

IBM Commerce

IBM Journey Analytics

2 June 2015

IBM Confidential

Agenda

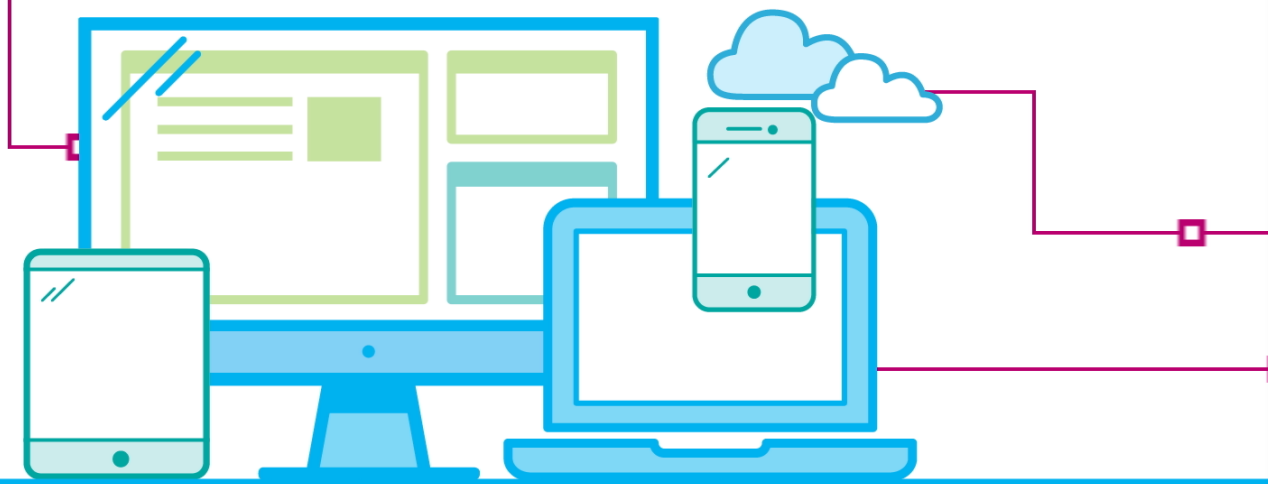
- Why focus on the customer journey?
- What is IBM Journey Analytics and when will it be available?
- For whom is it designed?
- How can marketers use IBM Journey Analytics?
- How does it work?
- Sponsor user program information
- Questions

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- IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.
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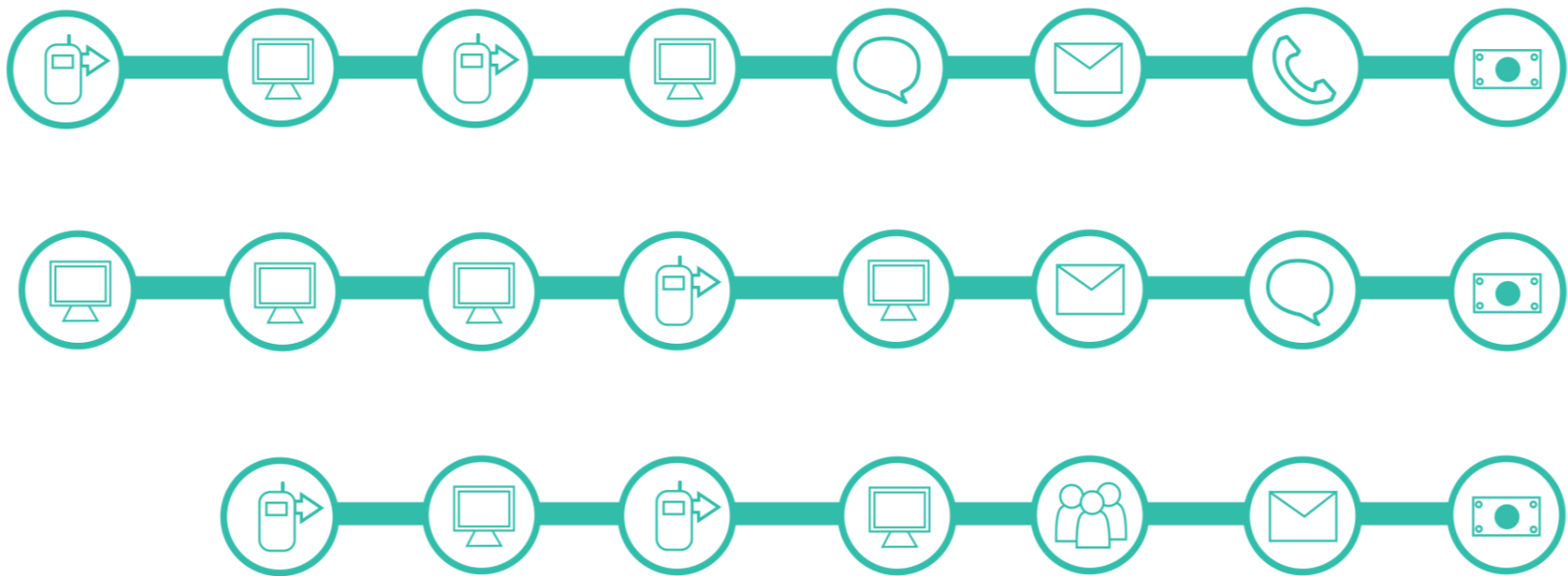
Why focus on the customer journey?





Digital consumers own four devices and
consume 60 hours of digital content per week

- Nielsen: The U.S. Digital Consumer Report, 2014



The majority of customer engagement is through journeys.

56% of customer interactions happen during a **multi-event, multi-channel journey**.¹

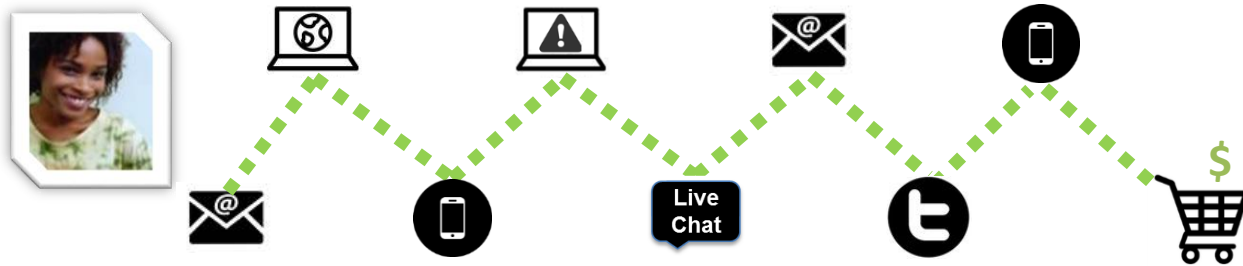
¹ McKinsey 2013 | Customer Journey

Customer Experience Gap



Why does the customer experience gap exist?

Understanding customers requires seeing their entire journey and connecting the dots is difficult

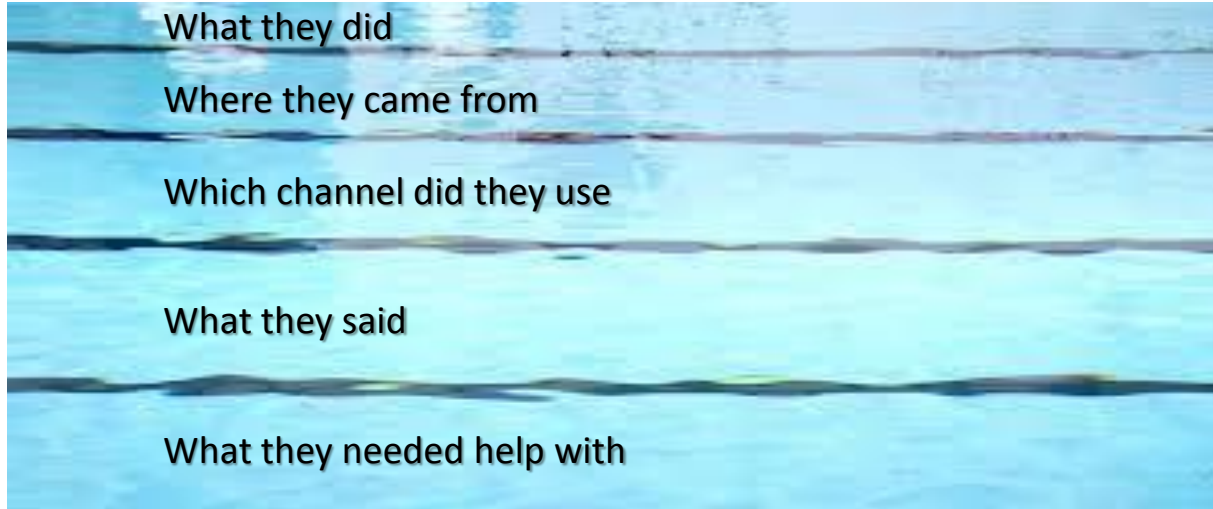


Organizations are fragmented



...resulting in disjointed customer experiences

Analytical tools are siloed



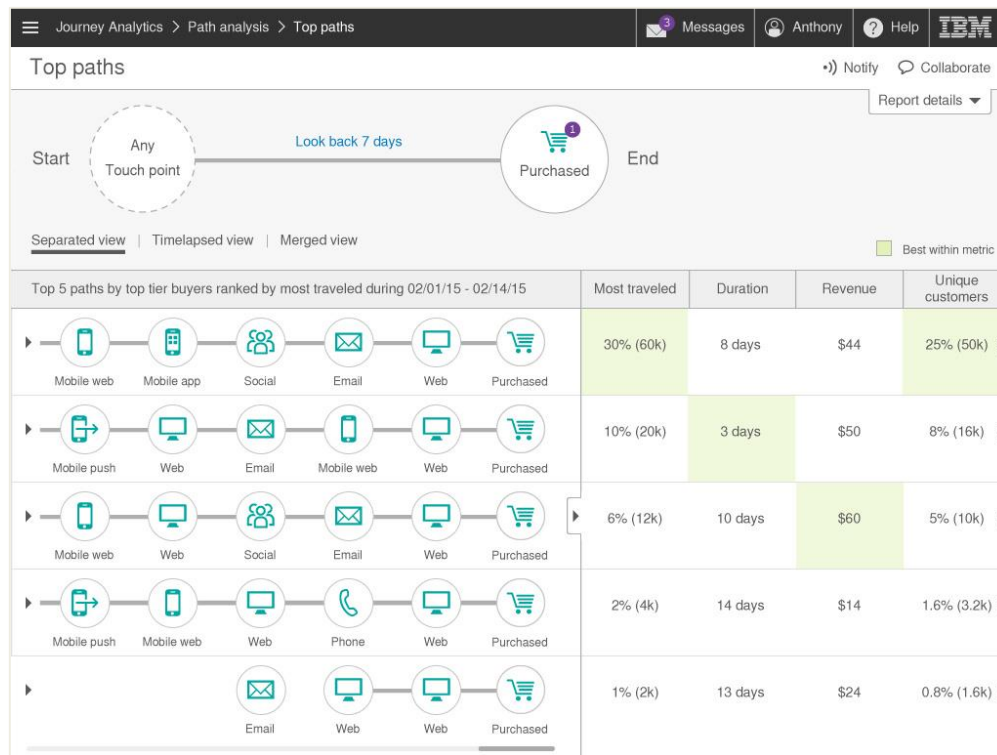
...making it difficult to understand what is happening across channels.

IBM is the only one providing solutions
to meet these challenges and
fully understand the customer journey.

What is IBM Journey Analytics?



A new way of visualizing and analyzing the paths your customers take and the behaviors they exhibit along the way

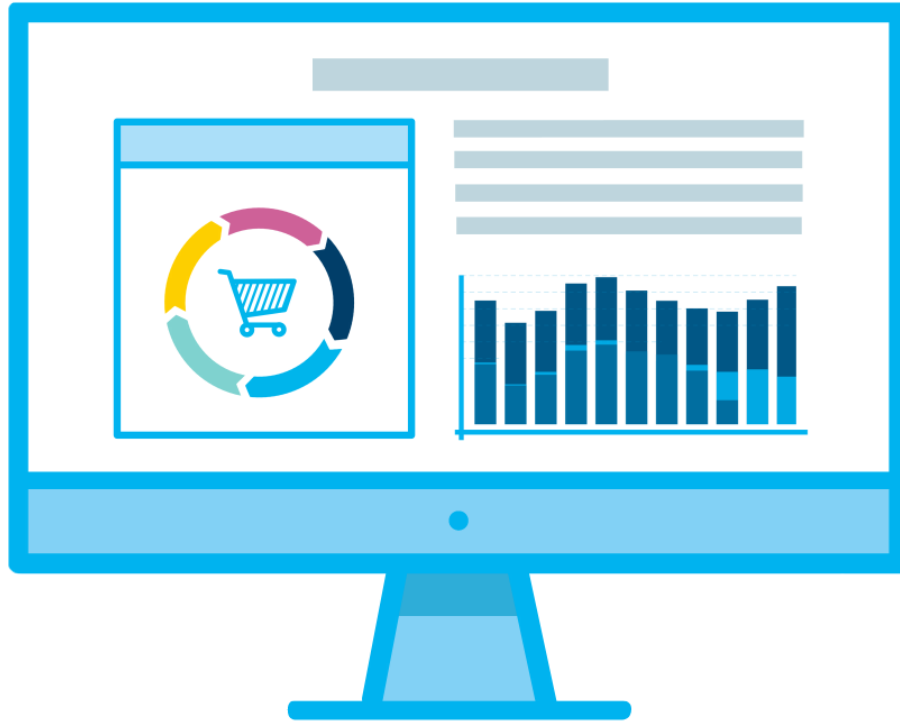


What benefits does IBM Journey Analytics offer?



Understanding of the customer journey as a whole

Because customer interactions do not occur
Independently from each other nor in channel silos



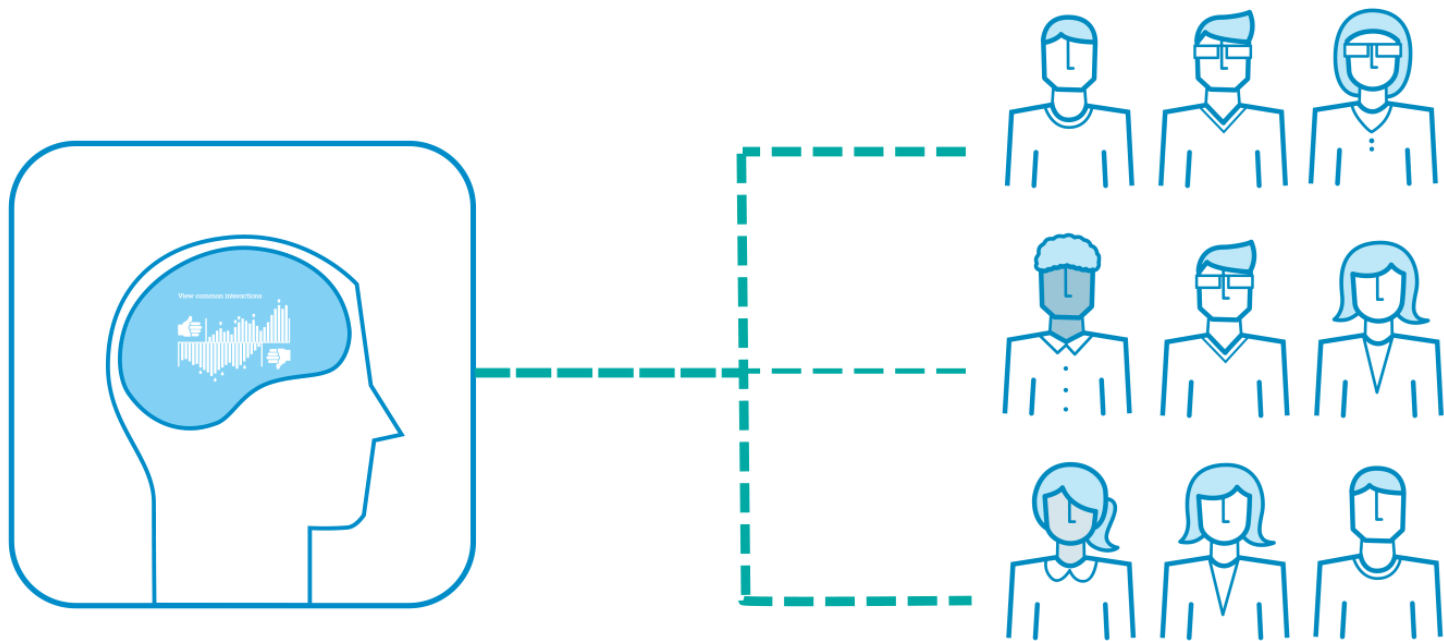
Visualize customer touchpoints

Insights to inform customer-centric experience design

Because designing exceptional customer experiences is a collaborative process

Improvement of business outcomes

Because exceptional customer experiences
Increase loyalty and customer lifetime value

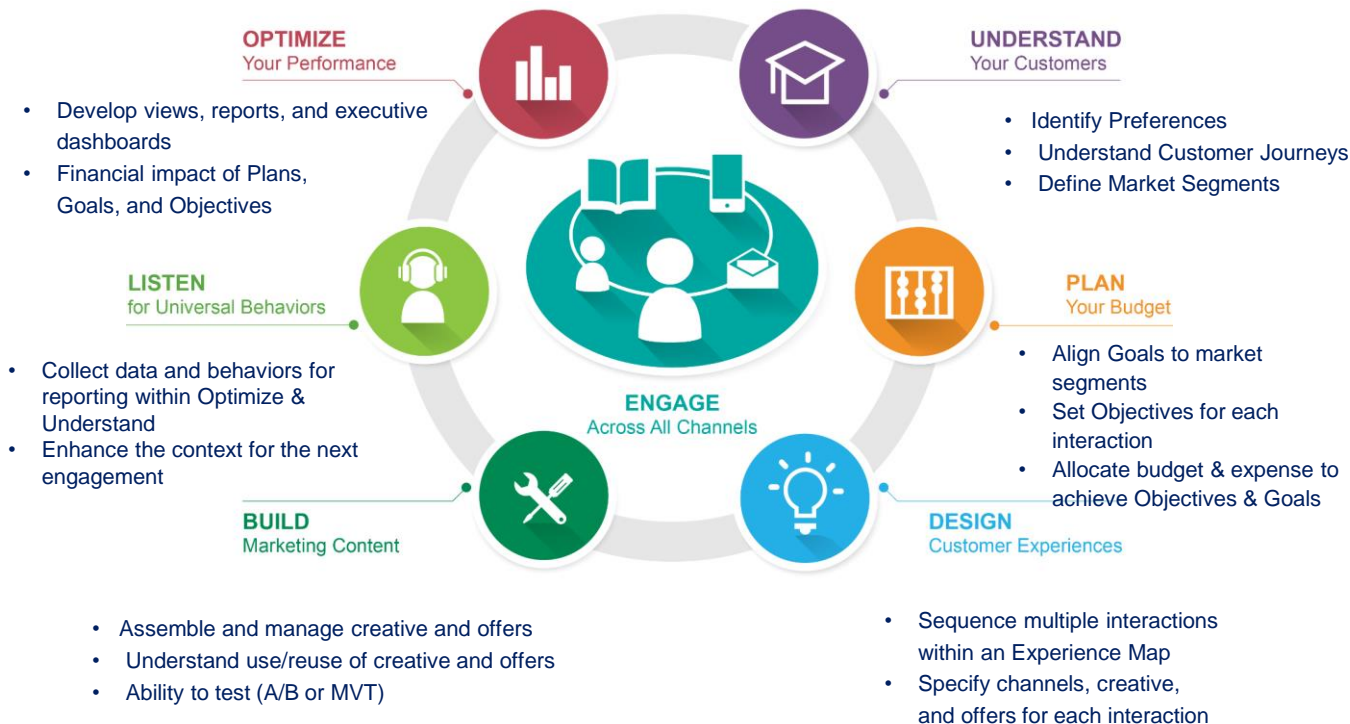


Gain meaningful insights and take action

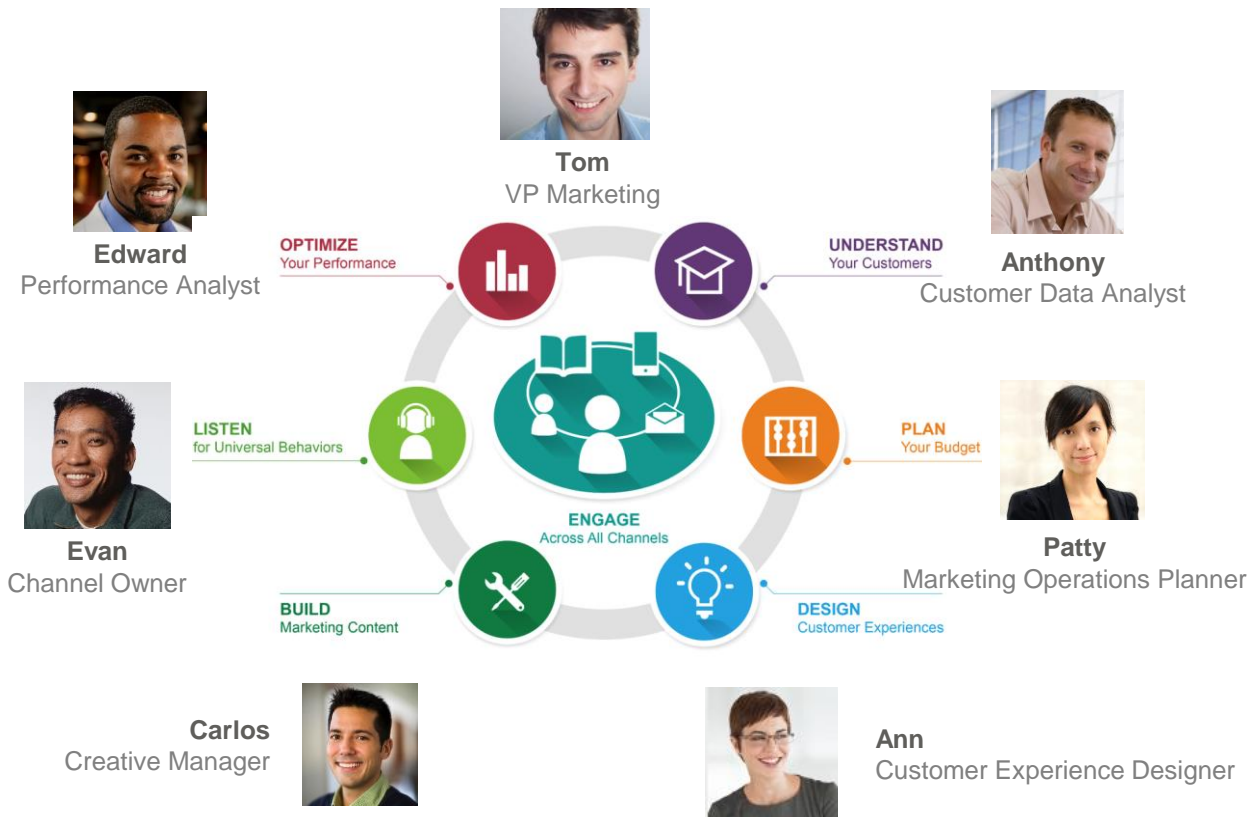
For whom is
IBM Journey Analytics designed?



Our Customer Engagement Framework describes the creation and delivery of integrated omni-channel customer engagements



Marketing personas





Anthony

Customer Data Analyst

Anthony can recommend better designs for customer engagement and identify new high-opportunity customer segments based on a deeper understanding of actual customer experiences.

Sample Business Cases

- I need to understand past customer behavior to inform the design of new customer experiences.
- I want to understand if in-market customer programs are influencing customer behavior as expected.



Kristy

Customer Experience Manager

Kristy can make strategic recommendations about how to improve the customer experience based on a deeper understanding of actual customer experiences.

Sample Business Cases

- I need to understand how paths to business objectives are changing as engagement channels expand. I am particularly interested in understanding how our mobile interactions are impacting customer interactions with owned channels.
- I need to understand how digital experiences affect social and voice of customer events to identify opportunities to reduce organizational costs.

How can marketers use IBM Journey Analytics?





CityCool

Cupertino, California

The **right** experience for every customer.
The **best** technology for every need.

Meet Anthony, the Customer Data Analyst



Anthony needs access to internal and external data to help identify new growth market opportunities and define new market segments.

“Defining growth opportunities and market segments is challenging since customer data is disaggregated across the company.”

Meet Ann, the Customer Experience Designer



Ann has hundreds of experiences to design and needs to be able to collaborate with others at CityCool to make it all happen.

“Wouldn’t it be great if I could visually lay out all the online and offline interactions, request and track work related to the experience, and understand if the design is delivering the desired results?”

Marketing Business Case: Supporting CityCool's Sleekfit 2.0 Launch



Anthony wants to support the Sleekfit 2.0 launch to help their emerging wearable products division meet their business goal of increasing revenue by 10%.



He adjusts the **look back range** to 7 days

Journey Analytics > Path analysis

Messages Anthony Help IBM

Path analysis Notify Collaborate

Segment: Top tier buyers Report options: Top 5 paths ranked by most traveled Business goal: Increase revenue by 10%

Adjust look back range

How far back would you like to see activity from selected end point?

Look back days from selected end point.

2/1 Date range 2/14

7 days Purchased

7 days Purchased

7 days Purchased

Done Cancel



With his path criteria defined, he can now **Run report**

Journey Analytics > Path analysis

Messages3AnthonyHelpIBM

Path analysis

NotifyCollaborate

Segment

Top tier buyers

Report options

Top 5 paths ranked by most traveled

Business goal

Increase revenue by 10%

Start

+

Touch point

Look back 7 days ?

End

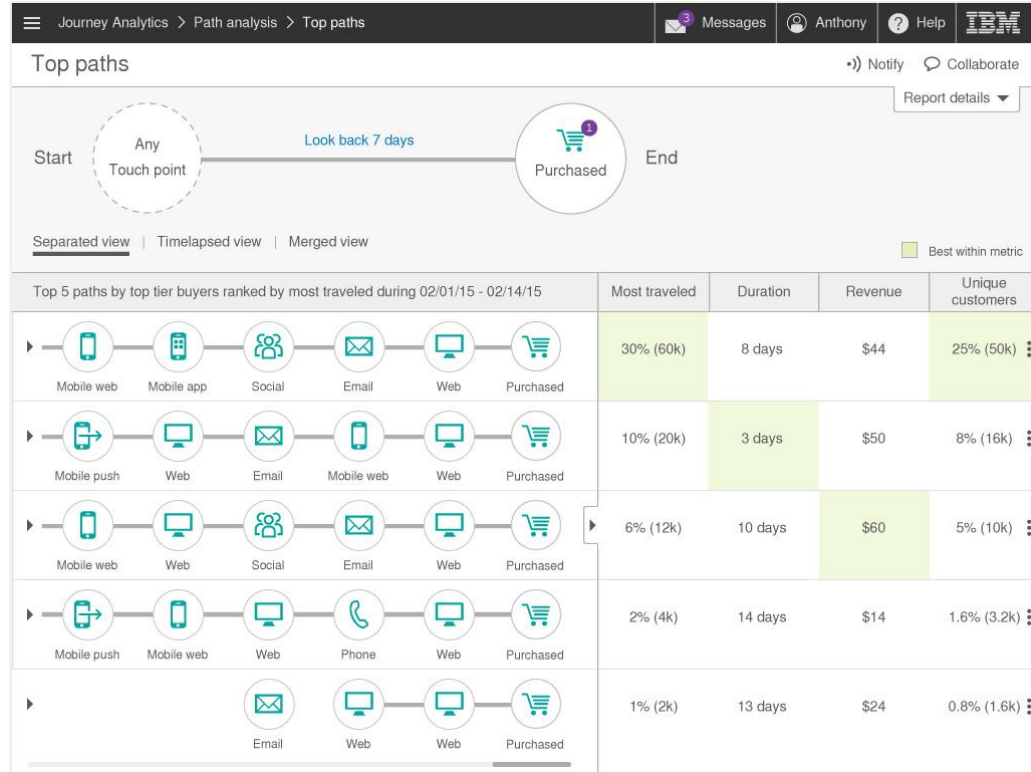
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Purchased

Run report

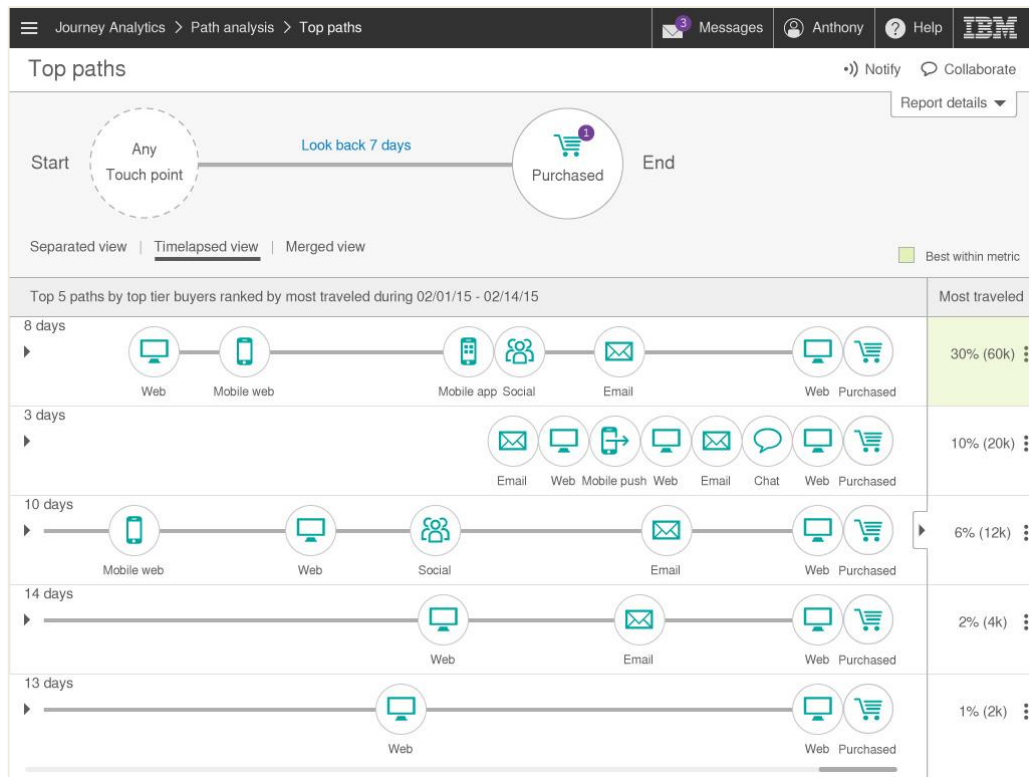


A summary of Top 5 most traveled paths is returned



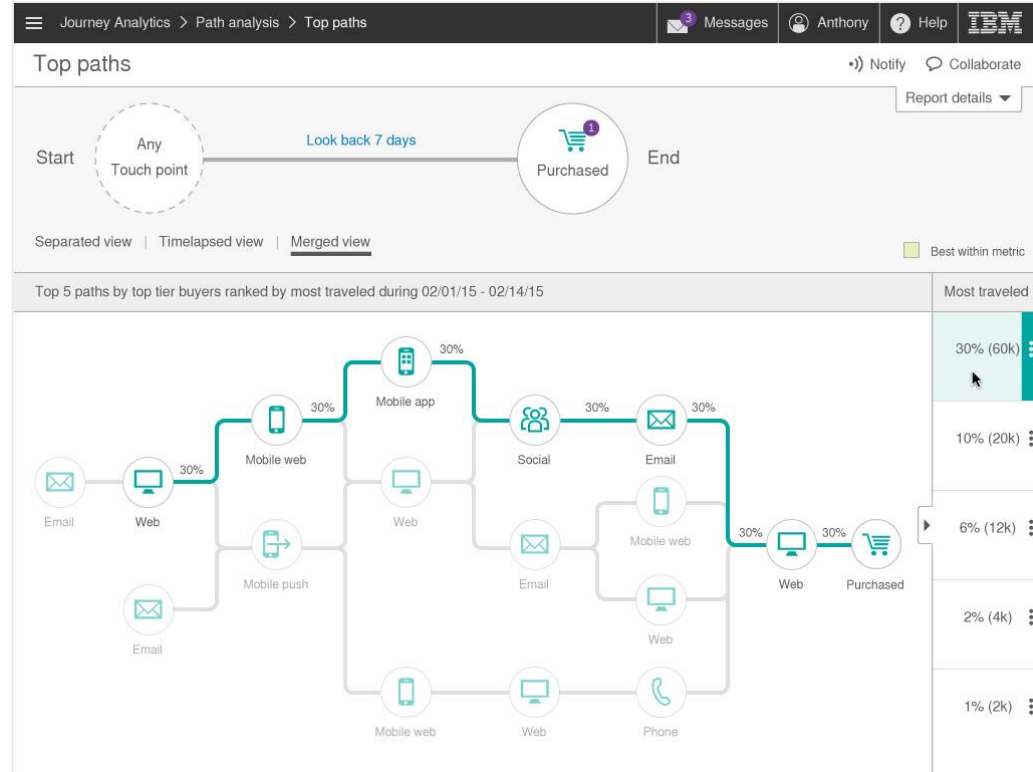


Timelapsed view provides additional duration insights



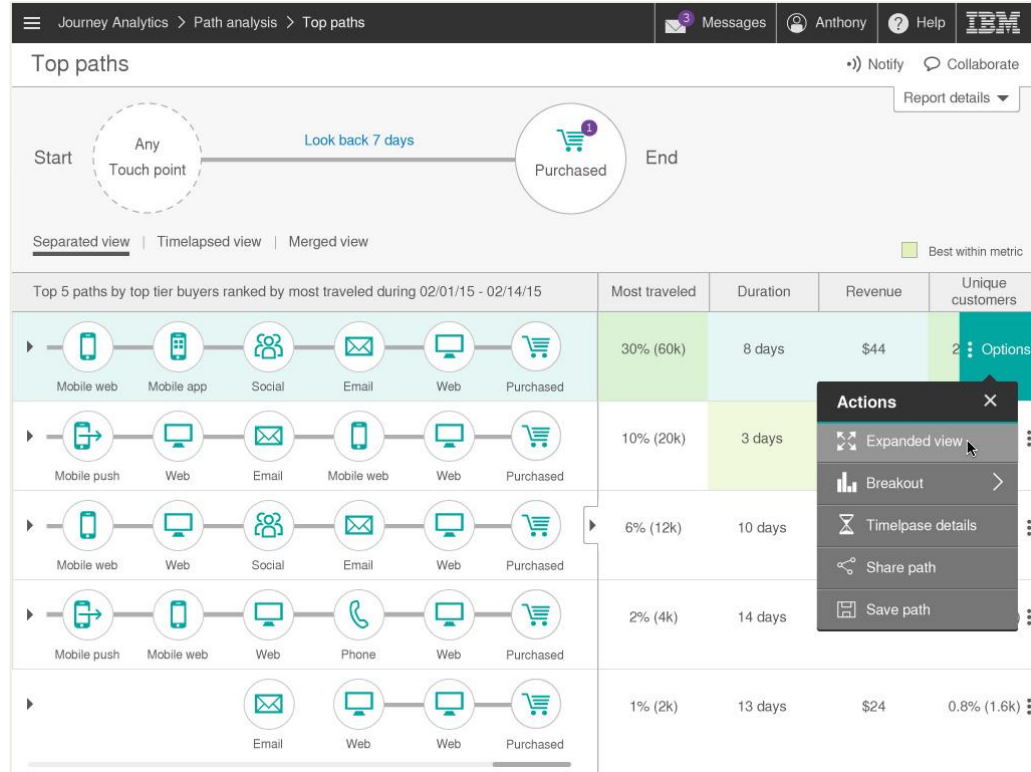


Merged view shows where paths converge & diverge



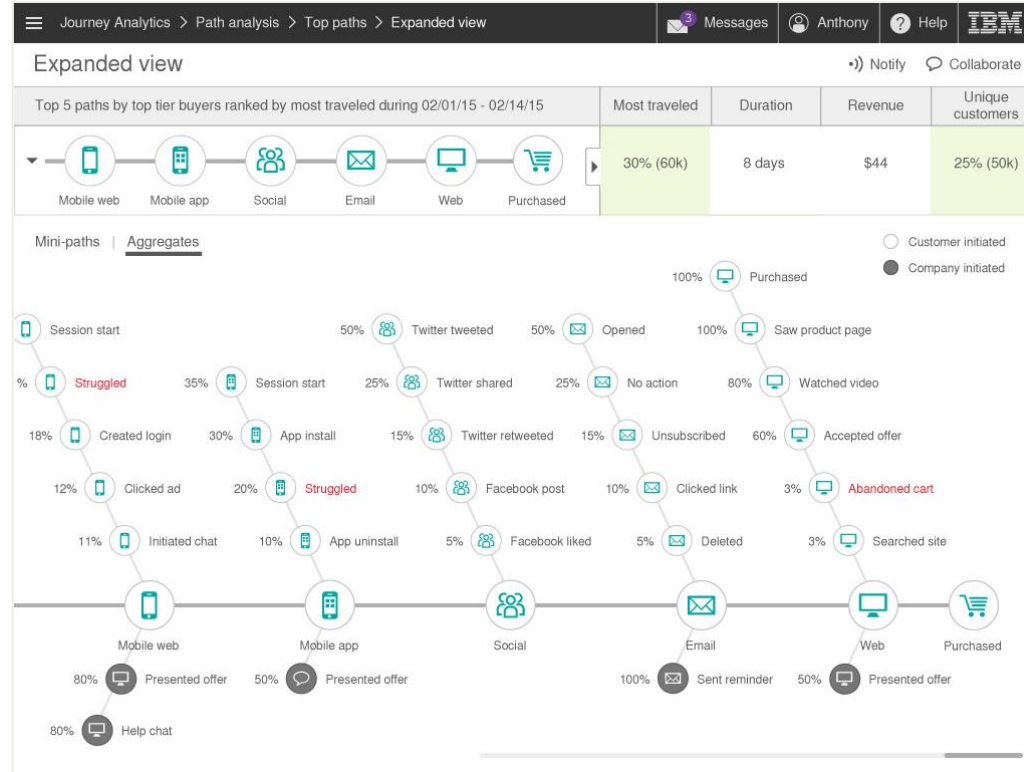


Anthony dives into Expanded view for deeper insights



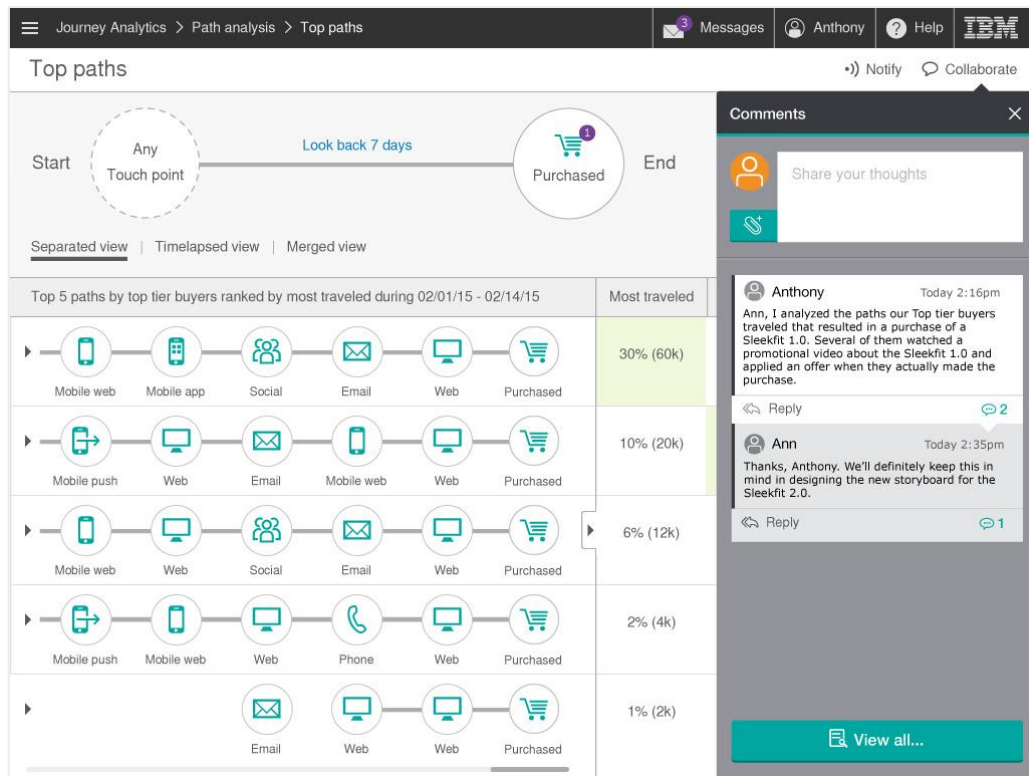


He sees a pattern in Watched video & Accepts offer





He shares his Sleekfit 1.0 launch insights with Ann



How does IBM Journey Analytics work?



IBM's event and audience syndication capabilities empower marketers with streamlined access to connected omni-channel customer context



Business users can focus on using customer context rather than the complexities of assembling that context



Customer context is continuously exchanged across an organization's solution ecosystem

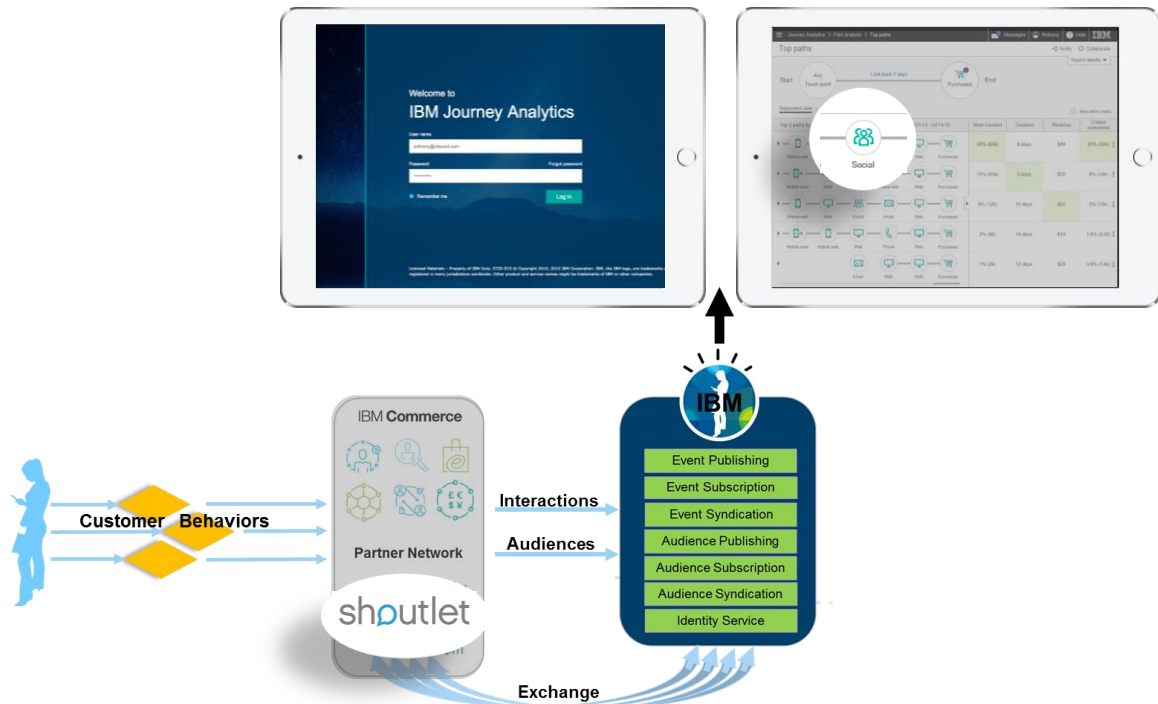


IBM Commerce and partner network ecosystem deliver a robust contextual view of the customer for insights and engagement



Journey Analytics – Behind the scenes

A marketing performance analyst is able to click and connect interactions and audiences from across the IBM Commerce ecosystem





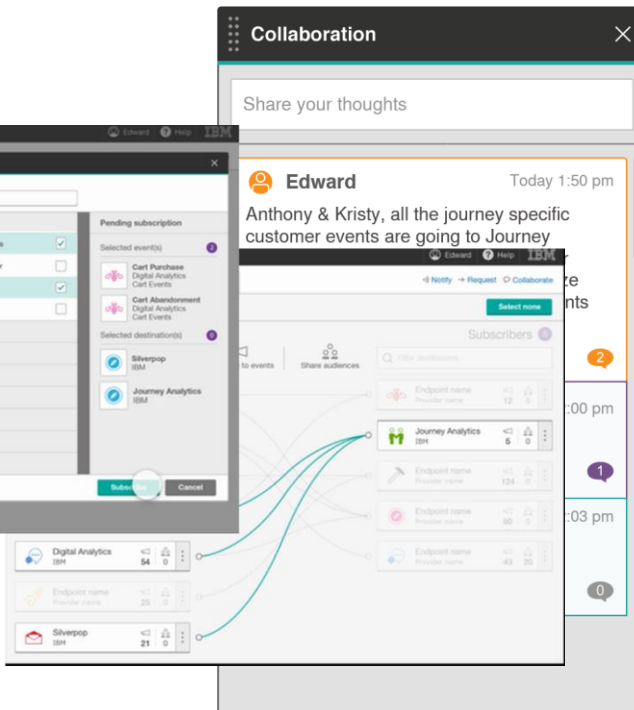
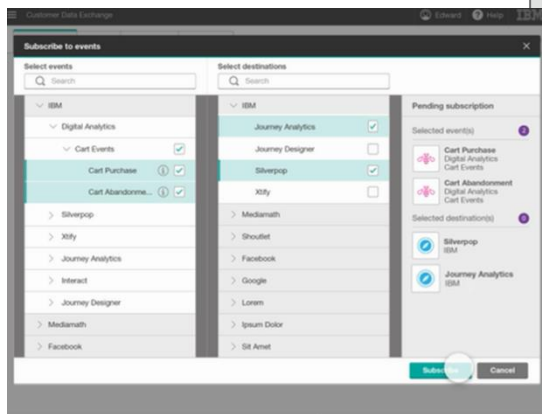
Edward notifies Anthony and Kristy about all the interaction and audience subscriptions that are now active for them to use in Journey Analytics.



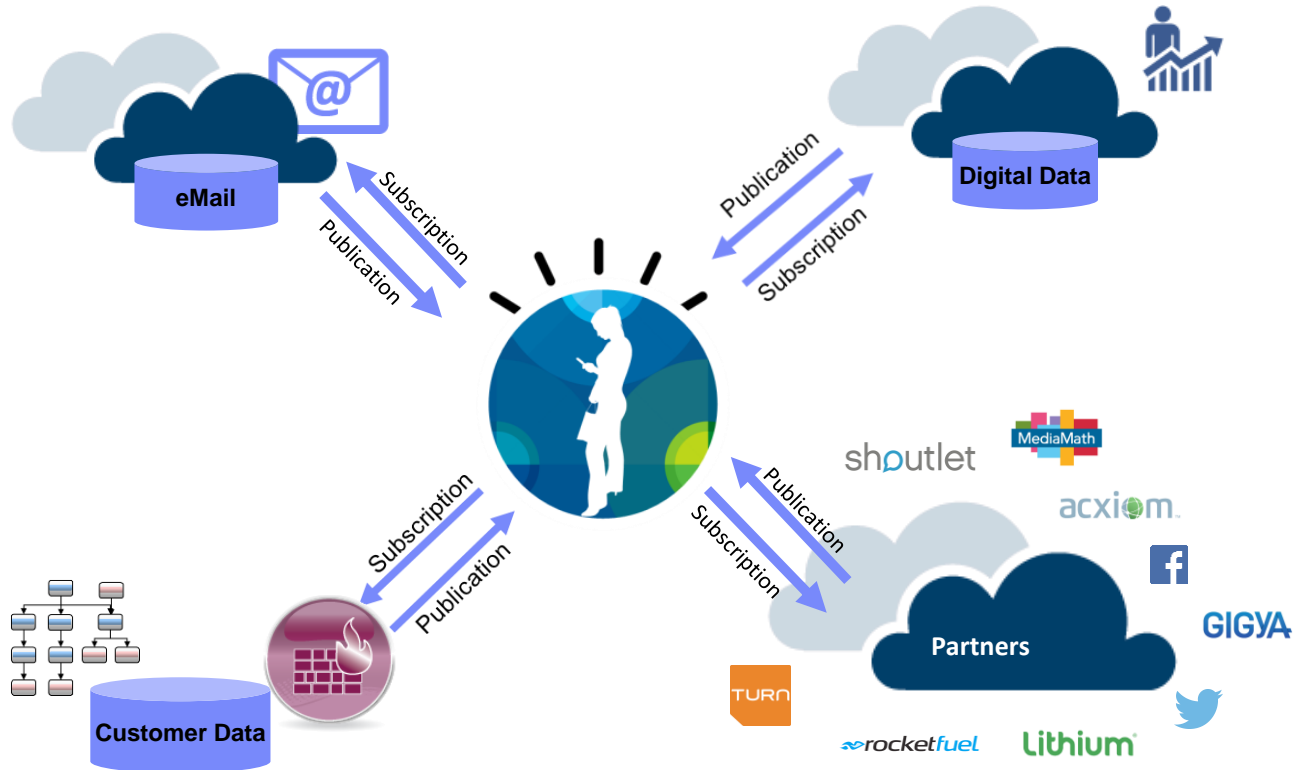
Anthony
Customer Data Analyst



Kristy
Customer Experience Manager



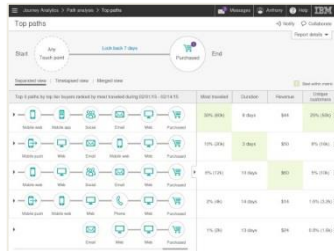
Focused on the centralized *exchange* of customer interactions & audiences, includes partner pre-integration and certification



How does Journey Analytics relate to other Customer Experience Analytics solutions?

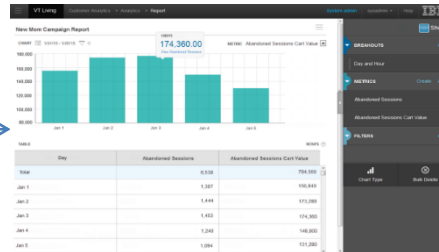
The ability to leverage multiple understandings of customer behavior from the IBM experience analytics solutions.

Journey Analytics



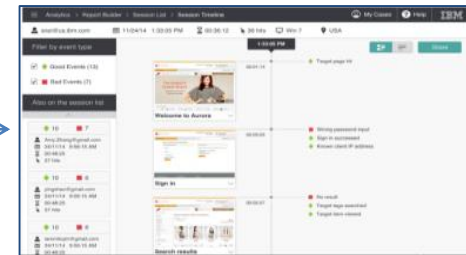
“What is the omnichannel journey to registration?”

Digital Analytics Reports



“How are referring sites and programs impacting my registration KPIs?”

Tealeaf Session Timeline



“What is the experience of the actual registration?”

Key Takeaways

- Discover how customers are interacting with your brand today
- Leverage insights about actual customer journeys to inform customer experience design

Resources

- Launch page: [IBM.com/newwaytoengage](https://ibm.com/newwaytoengage)
- Journey Analytics POV Video:
<http://www.youtube.com/watch?v=3UaO7hcoTcl>
- Journey Analytics overview presentation available on IBM Commerce app.
- More materials coming soon.

Sponsor User Program

- *Is your organization interested in shaping the future based on real problems and solutions?*
- *Does your organization want to actively provide feedback?*
- *Does your organization want an early view and preparation for the release of a business solution?*
- *Does your organization want a closer working relationship with IBM?*

If the answer is “Yes,” contact: UserExp@us.ibm.com

Key contact:

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“Together we can Shape the Future”

Questions?

