大數據趨勢論壇暨IBM產業專題高峰會

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Anticipate and service my needs

Make it convenient and easy to interact with you … how I want to interact

Be there when I need you, with what I need, in real time

Remember all of our interactions . . . Know Me!

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Know me!

Social Media Segmentation
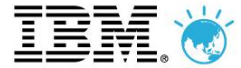
Customer Activated … Data Driven

- Empowered and in Control

- Customer Segment of ONE

- Loyalty deeper than "Like"

- Influencers drive Brand

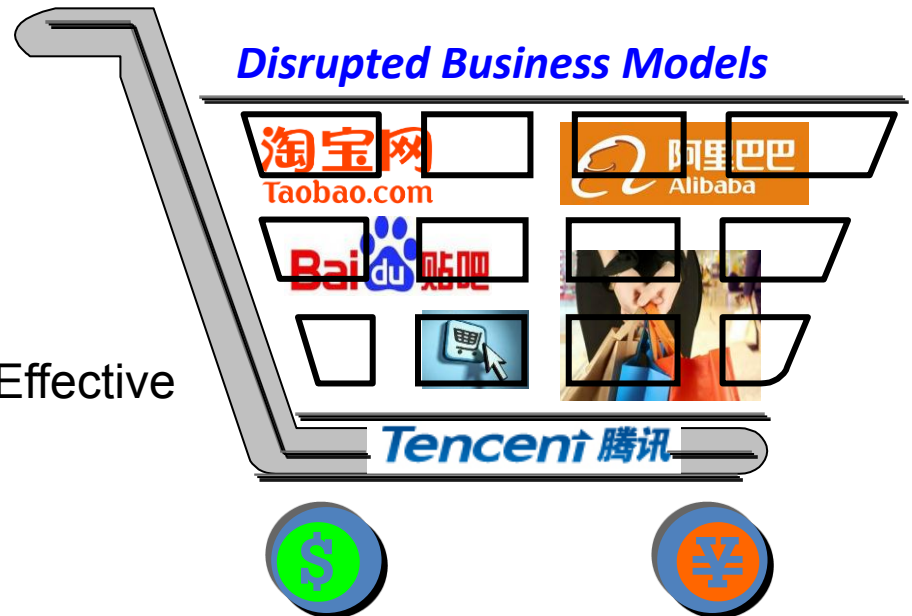- Fast Data is **Now Data**

- No after-hours

Differentiation with Data

- **V**olume, **V**ariety, **V**elocity, Veracity

- **V**alue from the "Right" Data

- Natural Resource
  – to mine, refine, and use

Disrupted Business Models

- Blurred Lines with Clear Opportunities

- Information beyond Efficiency … simply Effective

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Simple Opportunity …. Complex Execution

Retail Today

Systems of Record

Systems of Engagement

Big Data

Extend & Integrate

Transactional, Legacy Print (ECM), Machine, Social,
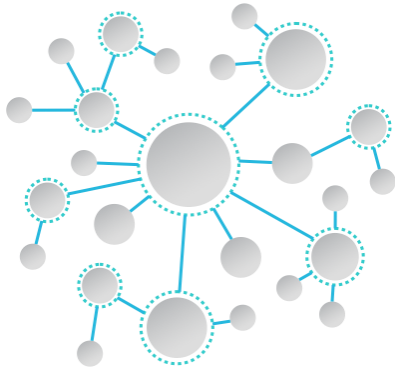
- Smarter Infrastructure
- Security Intelligence
- Application Integration

- Mobile Commerce
- Call Center
- Social Business

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7 Areas for Impact

Human Resources

Store Managers

Supply Chain

Procurement

Big Data

Merchandising

Marketing

Finance

External Data

Providing Big Data analytics engine with pre-built advanced analytics to create omni-channel 360 view of customer

Luxottica applies advanced analytics against behavioral attributes to track, segment and score customers down to the individual level:

- 10% anticipated improvement in marketing effectiveness

- Identify Highest Value customers out of nearly 100 million

- Target individual customers based on unique preference and histories

Actionable Customer Insight

Constant Contact's combined analysis of 35 billion emails - time, date, recipient email addresses and email content - resulted in up to 25% increase in email opening rate, 40 times improvement in analysis performance and analysis time reduced from hours to seconds.

Actionable Customer Insight

Using Big Data analytics, retailer delivered additional $14M revenue during the holiday season through relevant, personalized marketing

Transformed from doing Blanket Marketing to delivering over 200,000 unique offers to customer based on analyzing clickstream, sales and customer data. Delivered +$14M revenue within the critical 4 week holiday period.
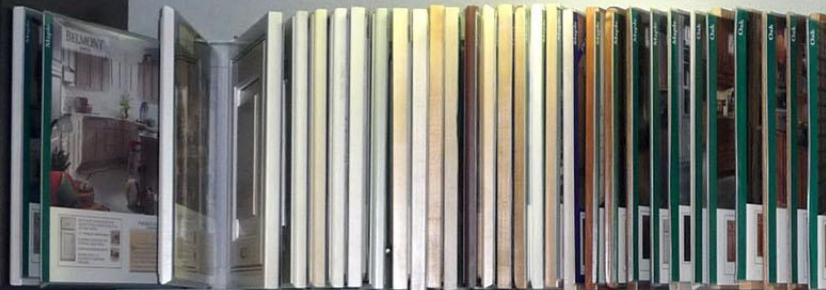
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Enhanced Customer Service

Search and contextual navigation to enable a better in-store experience

This home improvement retailer improved customer satisfaction by arming in-store associates with the information needed to respond to customer queries on the spot. Big data solution applied to multiple information sources enabled in-store associates to zero in quickly on the information needed to help the customer—saving time and building customer trust and loyalty.

Get Started

5 — Use an information to revise, reuse, learn and improve

1 — Focus on the highest value opportunities with quick return

2 — Within each opportunity, start with questions, not data

4 — Keep existing capabilities while adding new ones

3 — Embed insights to drive actions and deliver value