IBM LeadershipConnect

Driving Transformation for Greater Value

Creating Value at Every Touch

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IBM Marketing Solutions

ASEAN

Re imagining the path to marketing transformation

**Imperative #2
Creating a "System of Engagement" that maximizes value at every touch**

Design the full customer journey

Based on individual customer analytics, offer the right products, content, and experiences

Design tailored experiences that connect, channels, and like-minded customers

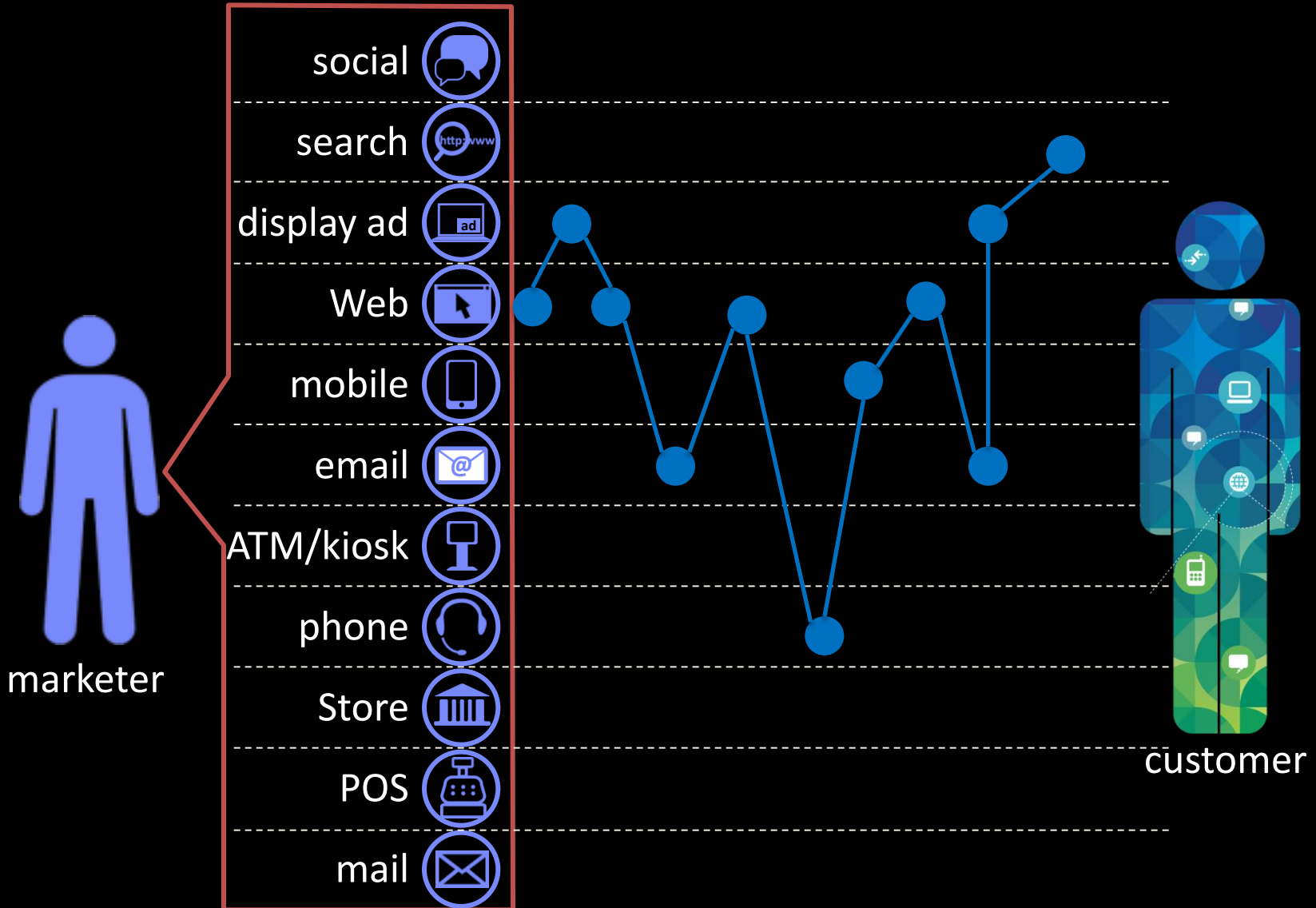Use customer insight to provide exceptional service at the right touch points

Create & automate in real time a system to deliver these interactions at massive scale

Use analytics to guide the development of tomorrow's portfolio

How customers behave

marketer

social

search

display ad

Web

mobile

email

ATM/kiosk

phone

Store

POS

mail
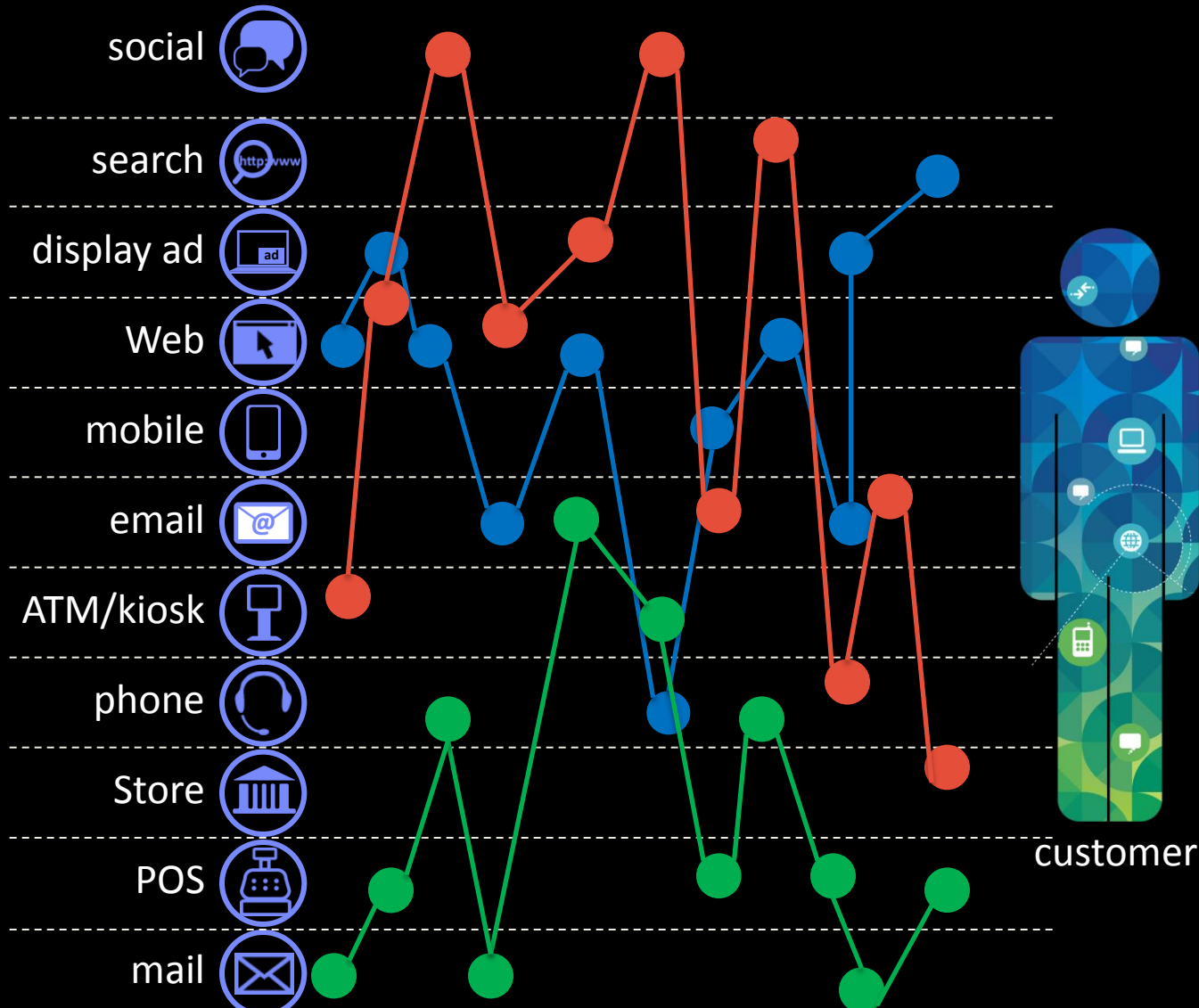
customer

What they experience: marketing silos

strategy data process tech — social

strategy data process tech — search

strategy data process tech — display ad

strategy data process tech — Web

strategy data process tech — mobile

strategy data process tech — email

strategy data process tech — ATM/kiosk

strategy data process tech — phone

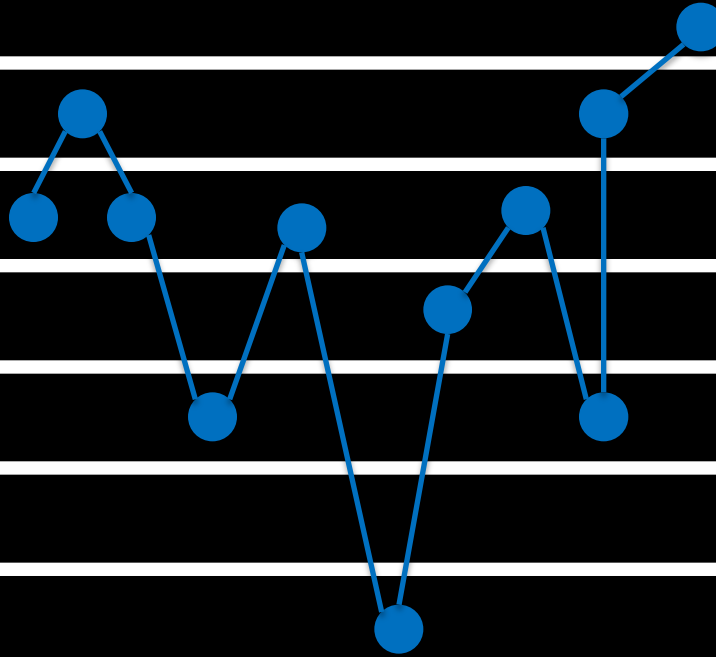strategy data process tech — Store

strategy data process tech — POS

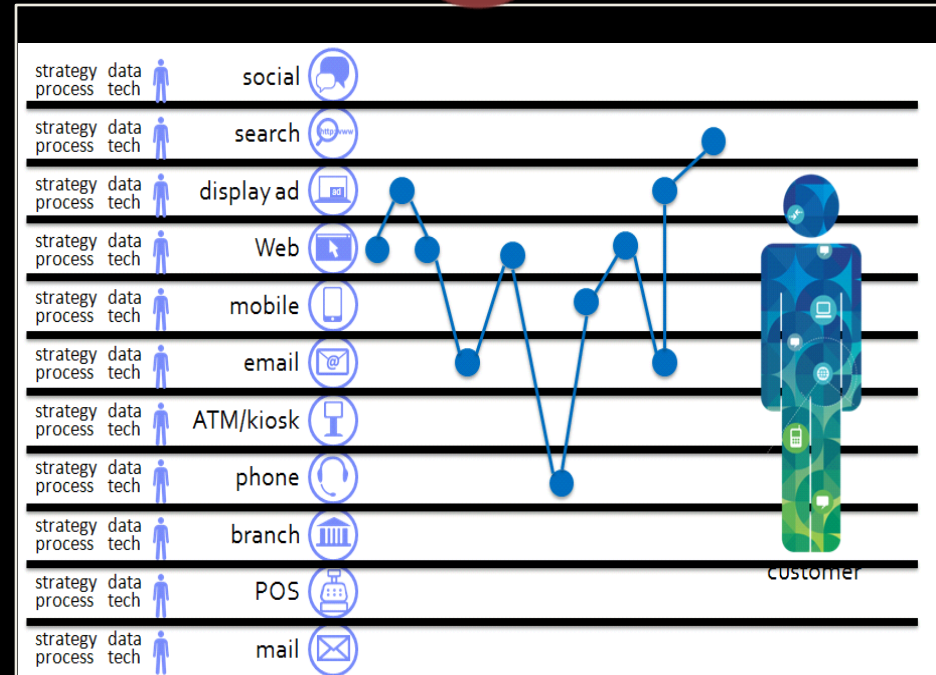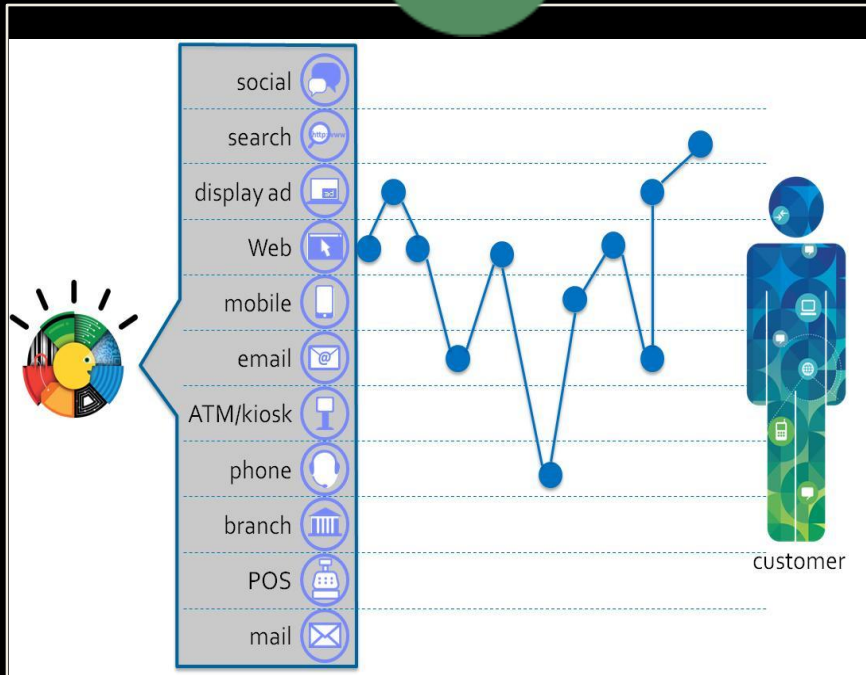strategy data process tech — mail

customer

Today's discussion is about making customer dialogs real

What does a good customer dialog look like?

Meet Angela

Angela has a mobile phone account with Phone First. She has a history of buying the latest gadget. She is a mobile and Internet customer, pays her bills online and frequently shops for accessories in Phone First stores and on the Phone First Web site. But she is considered to be an at-risk customer, and Phone First would like to get her to buy a new phone and renew her contract.

Problems at checkout

During a visit to the Phone First Web site, Angela is presented with several offers for new phones, based on her customer profile and the pages she's been looking at during this visit. She clicks on an offer and begins checkout, but abandons the shopping cart.

Re-engaging Angela

Later, while browsing other Web sites, Angela is shown Phone First display ads reinforcing the offer she was made on the Phone First site, in an attempt to get her back to complete the transaction. She also receives emails with similar messages intended to re-engage her. She clicks on one these ads and opens and clicks through one of the emails, showing renewed interest. But still doesn't buy.

Opportune moment

While out of her home, Angela walks near a Phone First store. Due to her interest in the original offers but her reluctance to accept them, Phone First sweetens the deal by sending a "20% off, today only" coupon to Angela's phone. She enters the store, redeems the offer, buys a new phone and renews her service. During the interaction with the store rep, she also asks some questions about a tablet with 4G service, but doesn't buy it.
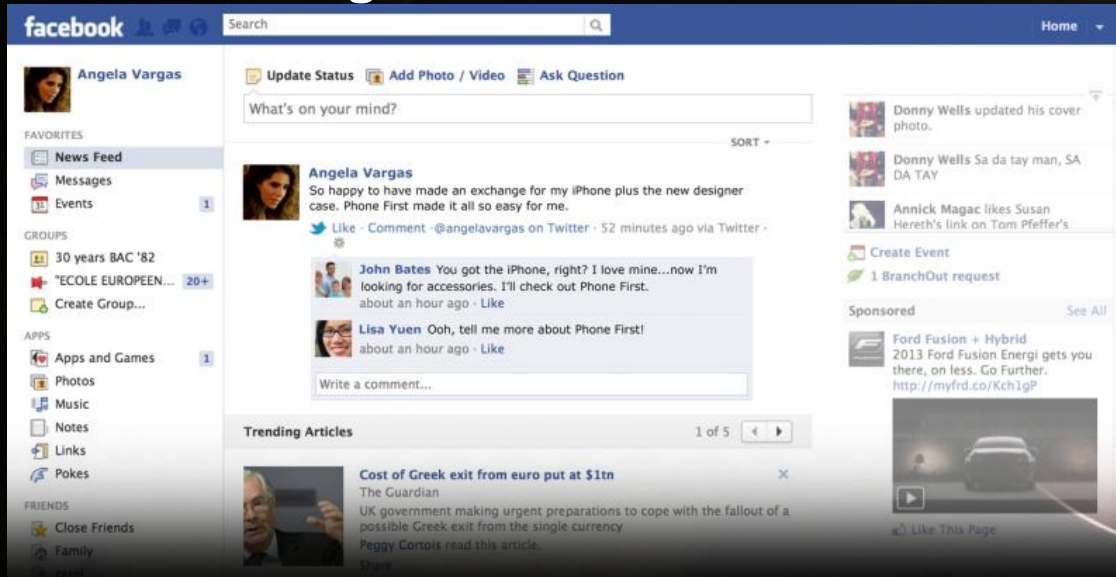
Cross-selling to Angela

Angela later calls the Phone First customer service department with a question about her account. While she's at it, she asks a question or two about the tablet. Based on this sign of additional interest in the tablet, the call center representative is prompted to present her with a special offer on a tablet with 4G service, which she accepts.

Continuing the relationship through social media

The confirmation email on her tablet purchase includes a request that Angela follow a link to a landing page and "like" the tablet there. She does, and so Phone First can now associate her Facebook profile with their customer database profile on her. They use this info to improve the relevance of future messages to her.

Good customer dialogs are like real conversations.

As in a real conversation, marketers need to:

LISTEN AND UNDERSTAND

DECIDE WHAT TO SAY NEXT

(only then) SPEAK

How can technology help make better dialogs?

Good customer dialogs are like real conversations.

As in a real conversation, marketers need to:

LISTEN AND UNDERSTAND

DECIDE WHAT TO SAY NEXT
(only then) SPEAK

...and repeat this over and over again across many channels and even more customer relationships.

This is hard to do without help from technology!

LISTEN   UNDERSTAND
DECIDE

SPEAK

Collect   **Analyze**

Decide

Deliver

Manage

Technology framework for customer dialogs

Engage each customer and prospect
in a one-to-one dialogue across communication channels

Analyze
Predictive analytics
Visual exploration
& selection

Decide
Cross-channel
campaign management

Real-time interaction
management

Contact optimization

Distributed marketing

Collect
Cross-channel
interaction history

Digital behavior

Event detection

Deliver

Email delivery &
deliverability

Channel integration

Lead routing &
monitoring

Manage
Campaign planning & approvals
Offer lifecycle management

Inbound marketing: the presentation of personalized marketing messages during "inbound interactions" – when the customer or prospect chooses to contact you

http://www.voluptatem.quia

HOME PAGE

OFFER

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DETAILS

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OFFER

!

CALL CENTER

[authentication

hold time...
OFFER

"Greetings"

reason for call

resolution

OFFER

!

Turns every customer touch-point into a channel for the kind of personalized marketing messages previously only delivered through outbound campaigns

IBM Interact (inbound) and IBM Campaign (outbound) together are an integrated, centralized decision-making capability

Decide

Deliver

Collect

Analyze

Interact

Store ATM Web Phone

segments
offers
interaction
history
attribution
optimization

Campaign

www POSTAGE ≡ 0.3

20
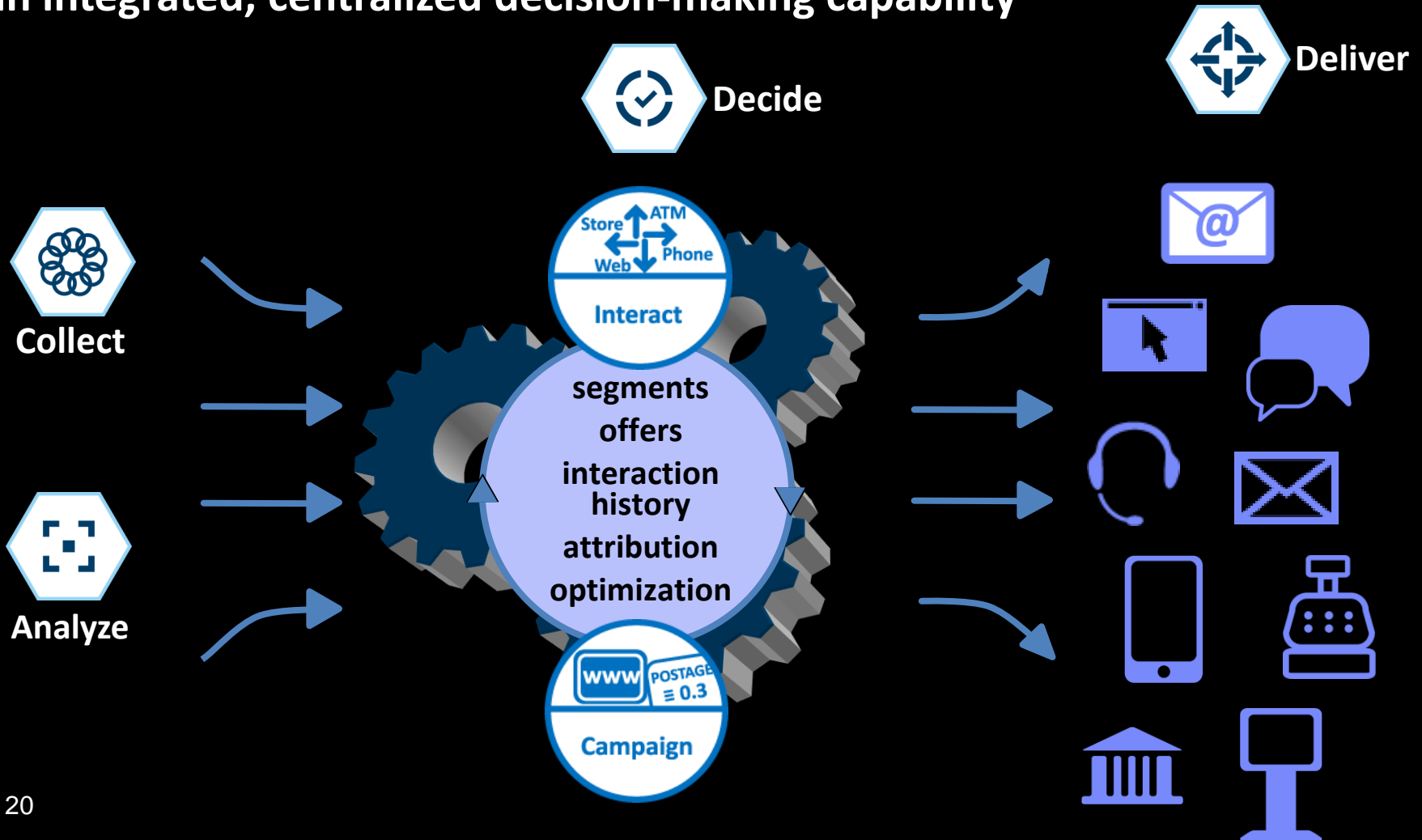
Increase conversions on **Web sites**

Help **call center agents** retain and cross-sell/up-sell

Help **in-store/in-branch** personnel engage customers on the spot

Present offers on **ATMs** during withdrawals & deposits

Use **point-of-sale** offers to get customers back to the store sooner

Present offers on in-store **kiosks** to influence that day's purchase

Personalized confirmation **emails**

Send messages to **mobile devices** based on location

Deliver personalized messages in **Facebook apps**

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What companies are doing this well?

What if you could read four million minds?

A large bank in Asia uses customer analytics and a new marketing strategy to gain insight into customer needs, personalize customer offers and communications and see huge leaps in sales leads, cross-selling rate, and conversion rates

The Opportunity

In Asia, banking Analysts expect retail banking alone to generate approximately $180 billion in new revenue over the rest of this decade Any bank that can keep customers happy and its bottom line healthy will be poised for a tidal wave of growth.

One large bank wanted to position itself to capture that expected growth. However, it was too operations-centric in its processes and business strategy.

The bank needed to transform itself to a more customer-focused organization. But first, it needed to get to know its 4 million customers.

Real Business Results

- Grew hidden revenues by 138 percent with data driven marketing

- Increased average cross-sell conversion rates by 60 percent

- Increased the number of marketing campaigns deployed by 273 percent, most of them geared toward small audiences or individuals

- Generated 176 percent more leads than with the previous solution

ING

- "For the past decade, ING has been one of Europe's most advanced direct marketing banks.
- We are now taking the next step, where we execute highly individualized marketing campaigns that run across **all of our inbound and outbound channels**, such as our call centers, branches and web sites.
- We're excited about Unica Interactive Marketing; it allows ING to comprehensively achieve our vision."

Martin de Lusenet, Customer Intelligence, ING

24   ***For more info: "ING Bids Farewell to Old-Style Campaigns," 1to1 Magazine***
(www.1to1media.com/View.aspx?DocId=31321)

Telco: Real-time marketing and location-based SMS

Challenge

- Increase usage and cross/up-sell
- Leverage inbound channels to identify and target cross-sell opportunities
- Sell mobile advertising

Solution

- IBM Unica Campaign and Interact to drive outbound marketing programs and real-time cross-channel marketing in inbound channels including mobile devices

Results

- Serves real-time offers to agents in call centers and at retail stores to facilitate cross-sell/up-sell
- Send offers and advertisements to mobile phones
- Cross-sell/up-sell success rate increased

SingTel

"Unica's solution arms our call center and retail representatives with the highest-impact offers - in real time - so that we can extend and expand our customer relationships."

—*Wong Soon Nam Manager, VP of Consumer Marketing*

Customer Profile

SingTel is Asia's leading communications group with operations and investments in more than 20 countries and territories around the world. SingTel has several wholly-owned subsidiaries including NCS, SingNet, SingTel Mobile, TEPL.
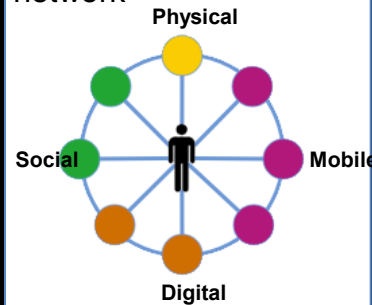
SNS Video
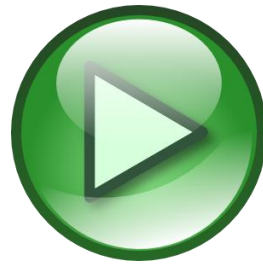
Architecting the New Customer Experience

01 Understand the customer as an individual
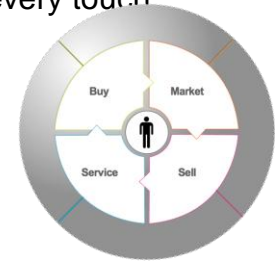

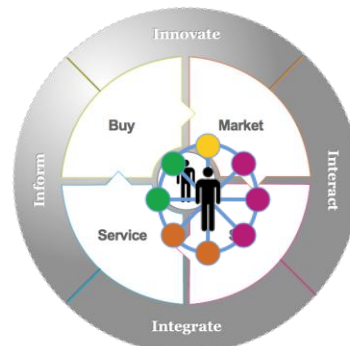**02** Understand the customer in HIS/HER network

03 Understand the customer contextually

04 Build a system of engagement capable of delivering exceptional value at every touch

05 Interconnect all of the above and apply dimension with scale

06 Fully activate the organisation to deliver optimum customer experience while continually innovating

People

Process

Technology