



IBM BusinessConnect

Stará Tržnica | 26. marec 2015 | Bratislava, Slovakia



IBM BusinessConnect

Stará Tržnica | 26. marec 2015 | Bratislava, Slovakia



Jan Hromadka

Chief Technology Officer
IBM Czech republic & Slovakia
jan_hromadka@sk.ibm.com





IBM is helping leaders innovate and win in the new era of IT

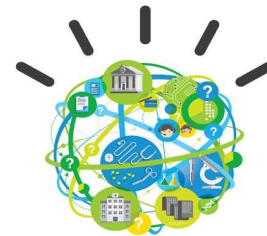
Internet of Things



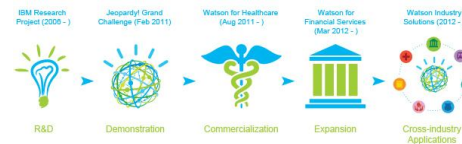
“The Internet of Things (IoT) is emerging as the third wave in the development of the Internet.”
Goldman Sachs



Big Data & Cognitive analytics



We’re in early stages of a new era of computing—the era of cognitive systems, which will transform IBM, business and society.



Cloud computing



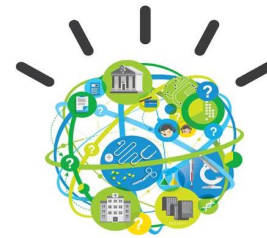
Cloud is transforming IT and business processes into digital services and increasingly becomes distribution channel for software apps.



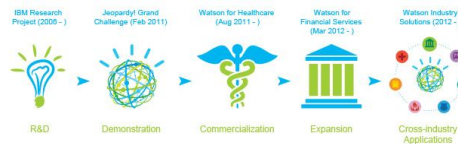


IBM is helping leaders innovate and win in the new era of IT

Big Data & Cognitive analytics

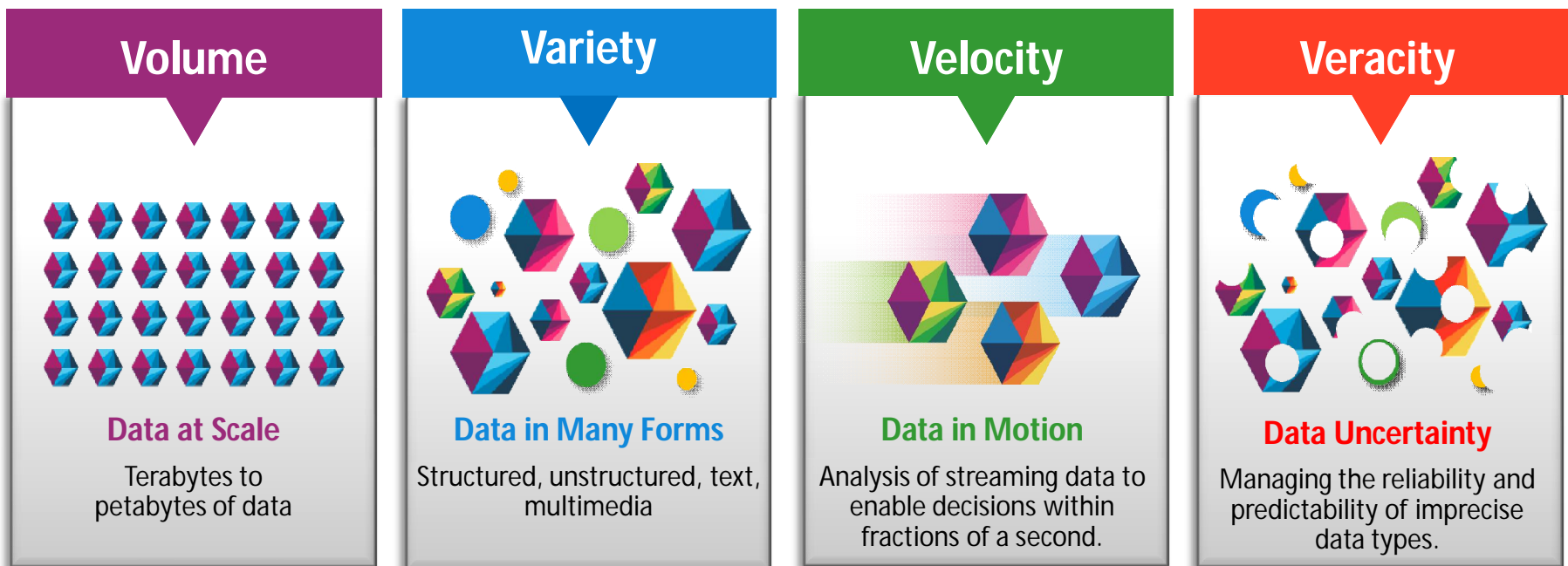


We're in early stages of a new era of computing—the era of cognitive systems, which will transform IBM, business and society.



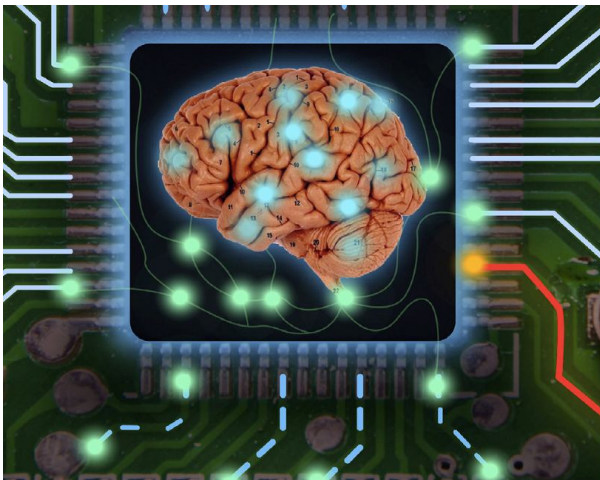


Big Data – buzzword or reality ?





Cognitive analytics - The New Era of Computing



“The **Smart Machine Era** will be the most disruptive in the history of IT.” [Gartner](#)

“By 2018, **half of all consumers** will interact with **services based on cognitive computing** on a regular basis” [IDC](#)

© 2015 IBM Corporation

Wikipedia:

- “**Cognitive computing** combines artificial intelligence and machine-learning algorithms, in an approach which attempts to reproduce the behavior of the human brain.”
- “**Artificial intelligence** (AI) is the intelligence exhibited by machines or software. It is an academic field of study which studies the goal of creating intelligence.”
- “**Machine learning** is a scientific discipline that explores the construction and study of algorithms that can learn from data.”

Ask



Understand questions in our natural language

Discover



Move from basic SEARCH to DISCOVERY

Decide



Learn with each new action and outcome



IBM's answer to the new era, **Watson**, is a cognitive learning system that enhances our abilities to perceive, reason, and relate



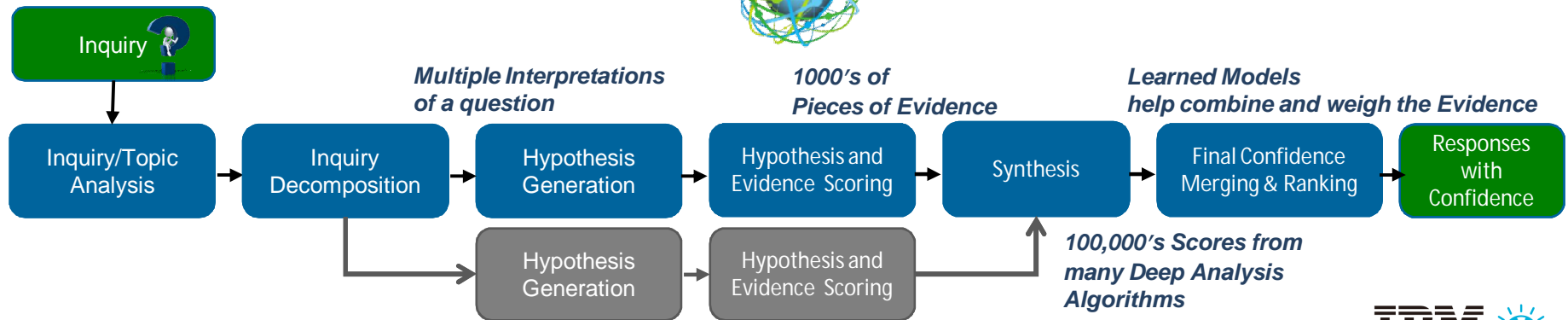
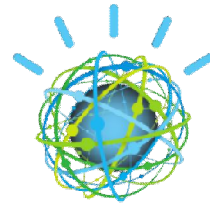
Understands **natural language** and human communication



Generates and evaluates **evidence-based hypothesis**



Adapts and learns from user selections and responses

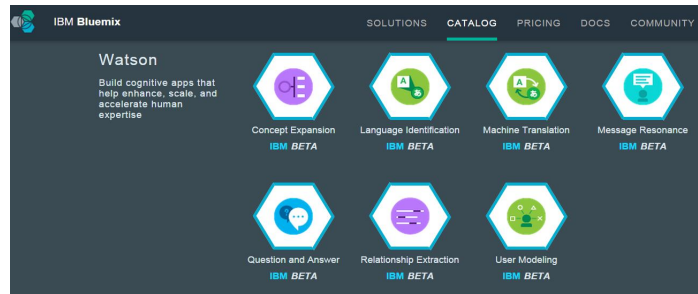




WATSON Go To Work (For You 😊)

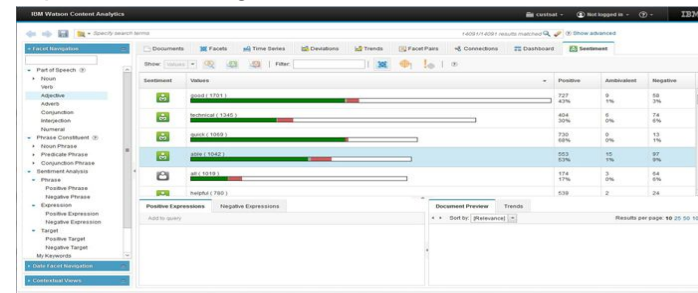
IBM Bluemix - the cloud application platform.

<https://apps.admin.ibmcloud.com/manage/trial/bluemix.html>



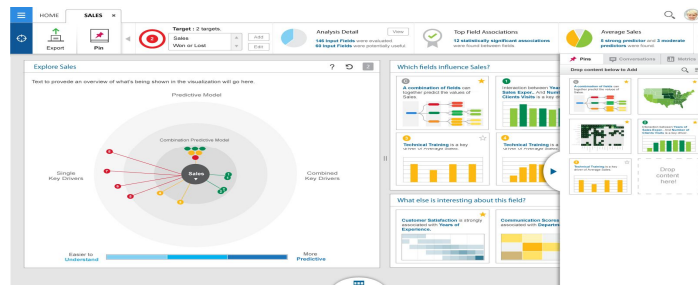
Watson Content Analytics

exposes vital insights from unstructured information



IBM Watson Analytics

Self-service analytics for business users and experts alike

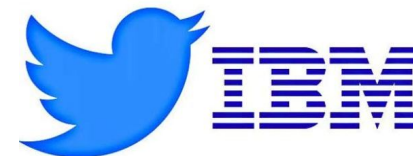


© 2015 IBM Corporation

IBM and Twitter

Business decision making will never be the same

Twitter data will be offered in IBM Watson Analytics, our new cognitive service that brings intuitive visualization and predictive analytics to every business user, and other cloud-based analytics solutions from IBM.





Shifting from Product-centric to customer-centric model

CRM
360 View of
Customer

Companies **that shift away from a product-centric culture toward a customer-centric model** will be better positioned to maintain client loyalty and grow their bottom lines organically.

Dynamic
product
pricing &
bundling

Marketers must migrate away from traditional, product-oriented communications and toward more informative, **solutions-oriented messaging** ... Clients aren't interested in buying products; they want proven business solutions.

Quality of
service
analytics

A recent Forbes magazine article on lack of understanding of customers by CXO's states — "C-level executives estimated that the **lack of positive, consistent and brand-relevant customer experiences could cause them to lose out on a staggering 20% in annual revenue**".

Churn
prediction &
Xsell
models

Banks are losing customers at an average rate of 12.5% per year, while average acquisition rates are at 13.5%. Furthermore, the **cost of acquiring new customers is estimated at five times the rate of retaining existing ones**.

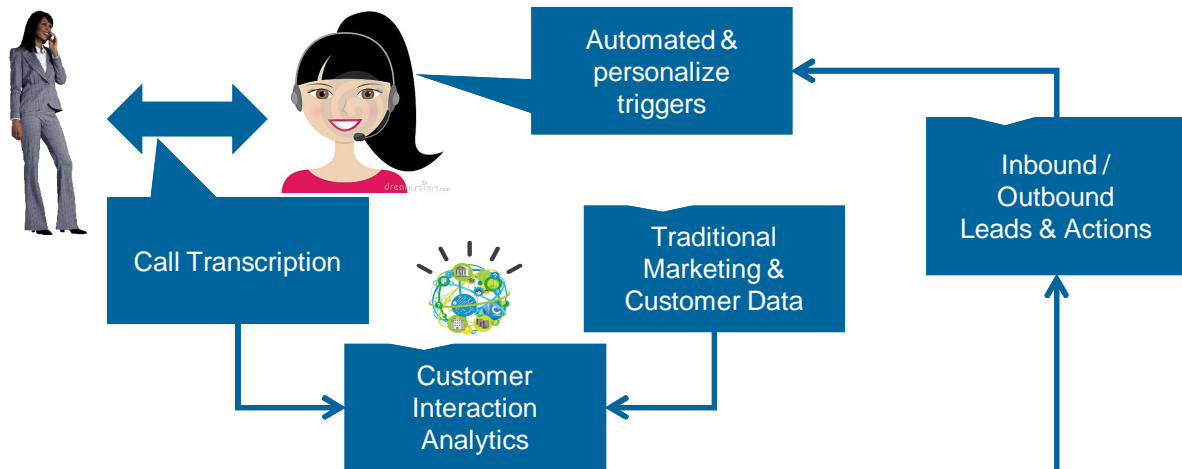


Targeted added value

- Analysis of unstructured data from Multichannel services inputs with the structured traditional data
 - Identify the **Retention triggers** out of inbound/outbound calls.
 - Generate **Leads for sales** that were not immediately picked up by the operator
 - Enhance **Event Based Marketing** by events from calls
 - Identify the **Churn alerts** from customers compliances
 - Long term and campaign based call **Sentiment analyses**
 - Call center / Multichannel service & sales **Quality reporting**



Customer Interaction Analytics / Use Case



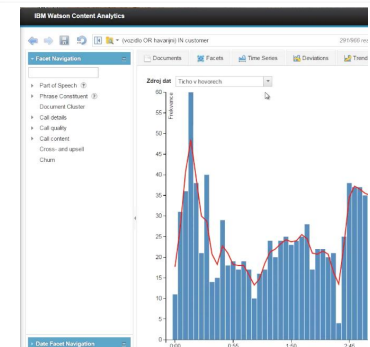
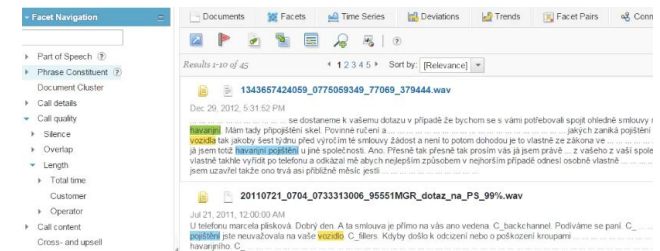
Manager of the call center/servicing:

- On a regular base: What people are calling for, at what time, if and why some people are recurrently calling.
- On the spot: identification alert of unexpected peaks or important calls and the reason behind, in order to intervene pro-actively.

Campaign manager:

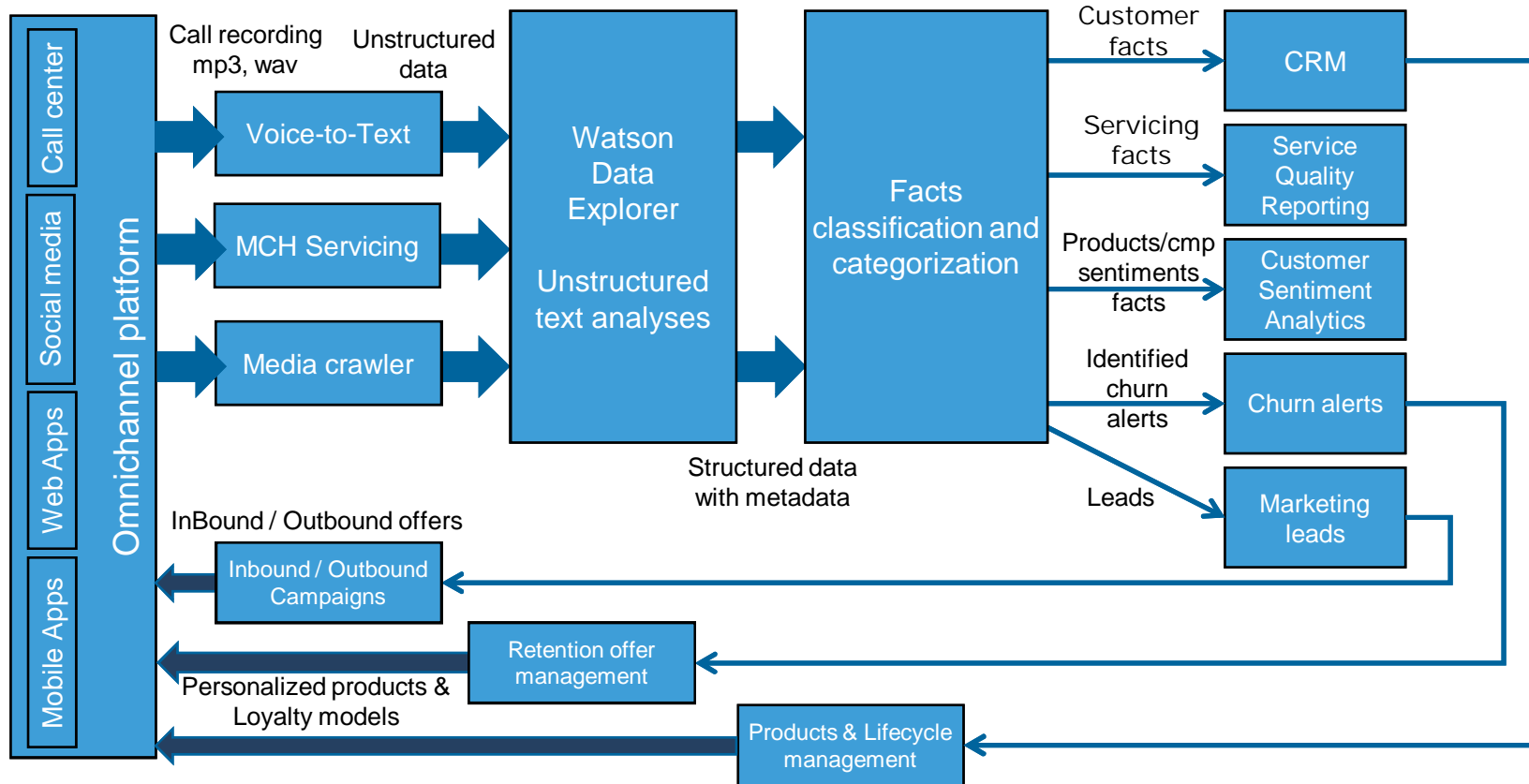
- What is the people immediate sentiment on actual campaign
- How customers react to new offers

- Leads for event based marketing: Customer mentioned on a call she will **get married in 6 months**.
- Sales leads: Customer asks for the conditions on **premature repayment of a loan**.
- Retention triggers: Customer requests to know the **rates for savings account**.





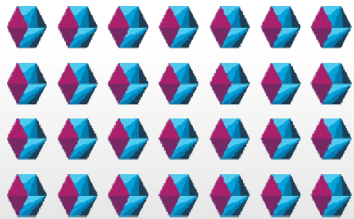
Customer Interaction Analytics / Reference Architecture





Big Data – buzz word or reality ?

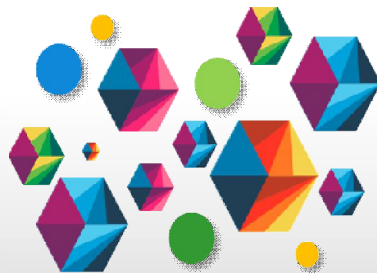
Volume



Data at Scale

Terabytes to
petabytes of data

Variety



Data in Many Forms

Structured, unstructured, text,
multimedia

Velocity



Data in Motion

Analysis of streaming data to
enable decisions within
fractions of a second.

Veracity



Data Uncertainty

Managing the reliability and
predictability of imprecise
data types.



Innovation distinguishes between a Leader and a Follower

- Feasibility study – Call center analytics
- Free benchmarking PoC (A/B Testing) – knowledge shared model
 - Customer: Specific industry business know-how
 - IBM: Technology & Implementation
- We are ready to start !

IBM BusinessConnect

Stará Tržnica | 26. marec 2015 | Bratislava, Slovakia



Thank you for your attention and time

Jan Hromadka, Chief Technology Officer
IBM Czech republic & Slovakia
jan_hromadka@sk.ibm.com

