



# Web Experience Gets Social

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**Business Gets Social 2012**

[ibm.com/socialbusiness/events](http://ibm.com/socialbusiness/events)



# Engaging and Exceptional.... Here NOW with Social Business

Engaging &  
Responsive

Interactive

Read only





# Social Business *Transformation*

*Optimize your  
workforce*



*Deepen client  
relationships*

**Exceptional**  
**WORK**  
**Experience**

**Exceptional**  
**WEB**  
**Experience**





# Our Mission – Helping You Deliver Exceptional Web Experiences

**Relevant & personalized**  
*to individual needs*



**Engaging --**  
*memorable, compelling, moments of truth*



**Portable --**  
*consistent experiences when & where needed*



**Trustworthy:** *Delivered with reliability, security, consistency*

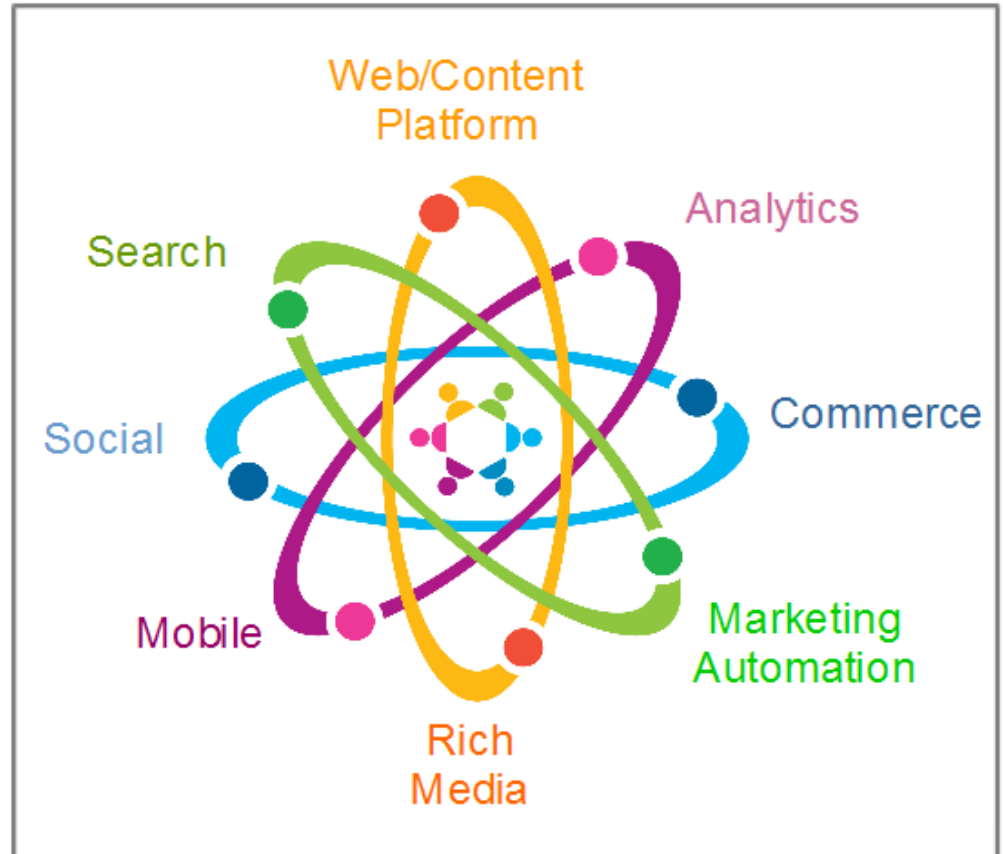
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# IBM's Exceptional Web Experience Strategy

*Helping You Create Differentiated, Engaging Online Experiences*

- **Integrated** – Speed time to market with a core platform
- **Open** – Leverage & extend existing data sources through robust integration capabilities
- **Social** – Drive innovation & improve collaboration thru socially-infused experiences
- **Instrumented** – Support evidence-based decision making through analytics
- **Contextual** – Increase customer satisfaction by with experiences tailored to a user's location, attributes, preferences, device, behaviors.
- **Flexible** – adapt to handle the latest advancements + technology changes



*Our vision is to help you realize the “art of the possible” for engaging your customers on the web*

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## Reach



## Engage



Create



Target



Socialize



Optimize



Realize

## Integrate



Applications



Content



Processes

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# IBM Exceptional Web Experience



**Create** Dynamic, Engaging Web Experiences that Wow Customers



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



Improve Customer Loyalty by Enabling Users to **Socialize**



**Optimize** the Experience to Maximize Results



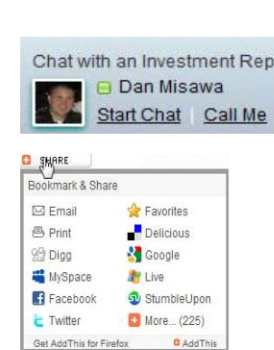
**Realize** Business Goals



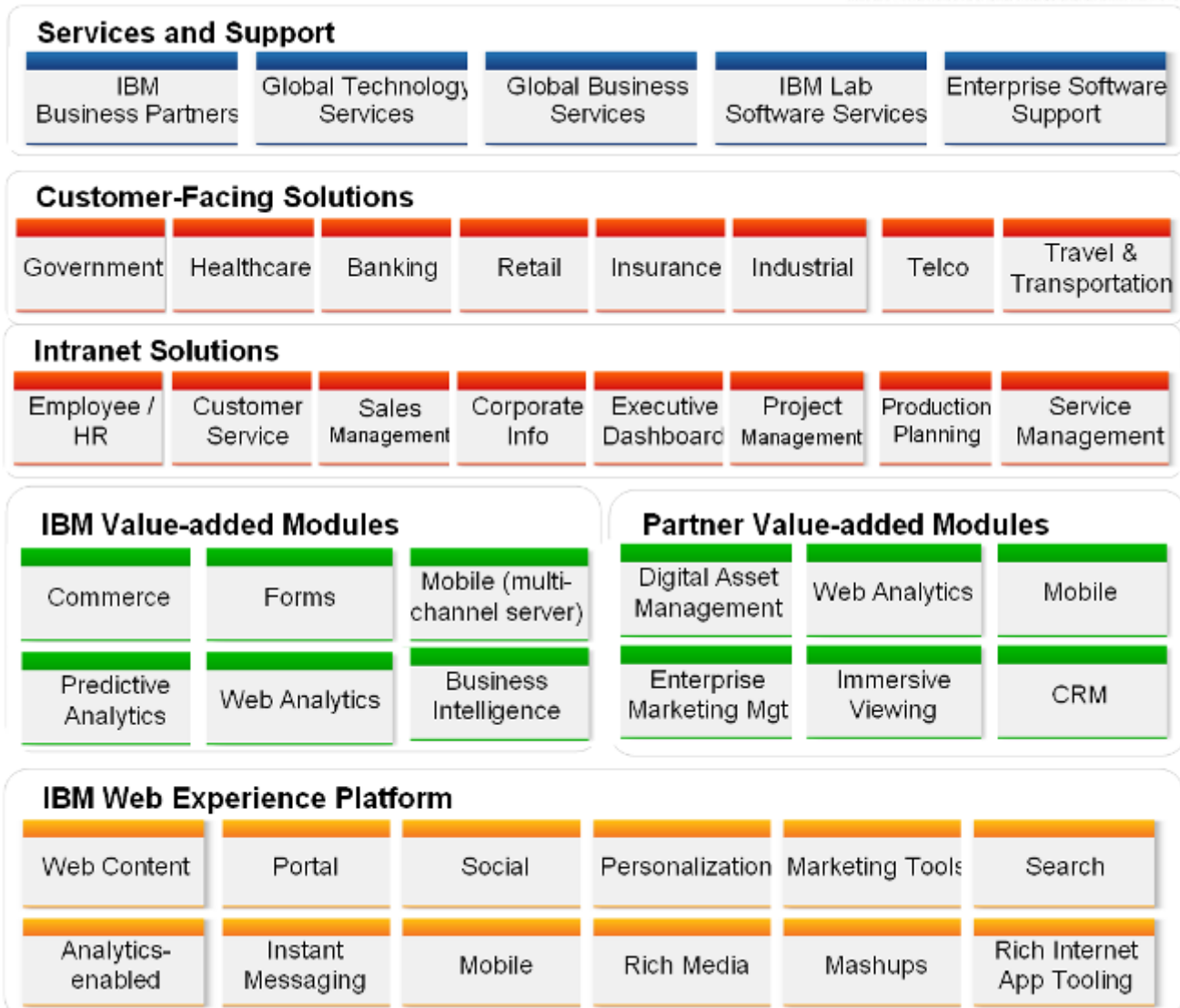
**Reach** Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



**Integrate** Across Heterogeneous Systems to Deliver New Value



# IBM Exceptional Web Experience Offerings



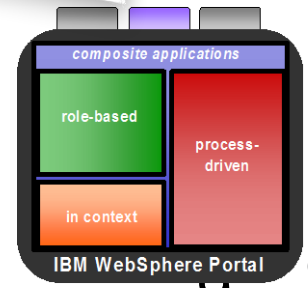
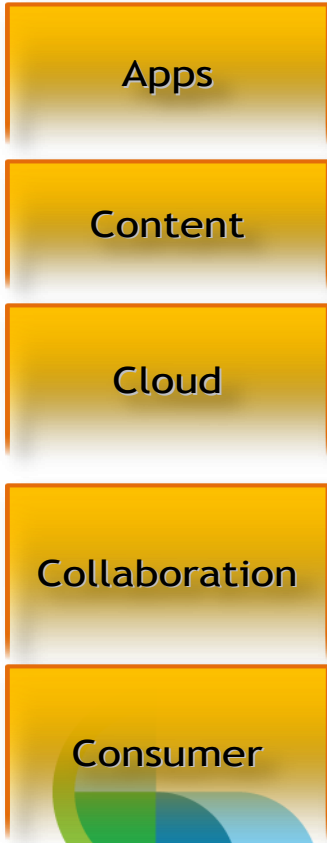


**Integration Excellence / Secure multi-channel delivery**  
*Seamlessly Combines Internal & External Applications/Services*



# IBM Portal

IBM Portal provides integration at the glass and is the front end of IBM's SOA Framework.  
 It provides a secure single point role based personalized dynamic interaction of services for information, people, and processes anywhere, anytime to any device.



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# Exceptional Web Experiences Recognized



## **CareFirst BlueCross BlueShield – Member Portal**

2011 WEBAWARD – Web Marketing Association (Outstanding Website)

## **US Tennis Association – US Open Site**

2011 WEBAWARD – Web Marketing Association (Best Sports Website - Winner)

## **RBC Royal Bank – Online Banking Site**

2011 Best Consumer Internet Bank in Canada - Global Finance Magazine (Winner)

## **AMP Limited – Employee Intranet**

2011 Intranet Design Award, Nelson Norman Group (Winner)

## **BMO Financial Group – Online Business Banking**

2011 CIO 100 – CIO Magazine (Winner)

## **Dubai Government – eGovernment Site**

2011 Middle East eGovernment and eServices Excellence Award – Best eGovernment Portal (Winner)

## **Qatar National Government – eGovernment Site**

2011 World Summit Award – Arab e-Content Award (Winner)

## **Lufthansa – Customer Site**

2010 WEBAWARD - Web Marketing Association (Best Airline Website)

## **RBC Royal Bank – Online Banking Site**

2010 Survivor's Online Banking scorCard (Winner)

## **Finnair – Customer Site**

2010 WEBAWARD - Web Marketing Association (Airline Standard of Excellence)

## **Boston Medical Center – Patient Site**

2010 WEBAWARD - Web Marketing Association (Outstanding Website)

## **US Tennis Association – US Open Site**

2010 Webby Award Nominee – Event Site (Finalist)

## **Cars.com – Customer Site**

2010 WEBAWARD - Web Marketing Association (Automobile Standard of Excellence)

## **Brocade Communications – B2B Site**

2010 WEBAWARD - Web Marketing Association (B2B & Technology Standard of Excellence)

## **International Enterprise Singapore – G2B Site**

2010 WEBAWARD - Web Marketing Association (Government Standard of Excellence)

## **Tyco International – B2B Site**

2010 WEBAWARD - Web Marketing Association (B2B Standard of Excellence)

## **AMP Limited – Employee Intranet**

2010 Intranet Innovation Award, Step two Designs (Gold award: Communication & Collaboration)

## **Omron Europe – Employee Intranet**

2010 Intranet Innovation Award, Step two Designs (Gold award: Frontline Delivery)

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**Finnair Customer Site**  
 2010 WEBAWARD  
 Web Marketing B2B  
 Standard Excellence Award



**Tyo International B2B Site**  
 2010 WEBAWARD  
 Web Marketing Assoc  
 B2B Standard of Excellence Award



**USTA US Open Site**  
 2010 Webby Award  
 Nominee Event site  
 Finalist



**Lufthansa Airline**  
 2010 WEBAWARD  
 Web Marketing Best  
 Airline Website



**Cars.com Customer Site**  
 2010 WEBAWARD  
 Web Marketing Assoc  
 Automobile Standard of Excellence Award



**IBMdeveloperWorks**  
 2010 Forrester  
 Groundswell Award  
 Forrester Research  
 B2B division winner  
 AND  
 2010 US SMB Social  
 Media Marketing  
 Community  
 Development Award



**Boston Medical Center Patient Site**  
 2010 WEBAWARD  
 Web Marketing Assoc  
 Outstanding Website



**RBC Royal Bank Online Banking Site**  
 2010 WEBAWARD  
 B2B & Technology  
 Standard of Excellence



**HSBC Bank Brazil Employee Portal**  
 2009 Intranet Design  
 Award, Nelson  
 Norman Group



**International Enterprise Singapore G2B Site**  
 2010 WEBAWARD  
 Web Marketing Assoc  
 Government Standard Of Excellence Award



**Brocade Communications B2B Site**  
 2010 WEBAWARD  
 Web Marketing Assoc  
 B2B & Technology  
 Standard Of Excellence Award



**Duke University Health System Patient Portal**  
 2008 Healthcare  
 Informatics Innovator  
 Finalist

## Australian Open



## US Open Tennis



## Masters Golf Tournament



## Tony Awards



## Wimbledon



## French Open



## US Open Golf

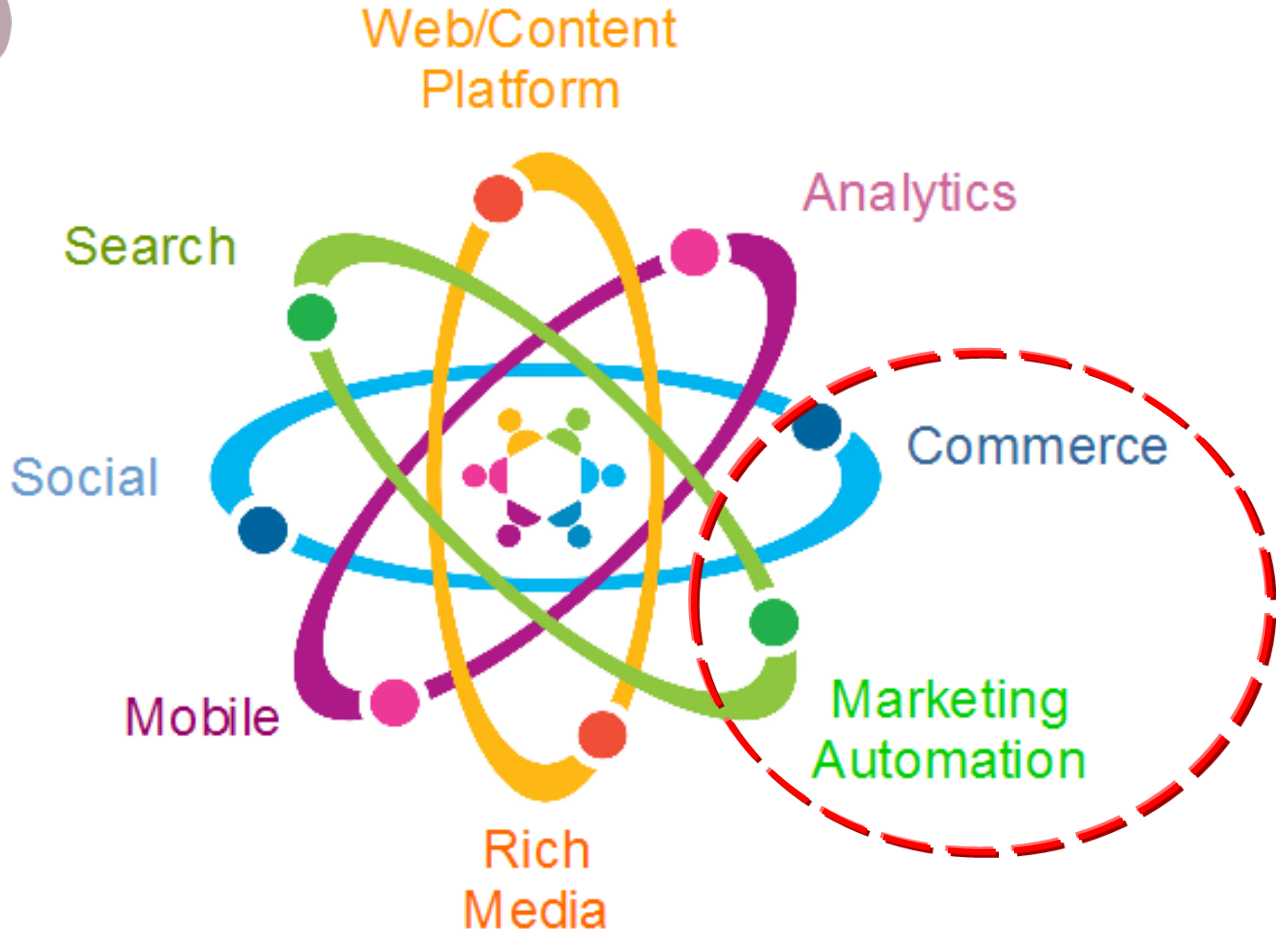


social2012

# Exceptional



# Experience



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# Consumers are changing the way they do business – Age of Smarter Consumers



## Instrumented



**They have instantaneous access to information about retailers, products and other consumers' experiences through technology**

## Interconnected



**They use multiple technologies to interact with other consumers and with retailers**

## Intelligent



**They have clearly defined expectations of what they want from their retailer now and in the future**



# Consumers are redefining their shopping experience (across product & service lines) to fit their unique needs and timeframes



## Shopping Becomes Omnipresent

- Shopping becomes engrained in all aspects of our lives due to **persistent connectivity and ubiquitous access**
- Consumer touch points continue to proliferate increasing availability

## Shopping Becomes Deconstructed

- **Consumers can start/stop and switch channels seamlessly**
- New competitors arise; disintermediating consumers from retailers

## Shopping Becomes Contextual

- Consumers demand relevancy and personalized service
- **Availability of consumer information combined with real-time analytics enables superior experience**

## Shopping Becomes Real-time Aware

- **Digital devices enable data capture economically**
- Real-time analytics can be executed even at 'Walmart scale'

# Future is about these consumers



Empower me

Serve me





# To be relevant to these consumers you need to be relevant across traditional and social channels and address the 'ME'



## *"Know Me"*

### **Relevant promotions**

Promotions driven by deep customer insights  
Leveraging real-time and offline customer data to develop engaging marketing dialog

## *"Listen to Me"*

### **Tune into my channels**

Value my feedback on products and services  
Extend my buying experience to my social channels

## *"Serve me"*

### **Provide seamless cross channel experience**

Enable me to buy off-line and online  
Provide a valuable loyalty program  
Provide ordering for out-of-stock items  
Enable social interactions during purchase

## *"Empower Me"*

### **Let me use my technology to:**

- Discover promotions while shopping
- Compare prices
- Get more information
- Seek service, help, order, checkout, pay

# IBM's Smarter Commerce Delivers New Capabilities to New Buyers "ME" - Smarter Commerce Can Help Transform Every Phase of the Commerce Cycle

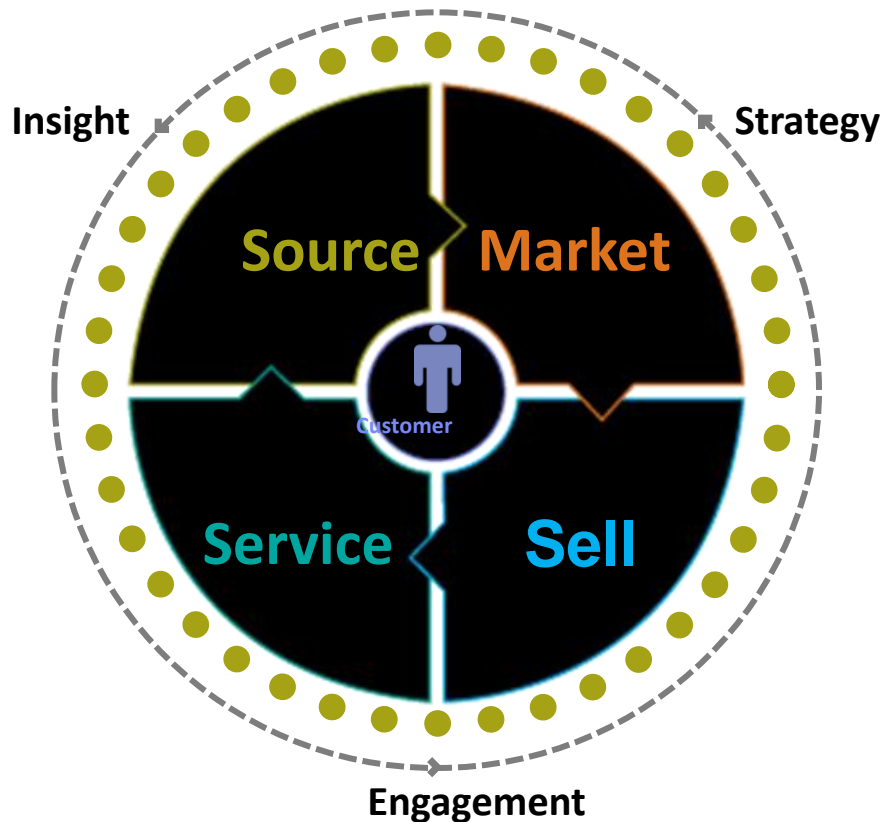


## Source

*Sourcing, and integrate to partners to procure services and products*

## Service

*Servicing customer needs across all interaction channels*



## Market

*Targeted and personalized messaging across all customer interactions*

## Sell

*Enables selling and fulfillment of products and services across all channels*

# Enabling Customers to Shop Seamlessly and Easily

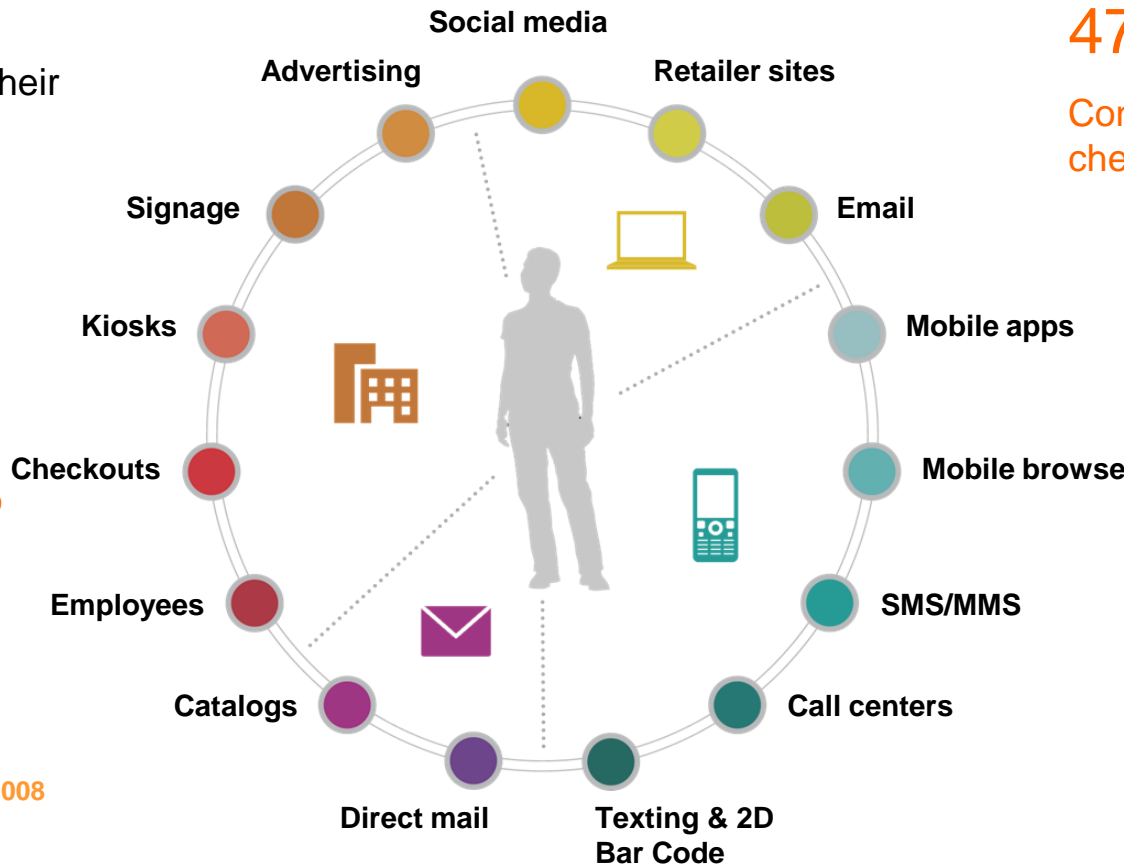


1. AWARENESS ▶ 2. RESEARCH ▶ 3. PURCHASE ▶ 4. RETRIEVAL / DELIVERY ▶ 5. SERVICE / SUPPORT

Customers have the freedom to achieve their goals throughout the shopping process...

32%

Want to return items to store that were bought online



47%

Consumers want to check store availability

57%

Want to look for promotions and coupons online before shopping the store

...using whichever channels and touch points they prefer.

IBM IBV MCR Survey Dec. 2008

Source: IBM Global Retail Industry

*“Serve me”*

*“Empower Me”*

# Shopping seamlessly means enabling interactions that cross multiple devices



**1D & 2D Barcodes**



**Address Book  
Contacts**



**Calendar**



**Storage**



**Product information  
In-store checkout**

**Billing address,  
Email wishlist,  
Account Management**

**Store Events**

**Coupons, Digital  
Receipts for in-  
store pickup or  
returns**



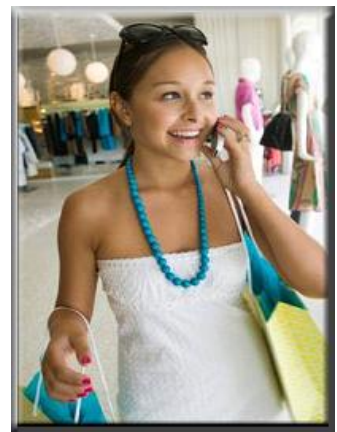
**Bluetooth or Wi-Fi**

**Store location  
based services**



**Payment**

**Mobile Payment**



**Social / Feedback**



**GPS (triangulation)**

**Store Locator**

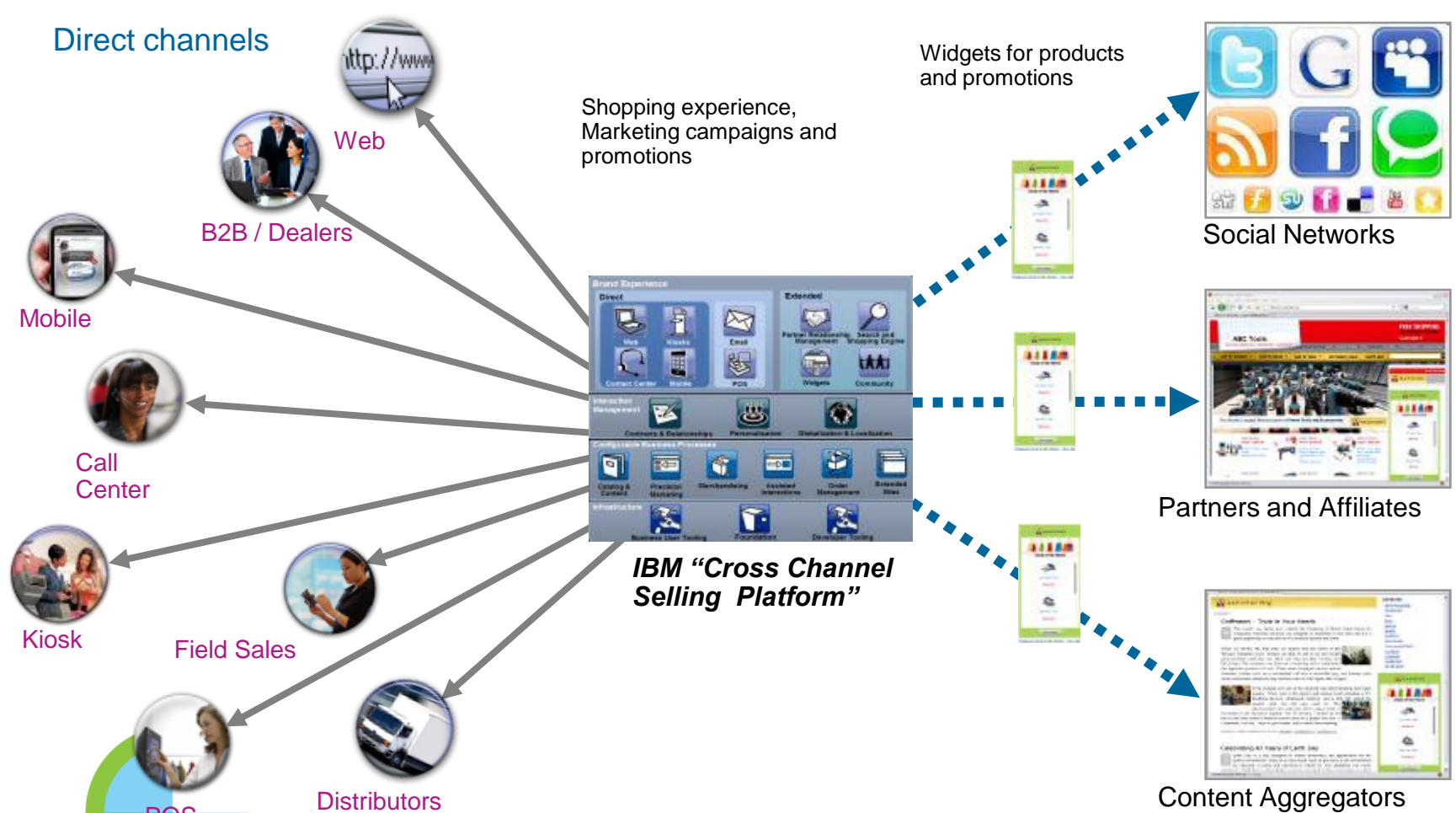


**Order Confirmation  
Marketing/Promotion**

**Messages**

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# Are You able to Deliver “One Brand Experience” across Direct as well as new and emerging Extended Channels – Next Gen Multi Channel Selling

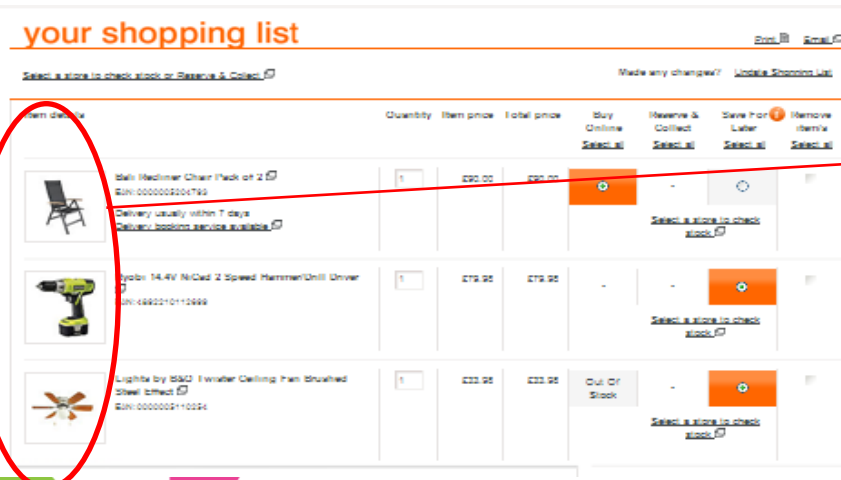


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# The Lines Between Virtual and Physical are Blurring ... Cross channel and social enabled stores empower your customers to transcend traditional shopping boundaries



## Outside Store



## Inside Store





*Know me*



## *“Know Me”*

### **Personalize Promotions (#1 influence of purchase decision)**

- Personalized communication and offers
- Offers driven by customer insight
- Offers that follow the customer across channels – true cross channel marketing experience

### **Personalize Experience (Most important factors)**

- Recognize me in online & offline
- Remember preferred communication methods
- Show relevant offers and products

### **Personalize Communication (Most important loyalty drivers)**

- Send me relevant and unique products aligned to my profile
- Recognise me and status across channels of communication

# To drive an 'Customer Aware' marketing conversation you need five key capabilities



## Analyze

Predictive analytics  
Visual exploration & selection

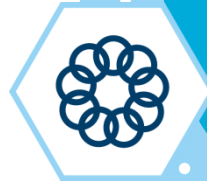


## Decide

Cross-channel campaign management  
Real-time interaction management  
Contact optimization  
Distributed marketing

## Collect

Contact & response history  
Digital behavior  
Event detection



## Deliver

Email delivery and deliverability  
Channel integration  
Lead routing & monitoring

## Manage

Campaign planning & approvals  
Offer lifecycle management



**IBM's Unica platform enable's businesses to engage each customer and prospect in a one-to-one dialogue across communication channels**

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# Merging historical and real time data to have a meaning full conversation .....



On the website

Segment:  
Loyalty Customer  
(Frequent)  
[Profile Data]

Segment:  
Viewed File Cabinets over last 90 Days [Historical Web Data]  
AND have viewed "furniture" during this session [Real Time Data]

Split test this zone

# Merging historical and real time data to have a meaningful conversation .....



noreply@officedepot.com to me [show details](#) 8:42 PM (40 minutes ago) [Reply](#)

**Office DEPOT.**

- ▶ Store Locator
- ▶ Order by Catalog
- ▶ Weekly Deals

Join Worklife Rewards?

Office Supplies Furniture Paper Ink & Toner

**GREAT FURNITURE DEALS**

Save up to **\$100** on select Chairs **plus** Save over **50%** Select Desk/Hutch Bundles

**Customers Who Viewed This Item Also Viewed**

Realspace® Magellan Collection Hutch, 33 5/8"H x 58 1/8"W x 11 5/8"D, Espresso  
Item #101075  
Rating: ★★★★★  
[Read all 13 reviews](#)  
Your Price **\$149.99** / each  
Qty  [ADD TO CART](#)

Realspace® Magellan Collection L-Shaped Desk, 30"H x 58 3/4"D x 58 3/4"D, Classic Cherry  
Item #475958  
Rating: ★★★★★  
[Read all 31 reviews](#)  
Your Price **\$249.99** / each  
Qty  [ADD TO CART](#)

**Brian, great furniture deals to help**

**SAVE UP TO 20%** select Filing Cabinets  
2 to 4 drawers available  
[SHOP NOW](#)

Introducing Thomasville Office Collection  
**Exclusively at Office Depot** [SHOP NOW](#)

**SAVE OVER 50%** select Desk/Hutch Bundles  
**PLUS** save up to \$100 select Chairs  
[SHOP NOW](#)

Consistent message across channels

Embed product recommendations

Leverage personalization fields

Off the website



# Smarter Commerce solutions enables organizations to rapidly deploy customer focused capabilities



Empower  
Their  
Customers

- Let them use their technology** to:
- Interaction across devices
  - service, help, order, checkout, pay

Serve Their  
Customer

**Provide seamless cross channel experience**

- Off-line / on-line seamless engagement cross channels

## Across Enterprise

## Across Social Landscape

Engage in a  
relevant  
Dialog

**Relevant promotions**

- Segmented approach
- Personalize communication
- Marketing Engagement across channels

Shopping  
Becomes  
Real-time  
Aware

**Tune into their channels**

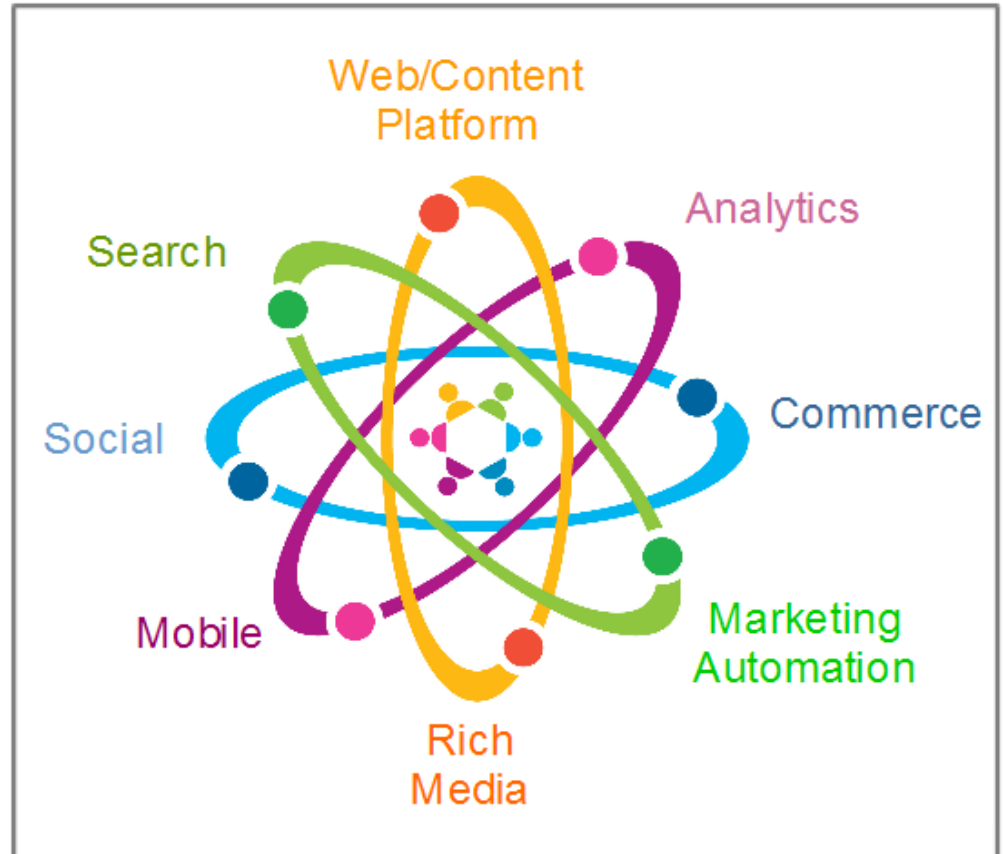
- Engage with customer in social platform
- Turn them into brand representatives across social platform in real-time



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**Thank You**



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