

IBM Commerce

**IBM Customer Experience
Analytics**

June 2016



Your *digital intelligence* is your competitive advantage

Data you possess

- Customer records
- Transactional systems
- Predictive models
- Institutional expertise
- Operational systems



Data outside your firewall

- News
- Events
- Geospatial
- Weather
- Social media



Data that's coming

- Internet of Things
- Sensory data
- Images
- Video

Structured and active

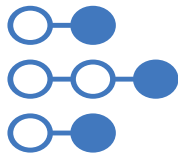


Unstructured and dark

Customers are different



How they interact



Their buying patterns



Their expectations
Delightful experience



Their loyalty

They are not following the usual funnel

Organizations have not caught up

49% of marketing decision-makers agree that organizational silos **negatively impact** quality of customer insights.

Base: 434 North-American marketing decision-makers; Source: Forrester Global Business Technographics® Marketing Survey, 2015

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brands with strong
ability to understand
customer journeys

104%
higher conversion rate

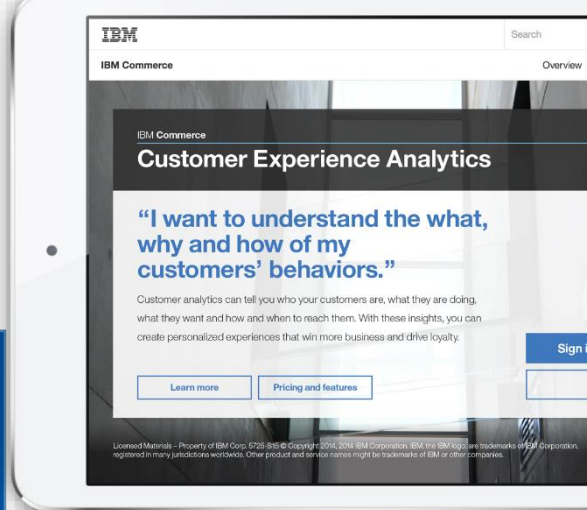
A single place to answer... *what* is happening and *why*

Go from question to decision in minutes with unified analytics

Turn data points into a point of view with a complete understanding of the customer's journey

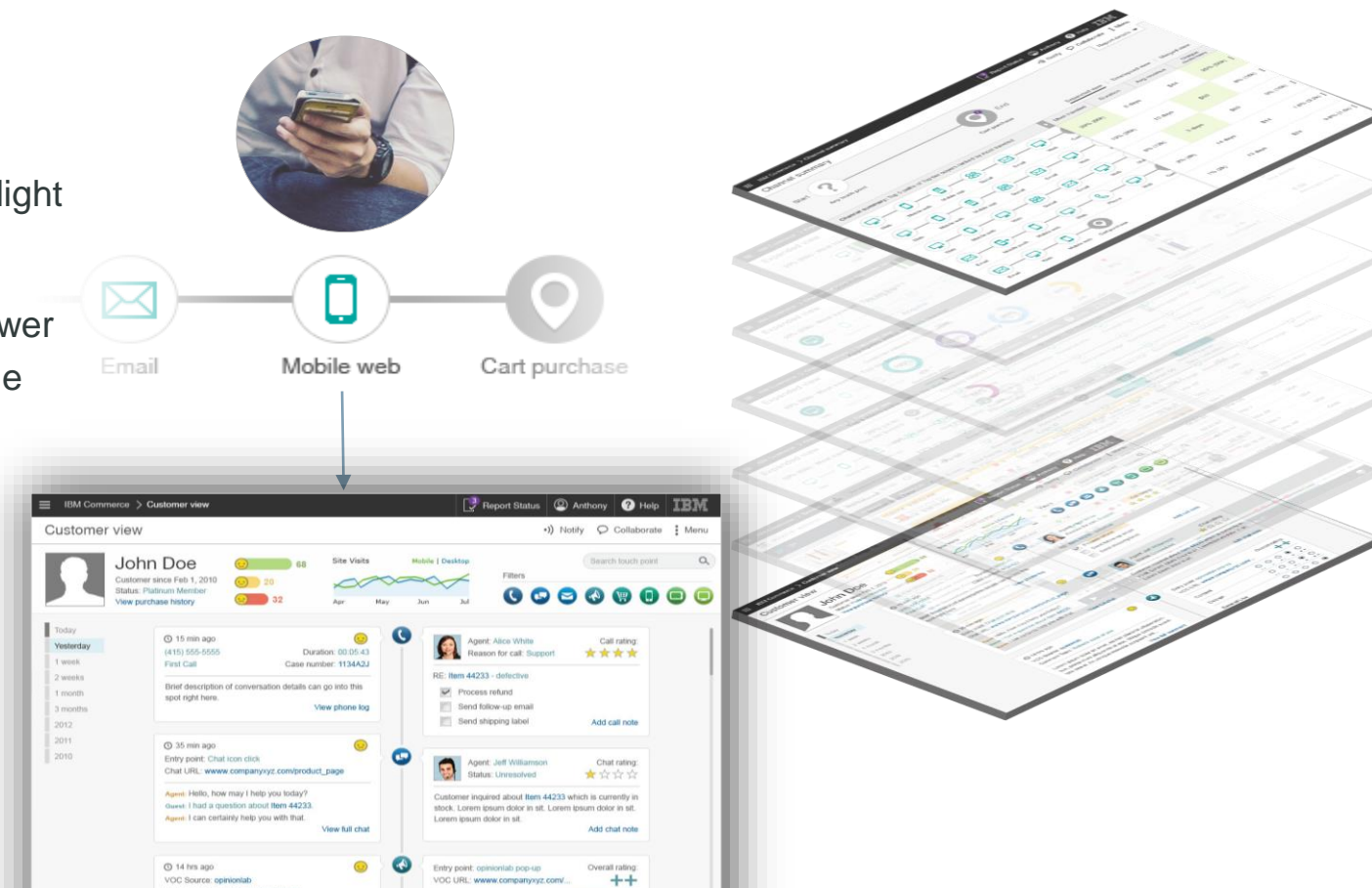
Relive customer experiences so you can identify where they succeed or fail

Unite around the customer with visibility across all channels and the ability to easily collaborate around insights



Go from question to decision in minutes

- Starts with role based dashboards which highlight KPIs and anomalies
- Zoom in and out to answer questions and determine root cause in a single interface



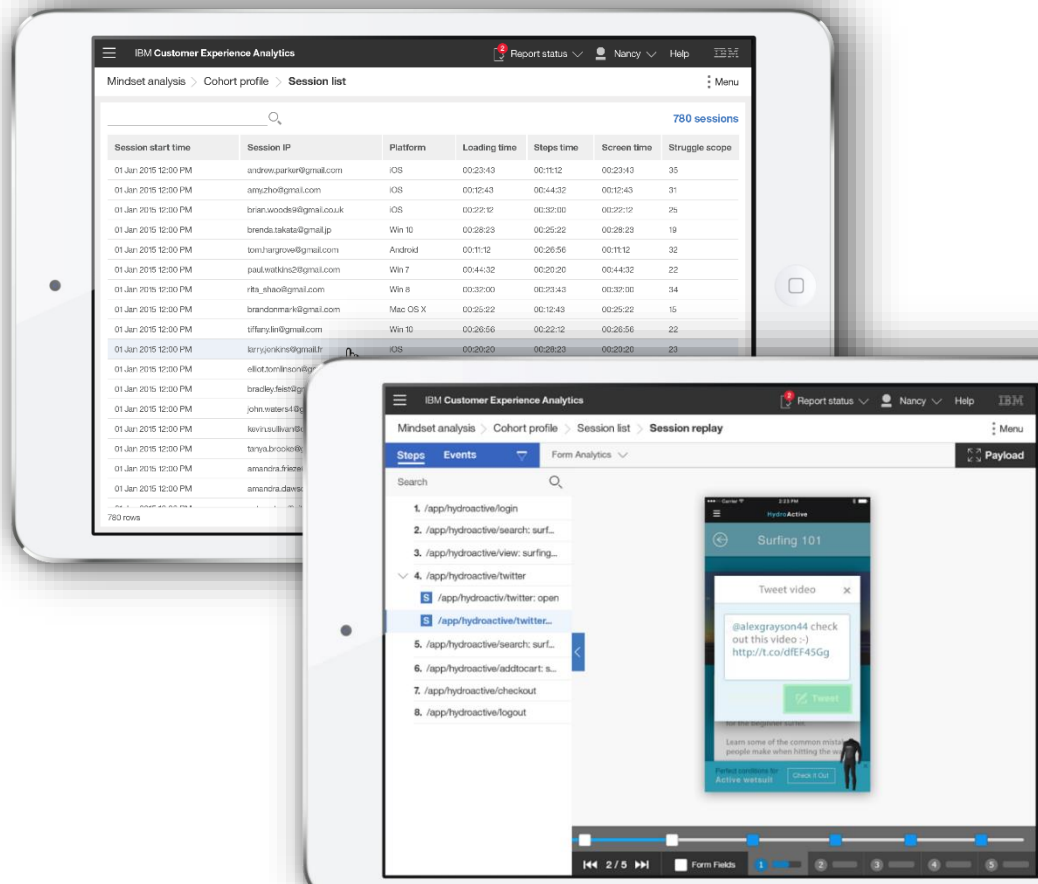
Turn data points into a point of view with a holistic view of customer journeys

- Understand the who, what and why all in one place across channels with path analysis
- Holistic view of the customer journey so you can make decisions to act on issues in real time
- Understand which events impact discovery, purchase consideration and advocacy to increase conversion, revenue and customer loyalty
- Proactive analytics for better customer experience



Relive customer experiences so you can identify where they succeed or fail

- See the journey through your customer's eyes.
- Proactively identify where customers struggle and easily zoom in to replay the parts of the session that caused the problem
- You can modify your site and app usability to improve conversion rates by understanding trends and unearthing root causes.



Unite teams around the customer

- Role based dashboards to focus on what's most relevant to each role
- Visibility across all channels
- Ability to easily collaborate around insights





Performance Bike

Performance Bike is using IBM Customer Experience Analytics to obtain a single view of customer journeys across multiple experiences and channels in order to better personalize and deliver extraordinary experiences

Holistic customer understanding of multi-company experiences

Save time and effort by connecting email and web touchpoints from separate point solutions into a single view



Virgin Atlantic

Virgin Atlantic is gaining insights into customer click-throughs, enabling them to optimize their site with the help of IBM Customer Analytics.

10%

Increase in number of visitors searching for flights

Improved ability to detect and correct issues

7%

Increase in average booking value



Motorcycle Superstore

Motorcycle Superstore's mobile conversion rates are boosted due to increased customers engaging with mobile devices using IBM Customer Analytics

10%

Increase in mobile conversion rates by decreasing cart abandonments

232%

ROI by delivering seamless mobile journeys



UniCredit S.p.A.

UniCredit S.p.A. is improving online service and sales. The bank sought a way to proactively diagnose and address site problems impacting customer experience with IBM Customer Analytics.

30%

Boost in conversion
for its online loan
application

5%

Increased in
online sales

Can you see the opportunities in your data?



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