



IBM 行业解决方案- 中国开发中心

IBM 2013 校园“蓝色加油站”之

智慧的电子商务 - 客户关系管理

潘家铭 jiamingp@cn.ibm.com
2013-5-12



- 



2013 IBM 校园“蓝色加油站” 系列技术讲座

BLUE POWER STATION

在这里，来自印度的近万名工程师将市场热门技术与产品知识，行业解决方案及最佳实践融入课堂教学，以掌握海上风电场形式多样的卓越工程知识。给你日以继夜的，成为明日行业之星。

演讲信息

时间

地点

演讲嘉宾

演讲题目



主办方：IBM 中国有限公司

IBM 大学合作伙伴报名入口：<http://url.ba.com/ibm/>

- 潘家铭
- IBM高级软件工程师
- IBM中国开发中心WebSphere Commerce应用架构师。2008年加入IBM，主要从事电子商务解决方案设计与开发、性能优化、容量设计、测试自动化设计及开发等相关工作，对WebSphere中间件技术、企业级性能工程、电子商务等领域有浓厚的兴趣。曾多次对大型电子商务客户提供现场支持，熟悉对最新的电子商务应用、架构及实现细节。

电子商务中的 客户关系管理



Customer **R**elationship **M**anagement

客户关系 管理

CRM是一个**管理学术语**，也是一个**软件系统**

指用计算机**自动化分析销售、市场营销、客户服务**的软件系统

其目标是：

1.**降低**销售周期和销售成本

2.**提升**收入、客户价值、满意度、赢利性和忠实度

CRM是选择和管理有价值客户及其关系的一种商业策略



他们都有
什么共同
的特点？



服务行业	新用户获取成本高
重复购买	无中间商
竞争激烈	闲置成本高
注重口碑	用户容易流失

因地制宜



服务行业 新用户获取成本高

重复购买 无中间商

竞争激烈 闲置成本高

注重口碑 用户容易流失

精准高效

搜索流量——周期长，见效慢
推广流量——成本高，转化低
活动流量——消耗大，粘性弱
社区流量——不精准，效果小



通过CRM管理老客关系

精细化——用户细分、时效性
低成本——短信、邮件、外呼
高效益——高转化、高客单价

茁壮成长

- ✓ 销售额提升
- ✓ 客单价提升
- ✓ 粘性和忠诚度提升
- ✓ 化被动为主动
- ✓ 人力成本下降
- ✓ 宣传成本下降



■数据维护

- 批量导入
- 维护界面

■客户多维度分群

- 基本信息
- 注册信息
- 个性化信息
- RFM信息
- 生命周期

【7-11收银键盘的细节】 7-11在收银环节快速对顾客信息进行录入，如图：老男(老女)56↑；壮男(壮女)36-55；青男(青女)19-35；中男(中女)13-18；小男(小女)↓

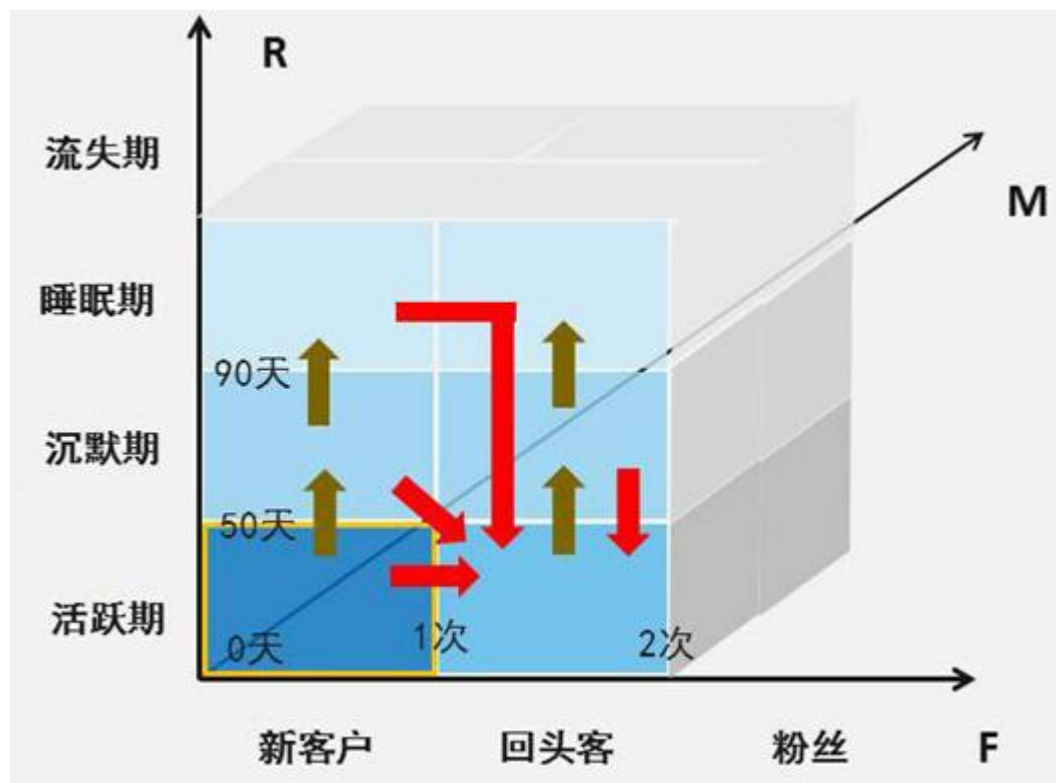


@黄刚-物流与供应链

RFM模型是衡量客户价值和客户创利能力的重要工具和手段。

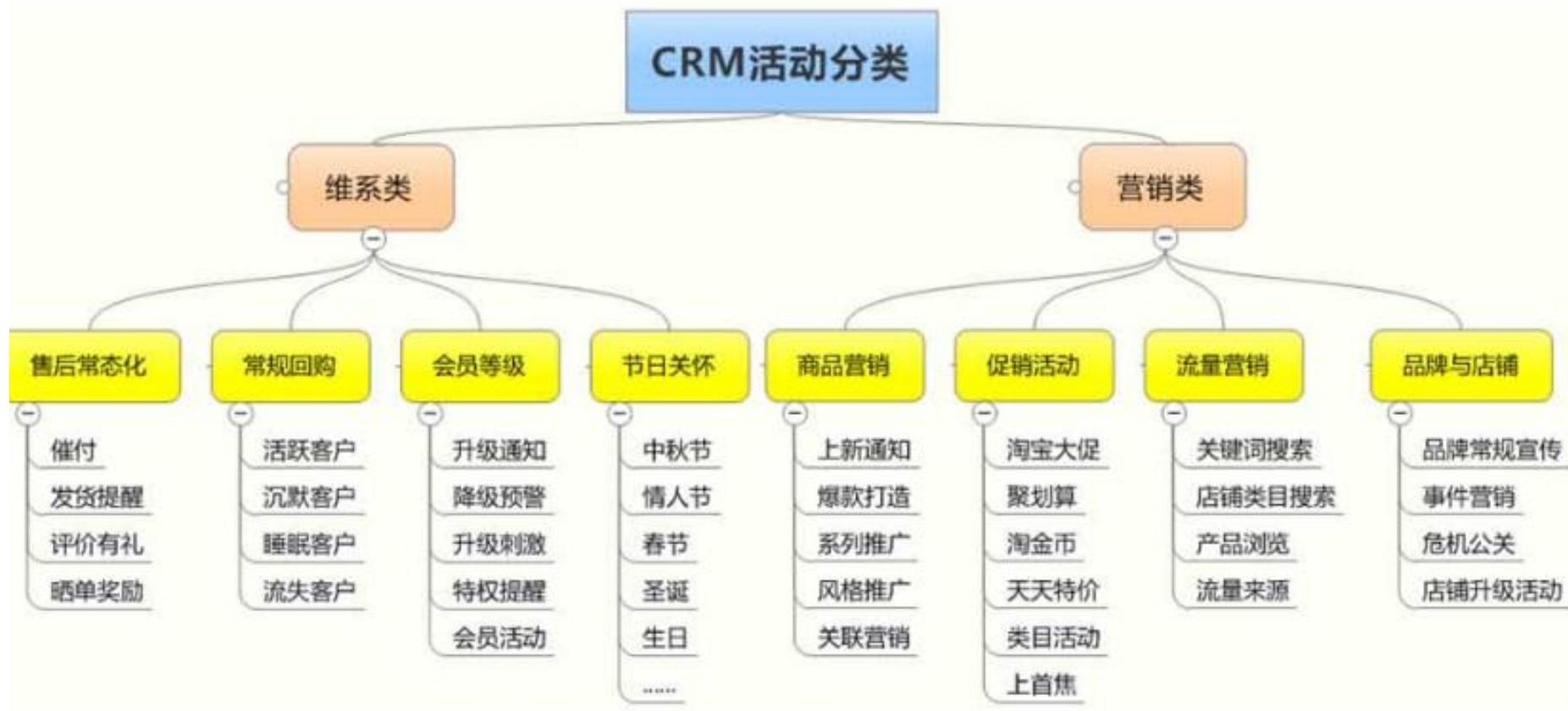
通过客户的近期购买行为、购买频率以及购买金额三项指标来描述该客户的价值，分别可以帮助我们衡量客户的流失度（活跃度）、忠诚度和消费能力。

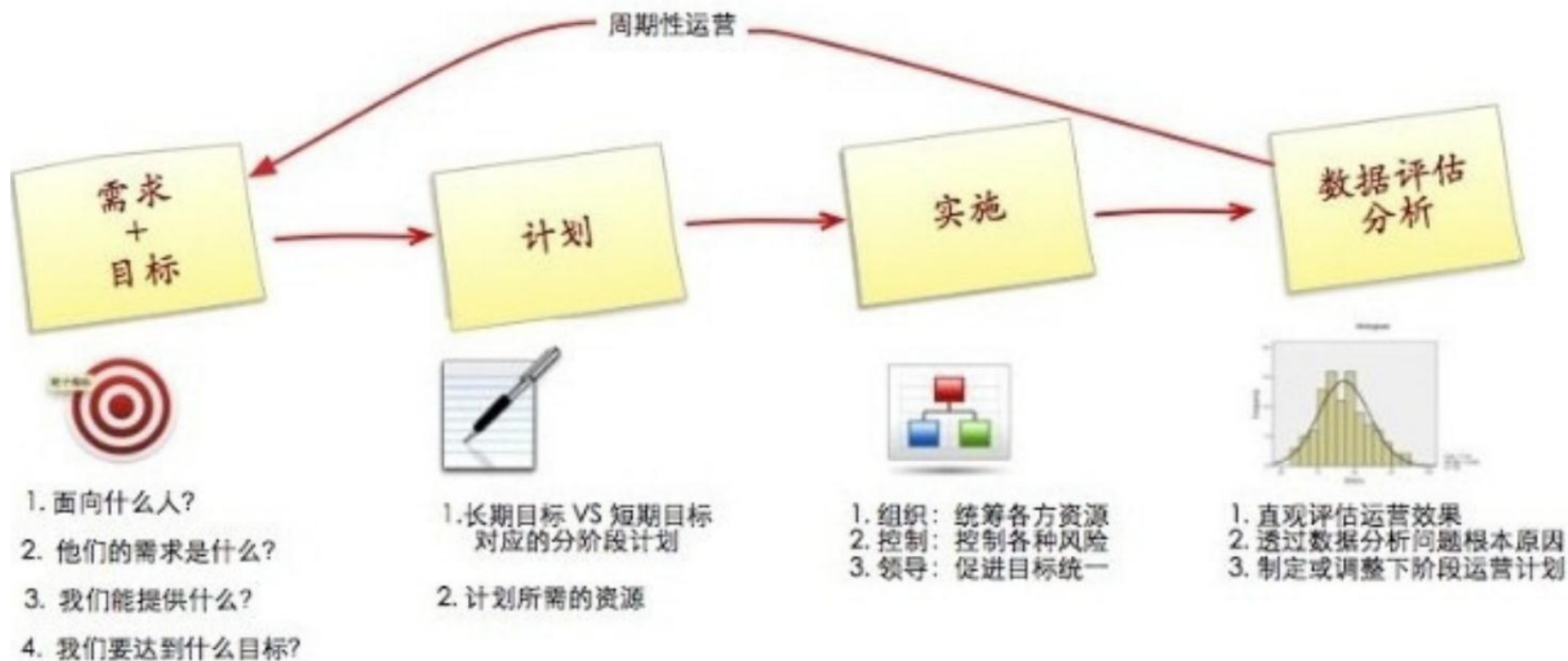




细分群里的迁移：
各细分群体之间存在正向迁移和负向迁移，**红色的**箭头表示正向迁移，**绿色的**表示负向迁移。
我们通常所做的营销活动就是刺激正向迁移的发生，避免负向迁移的发生。





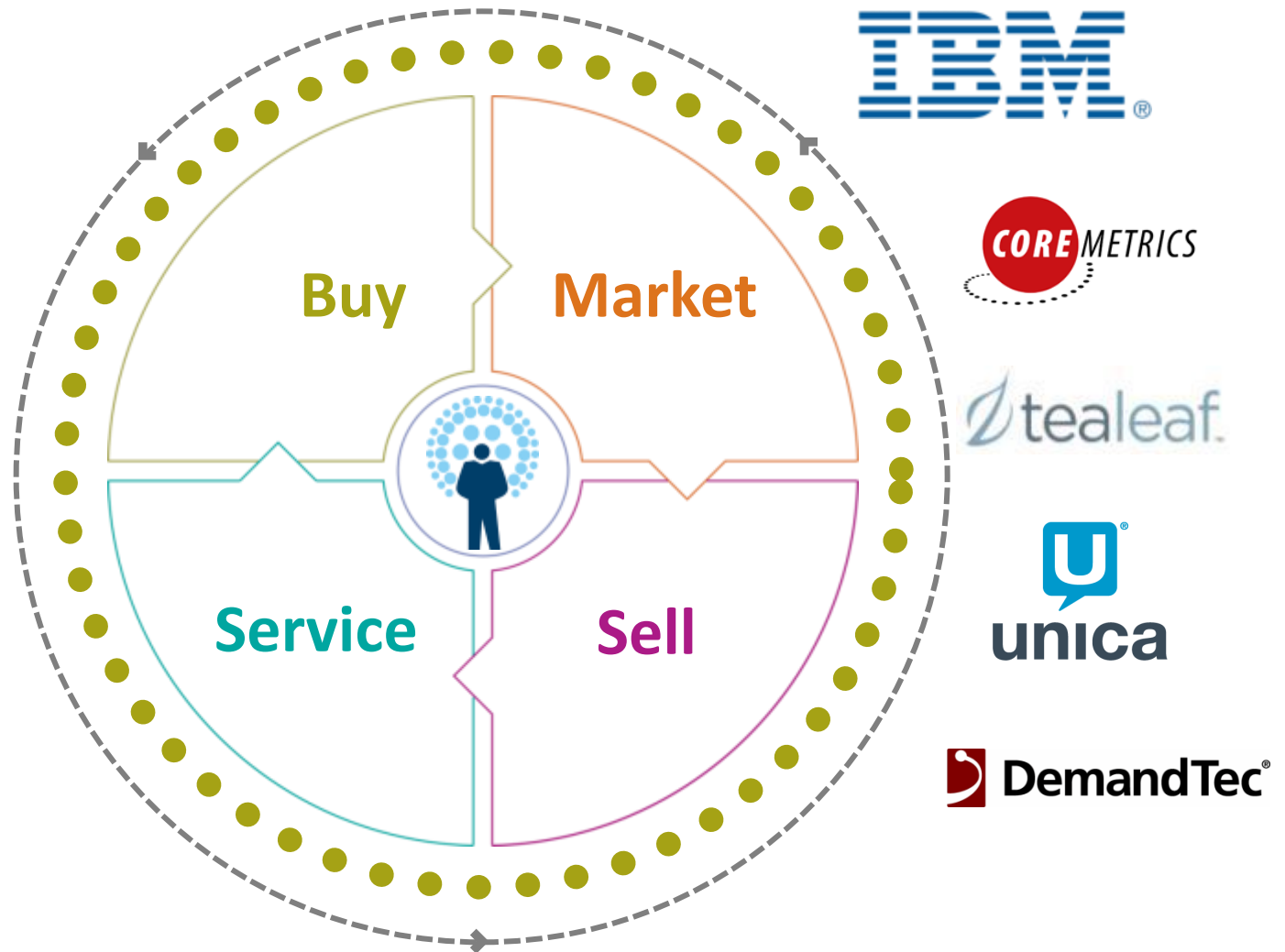


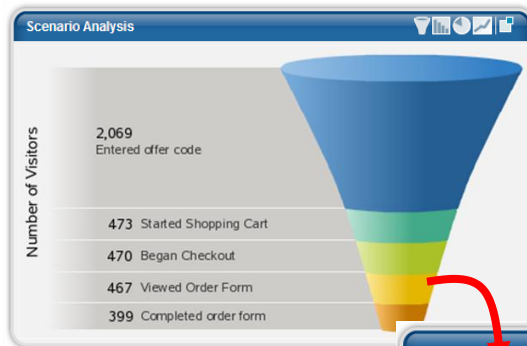
IBM 智慧营销

优化数字营销和客户体验



IBM 智慧营销 – EMM 企业营销解决方案

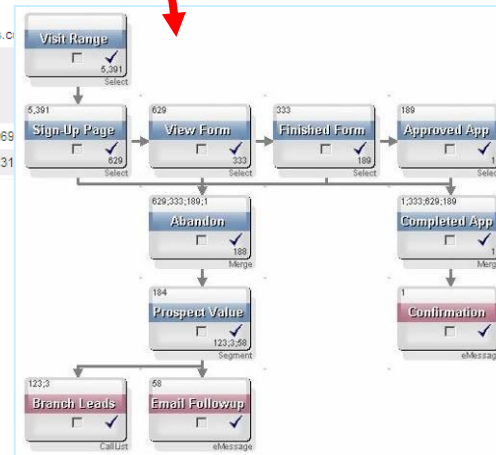




1. 收集, 分析 客户行为

Visitor

1.	Lemaire, Garth. LJM-ACME Inc., Tel. 212-971-1850 E-mail: GLemaire@mailblocks.c
2.	Hassell, Clay. HJs-ACME Inc., Tel. 216-631-6043 E-mail: Clay216@yahoo.com
3.	63.164.153.50-1065041748269
4.	196.28.60.1-106503527173131



2. 设计营销策略

4. 收集反馈 进行优化



3. 跨渠道沟通

应用对象

针对需求

IBM 提供



数字营销人员

精心策划相关数字交互, 吸引并留住新客户, 提高客户整个生命周期内的收入

数字营销优化

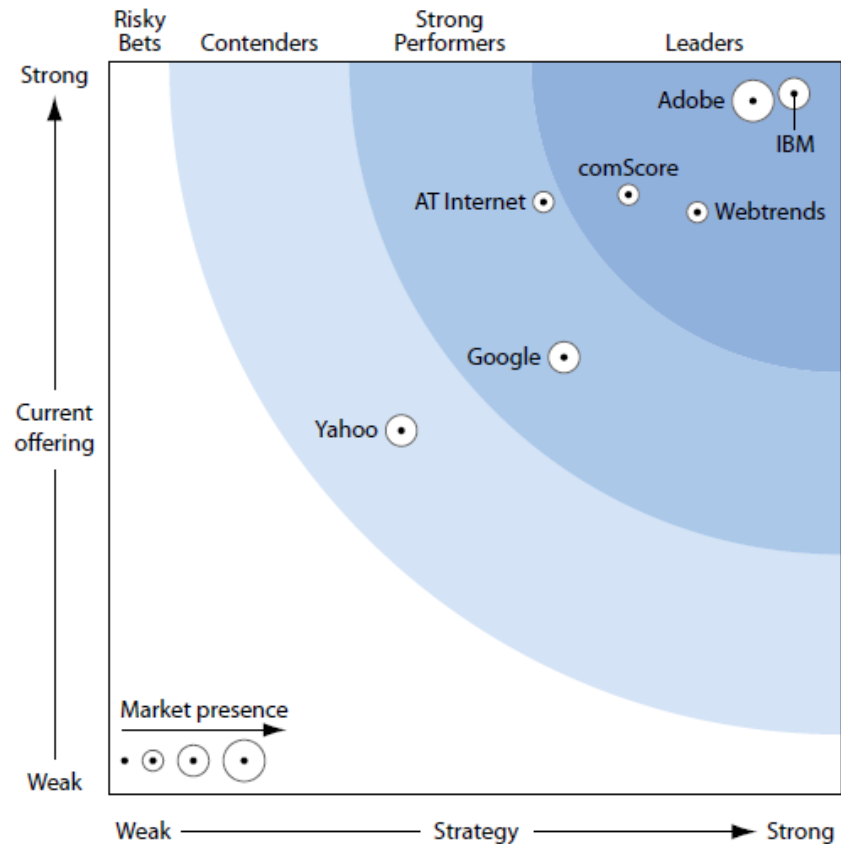
Coremetrics

- Website performance overview
 - Marketing Channel
 - Content Analysis
 - User Behavior
 - Product Analysis
- 产品经理
 - 运营人员
 - 用户体验师
 - 市场人员

Competitive Landscape

Adobe/Omniture
 WebTrends
 Google Analytics
 Certona
 Baynote
 MyBuys
 Rich Relevance
 Kenshoo
 Marin Software

Figure 3 Forrester Wave™: Web Analytics, Q4 '11



2,100 leading brands worldwide using Coremetrics

B2B



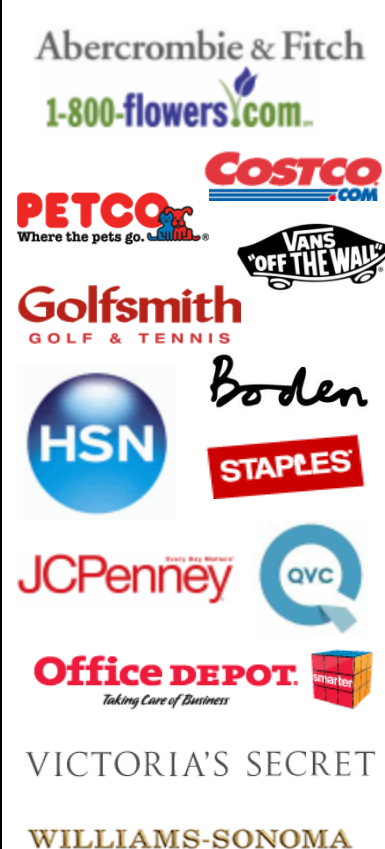
Content



Financial Services



Retail



Travel & Hospitality





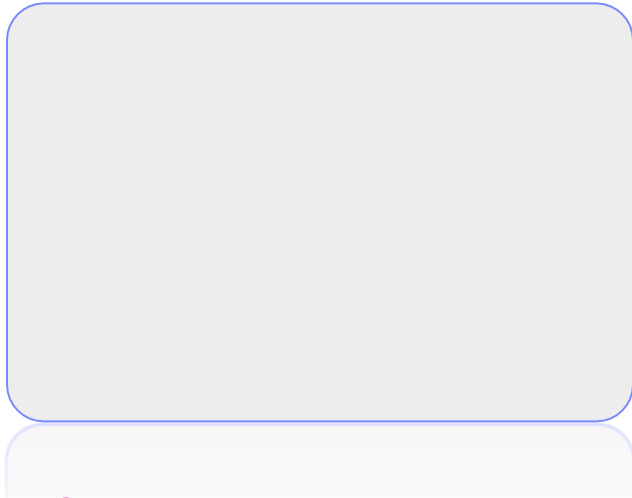
电子商务专业人员

通过提高所有客户的数字体验，将访客
转换为老客户和忠实拥护者

客户体验管理

Tealeaf

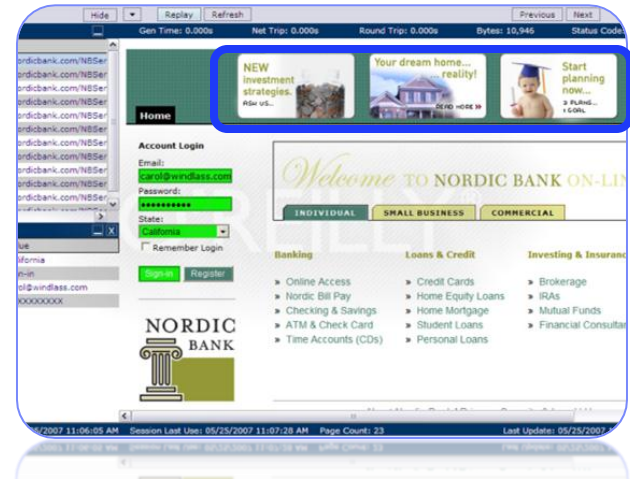
定量Quantitative digital analytics ("What, Where, and How")



IBM Coremetrics Digital Analytics provides quantitative insight by capturing web site and mobile interaction data and providing easy to use interfaces showing:

- Purchase funnels
- Real time sales data
- Traffic flow through site
- Conversion benchmarks

定性Qualitative digital analytics ("Why")



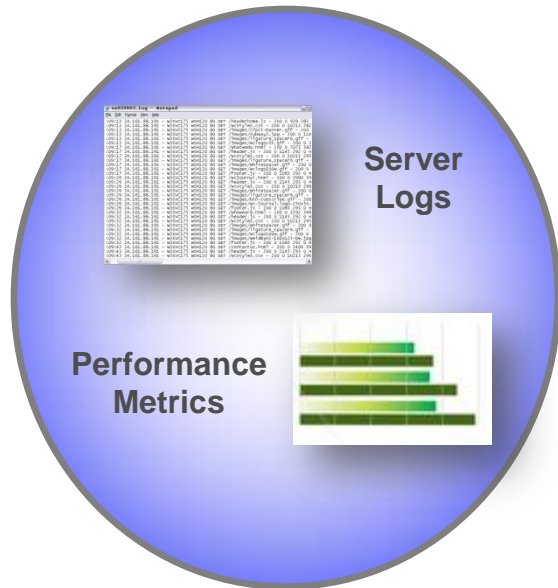
Tealeaf provides qualitative insight by capturing, replaying, and analyzing individual user interaction data showing:

- “In page” content (**incl. dynamic personalized experiences**)
- All UI interactions
- Error messages displayed
- Identify impacted visitors

The Gap

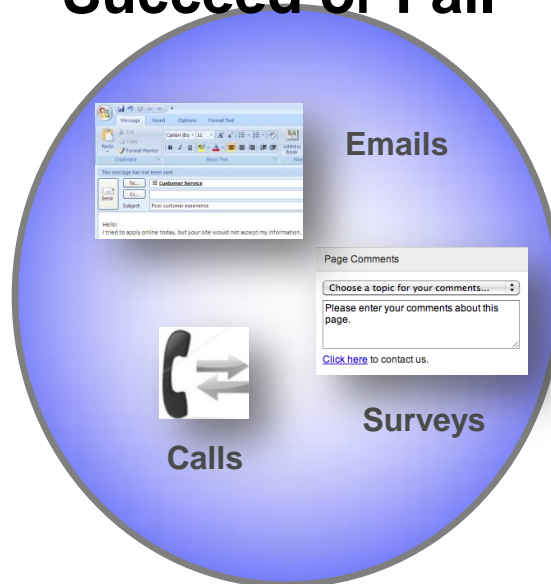
No Visibility into Why Customers Succeed or Fail

IT



?

**Why Did
Customers
Succeed or Fail**



Customer Service

Business

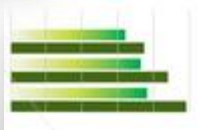


Filling the Gap: Requires Visibility Into the Actual Customer Experience

IT

Server
Logs

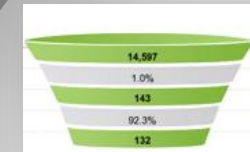
Performance
Metrics



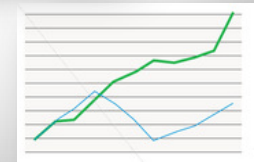
The central blue circle contains the Tealeaf logo and several screenshots of their analytics interface. The screenshots show product pages for Canon cameras, a shopping cart that is empty, and various data tables and charts. Overlaid on this central area are five white boxes with black or red text: 'Actions', 'Interactions', 'Issues' (in red), and two others that are partially obscured.

Business

Funnel
Reports



Business
Trends



Surveys

Tealeaf Captures Every Customer, Every Interaction, Every Time

应用对象

针对需求

IBM 提供

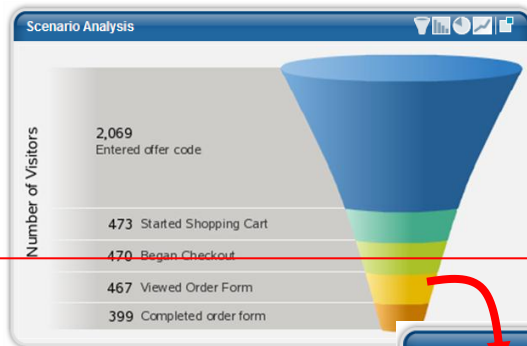


客户关系营销人员

使客户通过各种渠道参与一对一的对话
，提高客户整个生命周期内的收入

跨渠道营销优化

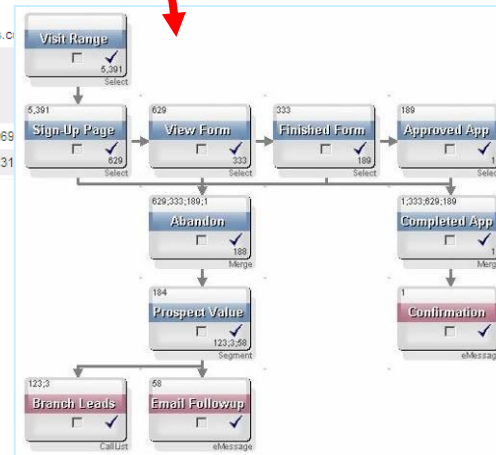
Unica



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2. 设计营销策略

4. 收集反馈 进行优化



3. 跨渠道沟通

超过150个知名零售业客户已经在使用Unica，并在不断增长



Lily 的故事











Wish List | Language/Currency
Logout  1-800-555-1234 | Store Locator


 Subtotal: \$0.00
Cart: 0 item(s)

Departments  All Departments 

 **Keep your new TV problem free!**
Warranty options just for you!



[Home](#) \ [Electronics](#) \ [Headphones](#) \ [High End](#)  Print



Stylish High End Headphones

SKU: VTLBoss2

\$299.99

★★★★★ 4.7 / 5 


[Read all 12 reviews](#) | [Write a review](#)


Availability:
+ In-Store
+ Online

Experience the Difference!

Quantity

[Add to Cart](#)


[Add to Wish List](#) 

 Love  Send


You might also be interested in:



Anvil MDR-1234
\$250.00



AT ADH-400
\$249.00



AT M-50
\$169.00


[My Account](#) | [Wish List](#) | [Language/Currency](#) | [Sign Out](#)
[Log out](#) | 1-800-555-1234 | [Store Locator](#)
Subtotal: **\$250.00**

Cart: 1 item(s)

Departments

Search

All Departments




Shopping Cart

[Continue Shopping](#)

Shop Online



Pick Up at Store

Product	Availability	QTY	Each	Total
 Anvil MDR-1234 SKU: VTL-AMDR1234 Change Attributes Color: Red  Move to Wish List  Remove	In-Stock	<input type="text" value="1"/>	\$250.00	\$250.00

Promotional code: [Apply](#)

Order Subtotal: \$250.00

Discount: \$0.00

Order Total: **\$250.00**[Checkout](#)

Recommended

1 - 2



Accessory Cables

\$10.00

Airplane Adapter

\$10.00

Lilly, Please come back



Inbox x

Spam x



VTLiving Web Store <admin@scus02.us.unicaondemand.com>

to me

12:32 PM (28 minutes ago)

View: [Mobile](#) | [Web](#) | [Español](#)



[Products](#)

[Services](#)

[Weekly Deals](#)

[Gifts](#)

Dear Lilly

Please come back. You left something behind that belongs to you and we will make it worth your while if you take it home when you visit us again. Save 20% off your purchase if you claim this item within the next 48 hours



[Shop All Deals](#)



[Store Locator](#)

[Customer Service](#)



VT Living cares about the privacy of your personal information as much as you do. For more information on how VT Living protects your privacy, steps you can take to protect your personal information, and alerts on current privacy risks facing consumers, please visit the [VT Living Privacy Hub](#).





★★★★★ **Great Headphones Great Price,**

By Lilly · [See all my reviews](#)

Amazon Verified Purchase ([What's this?](#))

This review is from: Audio-Technica ATH-ANC7B Quiet

I am no expert on headphones but read all the reviews and decided to purchase the Bose headphones for my son a week vacation in the Bahamas and that was his final flight home, there was a very unhappy b I felt the sound was excellent and I like how I

Help other customers find the most helpful reviews

Was this review helpful to you?





营销人员是如何做到这些的？



Wish List | Language/Currency
Logout  1-800-555-1234 | Store Locator

 Subtotal: \$0.00
Cart: 0 item(s)

Departments

Search

All Departments 

 **Keep your new TV problem free!**
Warranty options just for you!



Home \ Electronics \ Headphones \ High End

 Print



Stylish High End Headphones

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\$299.99

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+ Online

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Quantity

[Add to Cart](#)

[Add to Wish List](#) 

 Love  Send

You might also be interested in:



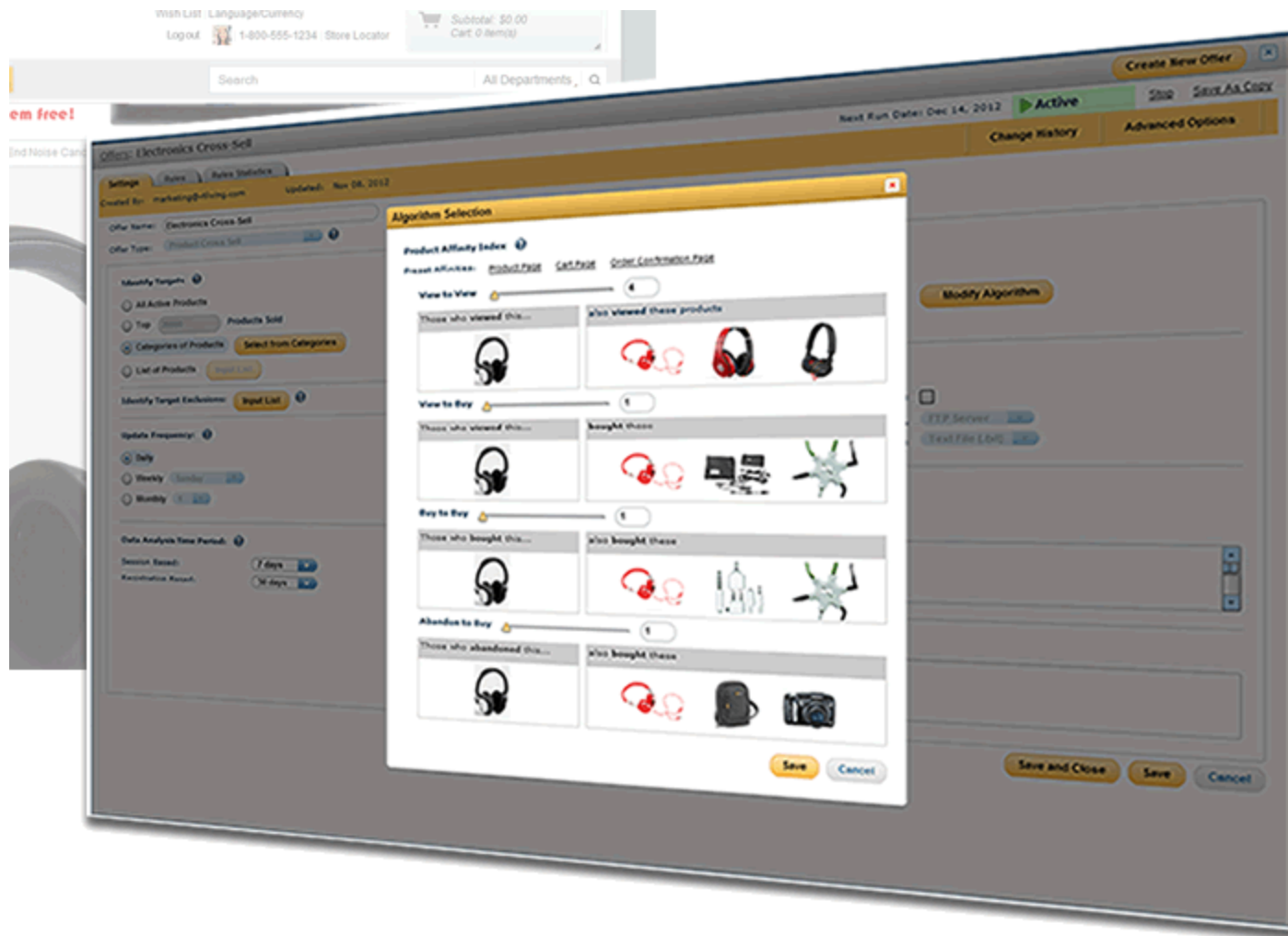
Anvil MDR-1234
\$250.00



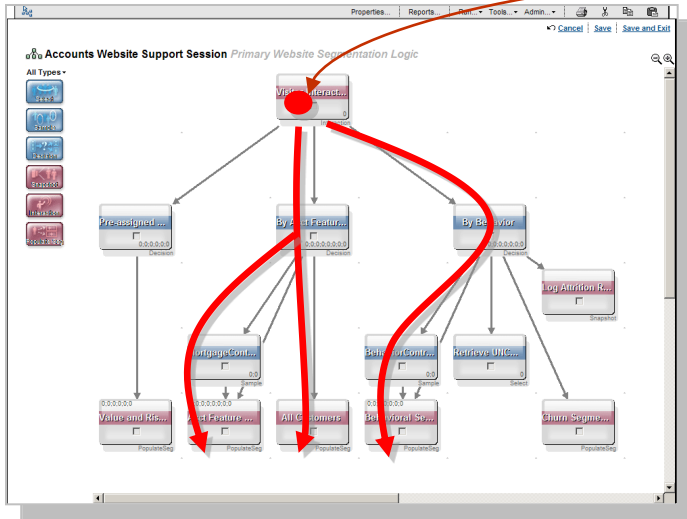
AT ADH-400
\$249.00



AT M-50
\$169.00



**Calls to Interact drive page content
execute Login (0132,
getOffers(WSHomePage,1),
getProfile(0132))**



Campaigns

Summary Target Cels Analysis Accounts Site...

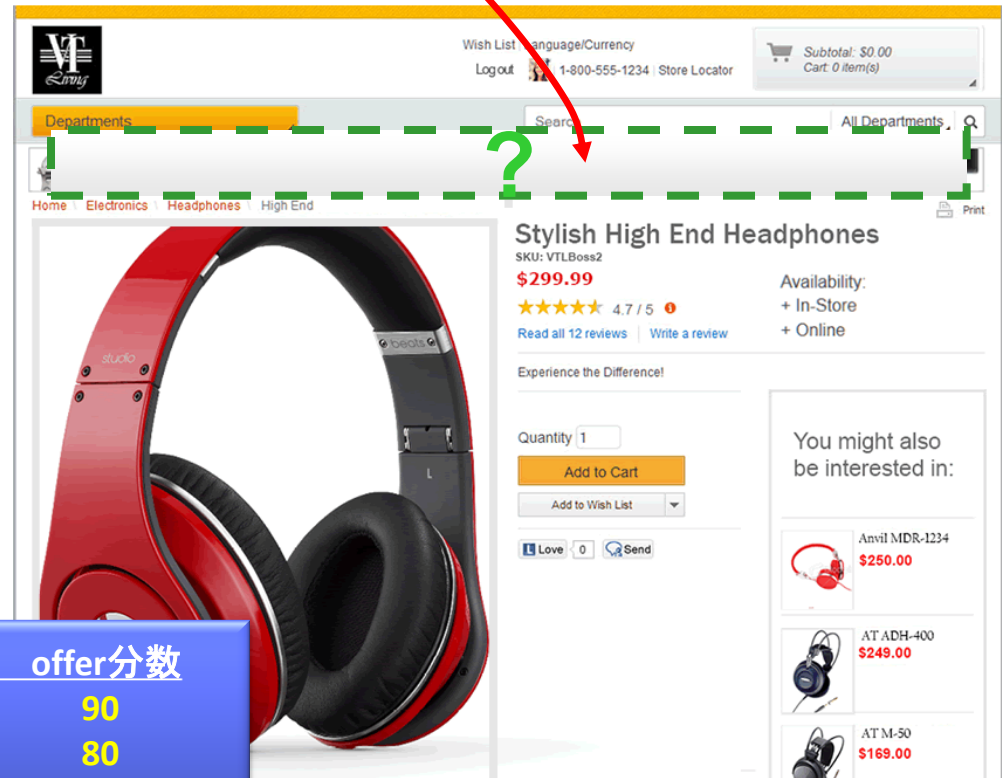
Banking Retention Campaign Accounts Site Treatments | Add Rules | Edit

Last production deployment 1/4/07 10:00am. [Mark for un-deployment] [Mark for deployment]

For The Interactive Channel:
Account Website

Eligible Segments	Eligible Offers	Recommended Offers	Marketing Score (1-100)	Rule	Status
All Unnamed Visitors	Grw. Pages	401(k) and Payroll (GB34)	99	✓	View
Anonymous (ANON)	Grw. Pages	SIMPLE IRA Plans (GB41)	60	✓	View
	Mid. Pages	Defined Contribution Plans (DC55)	20	✓	View
	Mid. Pages	Defined Benefit Plans (DB51)	0	✓	View
Premiere	All Zones	Medicare Loyalty Offer (GB34)	99	✓	View

用户分组	推荐offer	offer分数
商品保险到期	OfferA - 新保险计划	90
数码爱好者	OfferC - 最新数码产品	80



Lilly, Please come back



Inbox x

Spam x



VTLiving Web Store <admin@scus02.us.unicaondemand.com>

to me

12:32 PM (28 minutes ago)

View: [Mobile](#) | [Web](#) | [Español](#)



Products

Services

Weekly Deals

Gifts

Dear Lilly

Please come back. You left something behind that belongs to you and we will make it worth your while if you take it home when you visit us again. Save 20% off your purchase if you claim this item within the next 48 hours



Shop All Deals



[Store Locator](#)

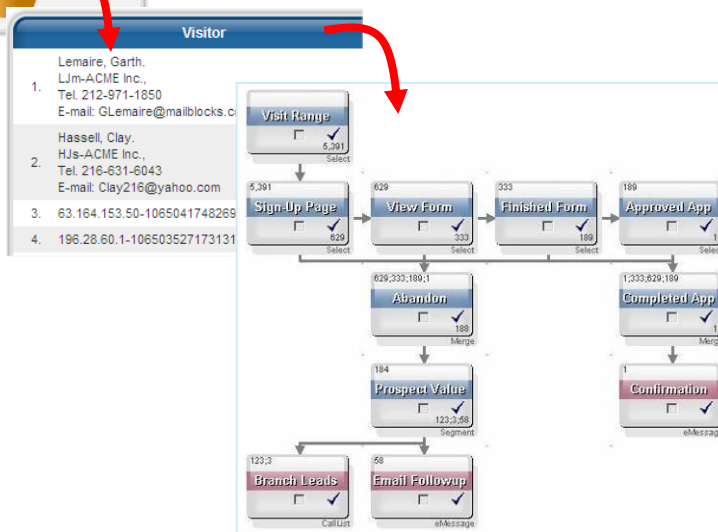
[Customer Service](#)



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1. 收集, 分析 客户行为



2. 设计营销策略

4. 收集反馈 进行优化



3. 跨渠道沟通

Carrier 11:52 AM 100%

VT Customer Profile

Customer Profile

Lilly Fleur
Likes VT Living
Member since '02

Rewards Status

Gold Silver Bronze

Recent Communications

LCD Extended Warranty Offer

20% off headphones

Offer To Recommend

LCD three year warranty offer – 10% off

Previously Purchased Items

Xeon ST-1000 \$39.95
Order # VT291234
Ordered 01 Jan

Rating
Eek! I can't hear a thing with these headphones on the bus. Heeeelp meeee !!!

Order History

VTX Viewmaster \$4999.99
Ordered 20 Jan
Order # VT332211
Scheduled for Delivery 01 Feb

Recently Browsed

High-End NC \$349.95

Denon Globe Crusier \$398.00

VTLBoss2 \$299.99

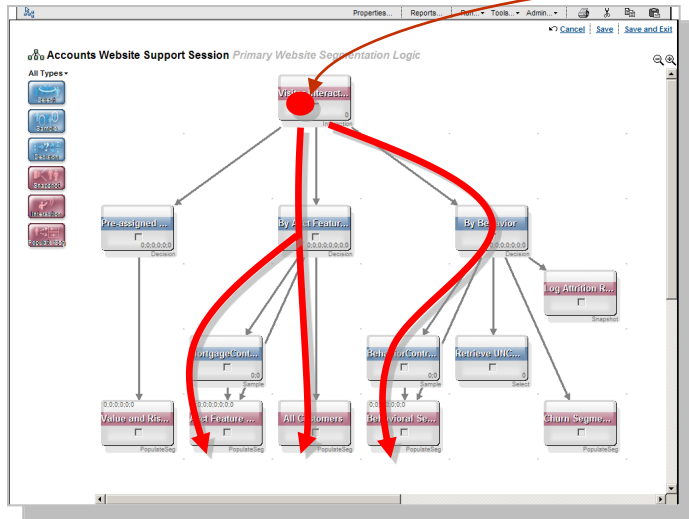
Shopping Cart (Currently Empty)

Recently Abandoned

Anvil MDR.1234 \$250.00

Home Customers **Customer Profile** Product Catalog Product Explorer Customer Cart Deliveries Returns

Calls to Interact drive page content
execute Login (0132,
getOffers(WSHomePage,1),
getProfile(0132))



Campaigns

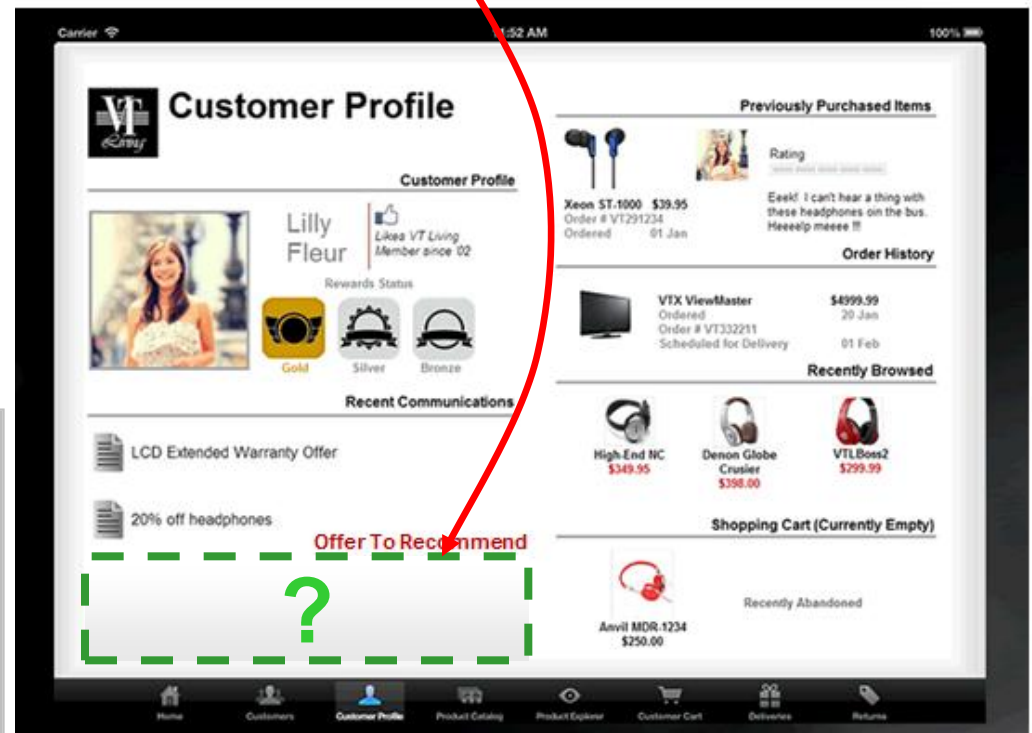
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Eligible Segments	Eligible Zones	Recommended Offers	Marketing Score (1-100)	Enable Rule	Performance Statistics
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Anonymous (ANON)	Grw. Pages	SIMPLE IRA Plans (GB41)	60	✓	View
	Mid. Pages	Defined Contribution Plans (DC55)	20	✓	View
	Mid. Pages	Defined Benefits (GB51)	20	✓	View
Premiere Pre (PR334)	All Zones	Marketing Loyalty Offer (GB34)	99	✓	View
	All Zones	Summer Cross-sell Offer (GB34)	99	✓	View
Premiere Control PreCt (CT619)	All Zones	Online Banking Education (GB34)	99	✓	View
Premiere All Risks PreRisk (PA953)	All Zones	No ATM Fee Retention Offer (ATM04)	99	✓	View
	All Zones	No Check-in Fee Selection Offer (MCM04)	99	✓	View



用户分组

商品保险到期

数码爱好者

推荐offer

OfferA - 新保险计划

OfferC - 最新数码产品

offer分数

90

80



★★★★★ Great Headphones Great Price,

By Lilly · [See all my reviews](#)

Amazon Verified Purchase ([What's this?](#))

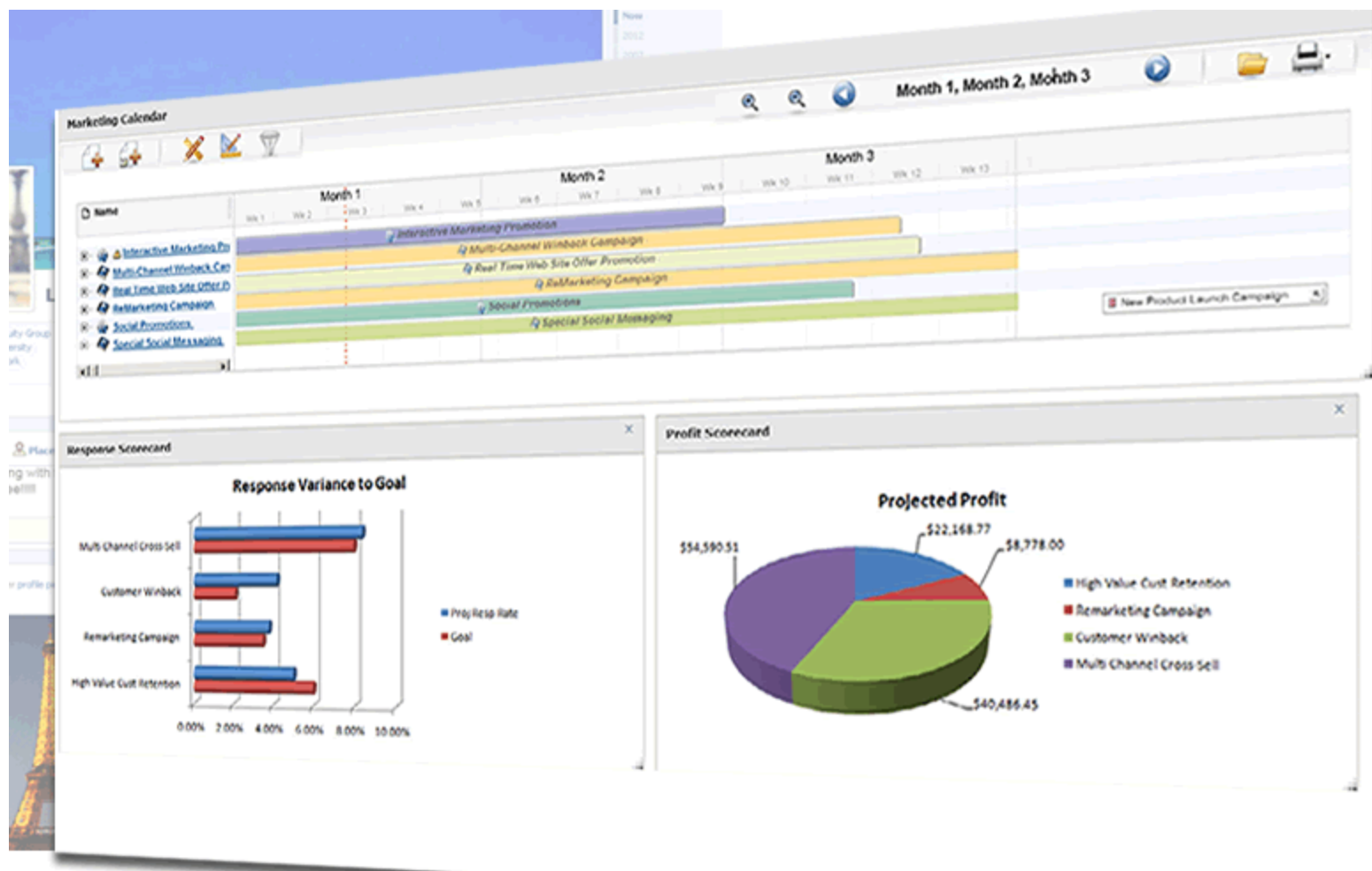
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I am no expert on headphones but read all the reviews and purchased the Bose headphones for my son a week vacation in the Bahamas and that was his final flight home, there was a very unhappy b I felt the sound was excellent and I like how I

Help other customers find the most helpful reviews

Was this review helpful to you?





Strauss & Plessner 的故事

The screenshot displays the Strauss & Plessner website. The header includes the S&P logo, the company name, and a search bar. Below the header is a navigation menu with categories: Furniture, Electronics, and Apparel. Two promotional banners are visible:

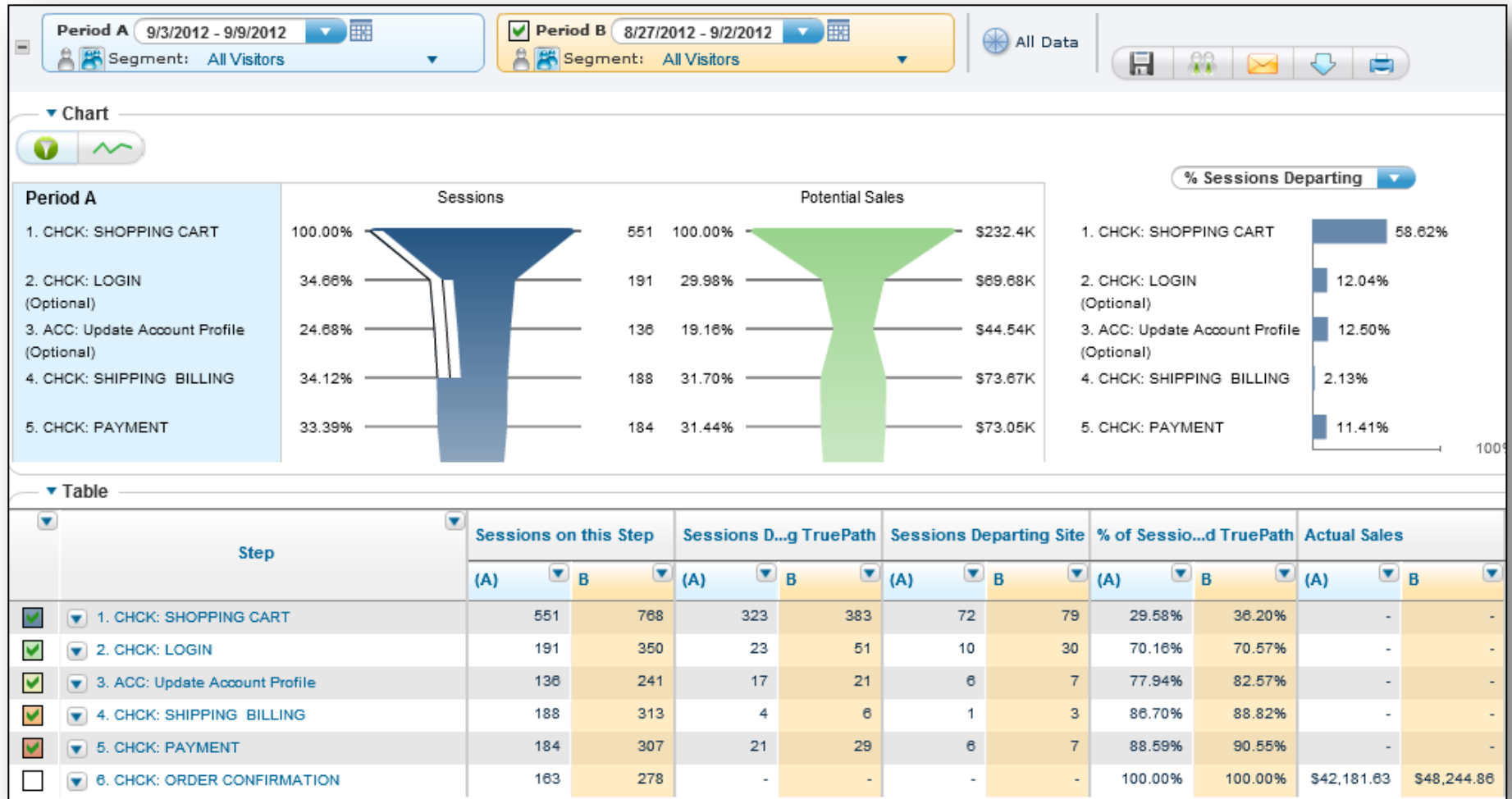
Anashria
Get it while they last
Limited Offer 20% OFF

F Series
Born to perform.
Intel® Core™ i7 and Genuine Windows® 7 Ultimate available.

1.73 GHz Max. CPU	8 GB Max. RAM	16.4" Screen Size
3 hrs. Max. Battery	640 GB Max. Storage	6.9 lbs. Weight

20% Off All Sony Vaio F-Series

Coremetrics reporting



Tealeaf定性分析

tealeaf Search Online Help

BND Fin Dashboards Active Search Analyze Configure Tealeaf Help ADMIN: Logout

Completed Session Search Session List

Displaying 100 of 1,156 matching sessions.

Analyze Segment Manage Segments Download All Session List Template: <Default>

Drag Column Headers Here To Group

	Session Time	Events	Login ID	Address	City
08/03/2012 0:01:32	1 2 3 4	scott@gmail.com	555 JACKSON ST, APT 206	MOUNTAIN VIEW	
08/03/2012 0:12:23	1 2 3 4	tylin@gmail.com	23 Hollywood St, #45	Los Angeles	
08/03/2012 0:14:01	1 2 3 4	jasonsmith@aol.com	1212 Jerry Lane, #23	Santa Monica	
08/03/2012 0:17:32	1 2 3 4	eq@hotmail.com	3492-Second St	Boise	
08/03/2012 0:35:45	1 2 3 4	timk@yahoo.com	8367 Miuna Lane	LOS ANGELES	
08/03/2012 0:37:21	1 2 3 4	wee@gmail.com	6792-b Fifth Ave	Carmel	
08/03/2012 0:45:05	1 2 3 4	walter@aol.com	932c-Third St	Bismarck	
08/03/2012 0:51:11	1 2 3 4	ravi@yahoo.com	1834 Linda Lane	Chicago	
08/03/2012 0:55:43	1 2 3 4	cwan@gmail.com	9356 Crestwood Park	Oakland	
08/03/2012 0:01:32	1 2 3 4	jkim@hotmail.com	3545 Brown St, apt 5	Des Moines	
08/03/2012 0:10:15	1 2 3 4	masonc@hotmail.com	7452 Yanda Road#5	St. Louis	
08/03/2012 0:11:02	1 2 3 4	ebutcher@hotmail.com	563 WindyRods Park	Kansas city	
08/03/2012 0:12:15	1 2 3 4	rhoey@yahoo.com	342 FOURTH ST#23	Miami	
08/03/2012 0:15:32	1 2 3 4	wfinch@gmail.com	45-c Janna Alley	Phoenix	
08/03/2012 0:17:51	1 2 3 4	cbeiz@gmail.com	934 Pierce ST, apt b	Seattle	
08/03/2012 0:24:32	1 2 3 4	vknot@hotmail.com	11267 Park St, Suite B	San Francisco	
08/03/2012 0:25:04	1 2 3 4	maurice@gmail.com	348 Broadway Blvd, C	Lexington	
08/03/2012 0:29:17	1 2 3 4	charwin@aol.com	943 Yosemite Dr, Suite A	Los Angeles	
08/03/2012 0:31:04	1 2 3 4	ruby@gmail.com	5623 yellow Lane, Apt 34	Lincoln	
08/03/2012 0:32:45	1 2 3 4	robsmith@gmail.com	734 Windy Road, Ste 5	New York City	

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 - 以客户为中心的智慧电子商务
 - 电子商务业务流程
 - IBM智慧商务路线图——企业视角
- 答疑与交流



The poster features a large offshore oil rig in the ocean under a blue sky. At the top left is the IBM logo and a globe icon. At the top right is a colorful logo for the 2013 World Water Forum. The main title is in large, bold Chinese characters: '2013 IBM 校园“蓝色加油站”系列技术讲座'. Below this, the English title 'BLUE POWER STATION' is written in yellow. A paragraph of text in the lower left describes the event's purpose: to help students understand market technology and products, and to provide a platform for them to showcase their projects. On the right side, there is a vertical list of topics: '演讲信息', '时间', '地点', '演讲嘉宾', and '演讲题目'. At the bottom, there is a row of logos for various sponsors and partners, including Coursera, IBM, and others. The bottom right corner contains the URL 'http://www.ibm.com/ibmchina'.

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演讲信息

时间

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演讲嘉宾

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