

Smarter Commerce: Your customer in context.

92%

**of consumers
trust earned media**

39%

**think social
will improve
forecasts**

77%

**of B2B buyers put the most weight
on what the people they know and trust
say about companies and products**

**Maximize
the Moment**



Maximize the Moment

Abercrombie & Fitch

MENS

WOMENS

JEANS

A&F LOOKS

EXPERIENCE A&F

shop abercrombie kids

SEARCH PRODUCTS



A&F

WEAR SEASON TO SEASON

MADE-TO-LAYER STYLES DESIGNED TO
EFFORTLESSLY TAKE YOU THROUGH FALL.

SHOP MENS

SHOP WOMENS



STAPLES

The Office Superstore

Copy Center

Pack & Ship

STAPLES

The Office Superstore

Technolog





Retail Systems
2011
awards
WINNER



**GOLDEN
CHARIOT**
REWARDING EXCELLENCE IN MULTI-CHANNEL RETAIL

ORA
ONLINERETAILAWARDS
WINNER 2011

ORA
ONLINERETAILAWARDS
**2011 HIGHLY
COMMENDED**



Understand

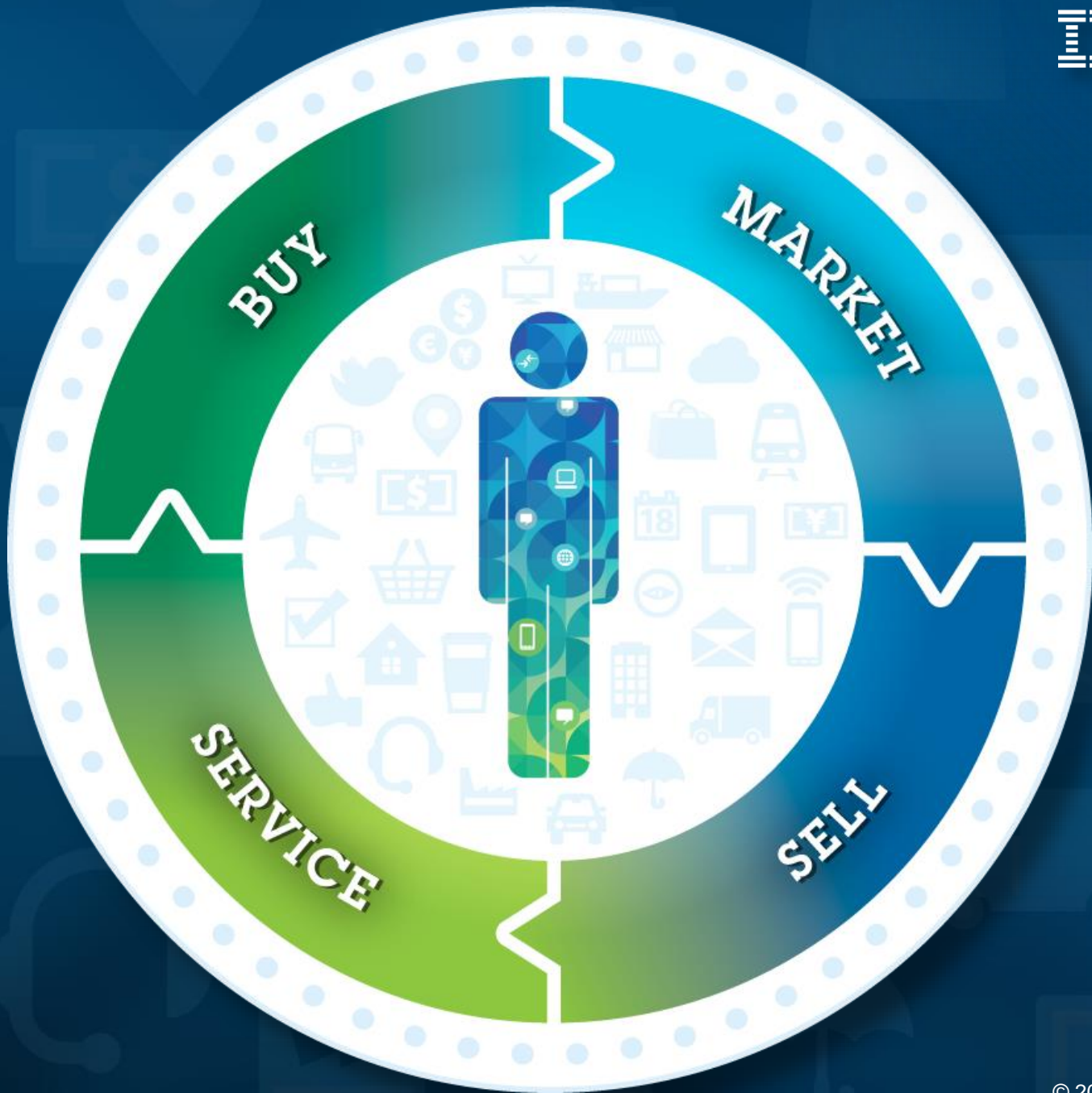
**Understand your customer
and their intentions**

Connect

**Connect with your customers
and your value chain**

Engage

**Engage at the right time
and place with the best action**





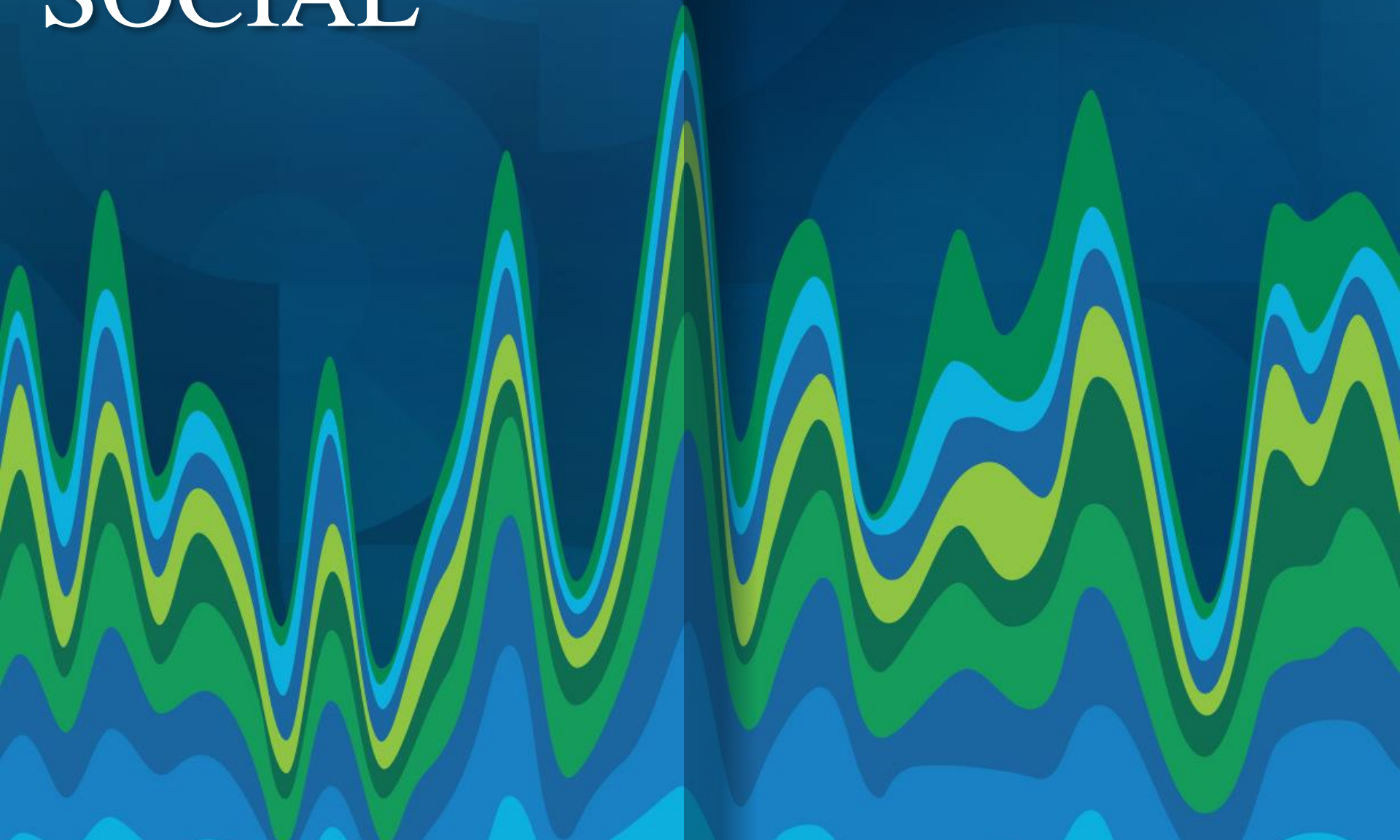


BIG DATA & ANALYTICS

MOBILE



SOCIAL



September 2013

October 2013

Smarter Commerce

Cloud Suite for the C-Suite

For every **\$1** spent
\$12 were generated



You don't
know me.

You're not connecting
with me.

It's too
hard.



FULLY ENGAGED CUSTOMERS SPEND and RECOMMEND

3x 2x

MORE



1%
Customer Sat

=



4.6%
Market Value Gain

Watson analyzed...

- **96,214** Bank Articles
- **524,236** Forum Posts
- **18,235** Call Logs
- **54,321** Policy Docs
- **32,124** Product Briefs
- **21,347** Web pages





IBM Watson Engagement Advisor Transforming Customer Engagement



IBM
Customer
Experience
Lab





Josie's German Cakes and Market



Low Sodium Content

'2-for-1' Offer

Great with Brie Cheese
Aisle 5

Josie's German Cakes and Market



A Facebook share overlay is positioned in the foreground, partially obscuring the store shelves. The overlay features a red-bordered image of a 'CRANBERRY ALMOND THINS' cookie pack. The pack is labeled '15 PACKS OF CRUNCHY COOKIES (12.2 oz) 94¢'. To the right of the image is a Facebook share button with the text 'share'. Below the share button, the offer is displayed: '20% OFF Cranberry Almond Thins plus an extra 5% if you share this offer on Facebook'. At the bottom of the overlay are icons for Facebook, Twitter, and Pinterest. A finger is shown pointing at the bottom center of the overlay.



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90%

of consumers expect personalization

only

32%

claim to be highly effective at engaging individual customers

