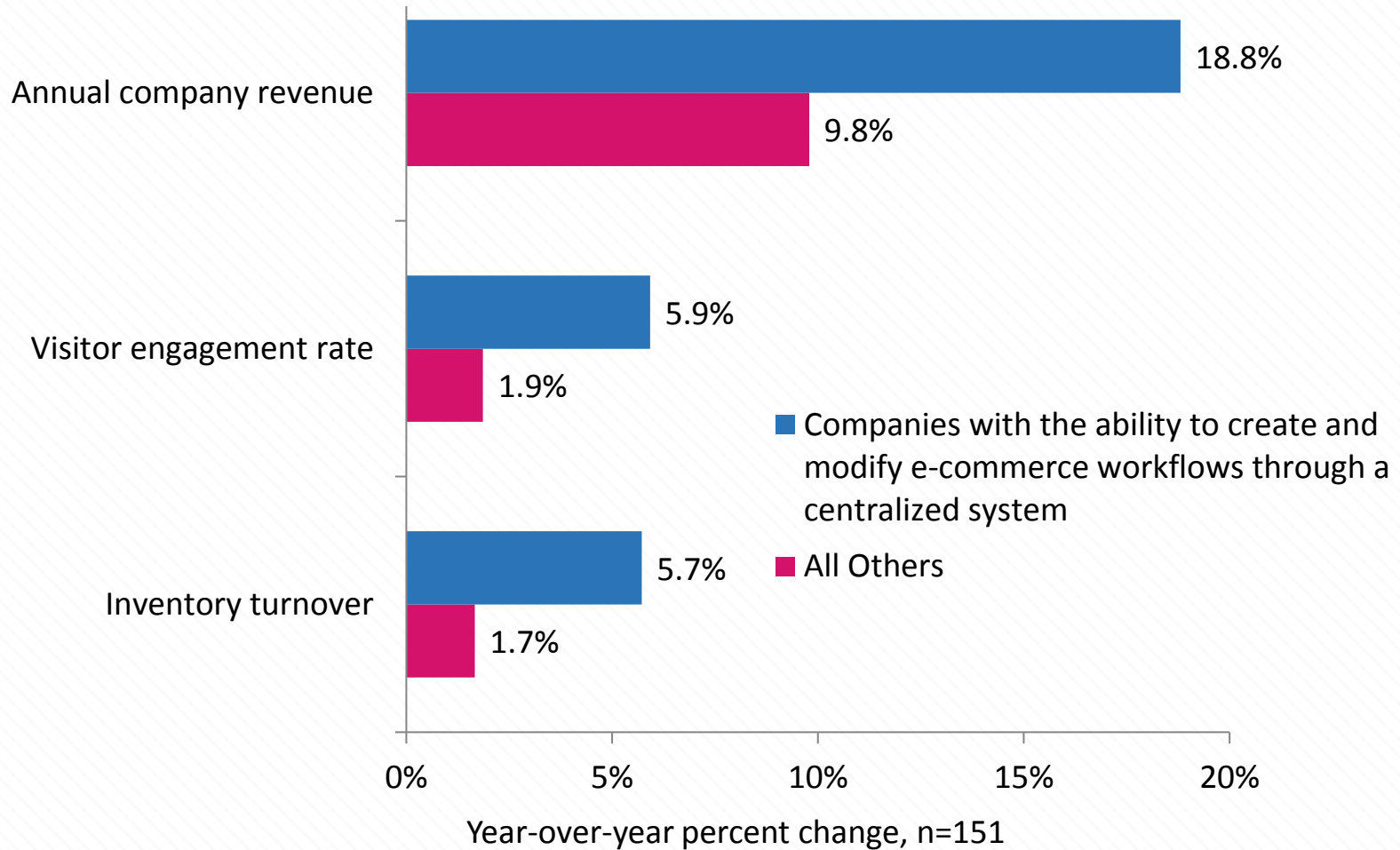
HOW TO PROVIDE BUSINESS USERS WITH RELEVANT INSIGHTS

EMPOWER BUSINESS USER TO CURATE CONTENT WITH MINIMAL TECHNICAL KNOWLEDGE



Percent of respondents, n=151

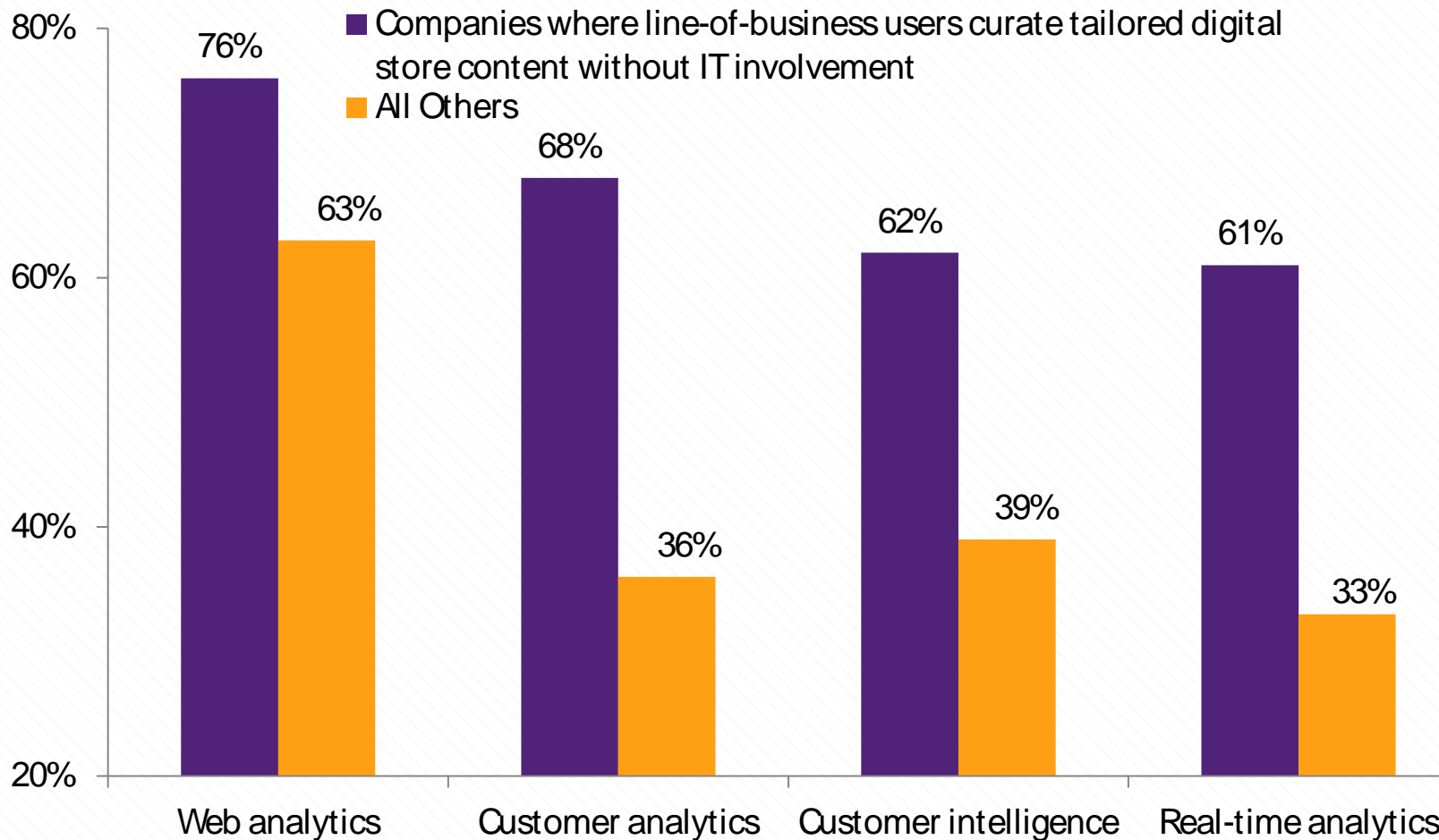
EMPOWERING THE BUSINESS USER BOOSTS PERFORMANCE



TECHNOLOGY FACILITATES BETTER RESULTS

Current Technology Adoption (n=151)	Companies where Business Users Curate Web Store Content	Non-users
Search engine optimization	85%	53%
Content management	75%	59%
Marketing campaign management	74%	42%
E-commerce solution	72%	61%

ANALYTICS HELPS BETTER TAILOR THE WEB STORE CONTENT



Percent of respondents, n=151

IBM Enables Business Users to Manage and Deliver Differentiating Brand Experiences



ROBERT PORATTI

Product Marketing
Manager, IBM
Commerce Solutions

IBM Commerce Customer Experience Management

Consumers Seek Engaging Digital Experiences



Consumer appetite for **Experiential Shopping** is changing how brands sell online.



Over **90%** of online shoppers say visuals are the most influential factor driving a purchase decision.¹

42% of consumers want personalized promotions.¹



Several Factors Contribute to the Customer Experience



Search Effectiveness

- content relevance
- shopper intent



Marketing & Promotions

- relevance
- timing



Visual and Experiential

- device optimization
- content delivery

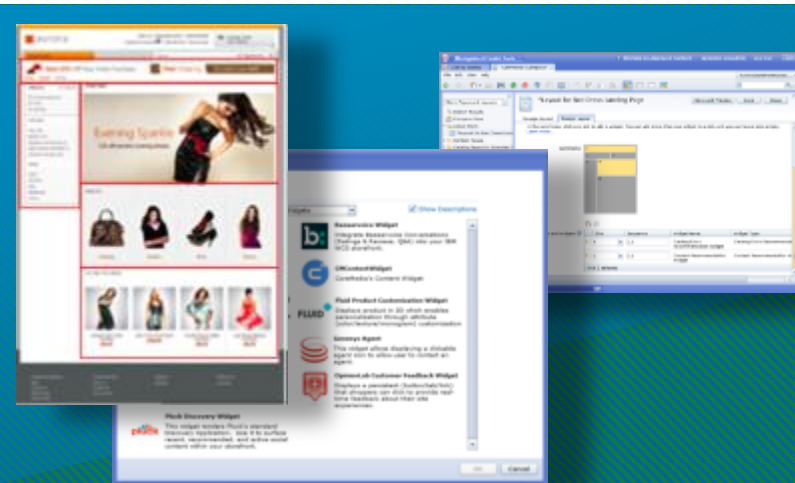
Content Management

Create and Deliver Visual and Engaging Customer Experiences

IBM Starter Store Responsive Web Design **dynamically adapts and optimizes the browsing experience** based on shopper device type and aspect ratio.



IBM Commerce Composer enables business users to **easily create and manage store pages and page layouts** to deliver rich and engaging content and experiences without IT.



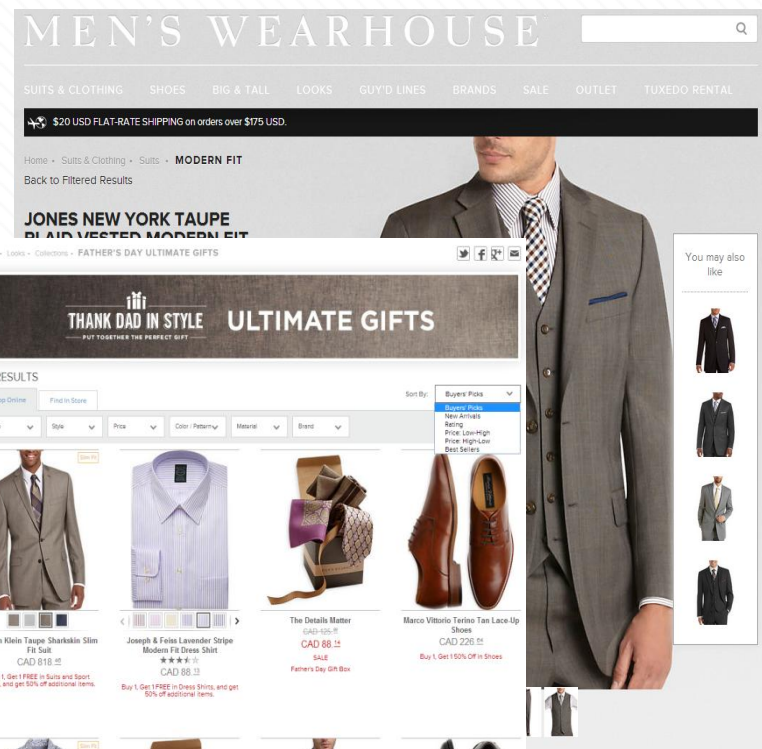
Site Search Personalizes Content and Site Discovery

IBM Commerce Search enables business users to control the customer experience:

- Influence search results based on business attributes and customer segments
- Recommend products based on search criteria

BloomReach SNAP delivers shopper behavior and intent influenced cognitive search

- Matches customer intent
- Analyzes broad web-wide data
- Incorporates a cross-device understanding of customers



Deliver Timely and Contextually Relevant Promotions & Offers

IBM Precision Marketing provides **one-to-one, dynamic merchandising, and marketing** based on individual characteristics and shopping intentions

IBM Commerce

- Processes **triggers and rule-based actions** to deliver the right offer or take the appropriate action at the right moment
- Maintains an **on-going dialog with customers**, over time, across channels as customer's behavior changes
- Enables business users** to define promotions at various levels and how they are exposed to customers



Product Level



Order Level



Shipping

Promotions Incent Behavior



Qualifying Purchase



Promotion Codes



Virtual Coupons

KEY LEARNINGS

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Q & A

Please use the Q&A box on your screen to submit questions.



THANK YOU

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