IBM
Interactive
Experience

CONGRESSO A.I.S.M.

Customer engagement:
Hai ripensato la tua
relazione con il cliente?
Lui lo ha già fatto

Francesco Scambia
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IBM Client Center, 18 Febbraio 2016

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IBM Interactive Experience

We think bigger than an agency and more creatively than a consultancy with the power to integrate the whole system.

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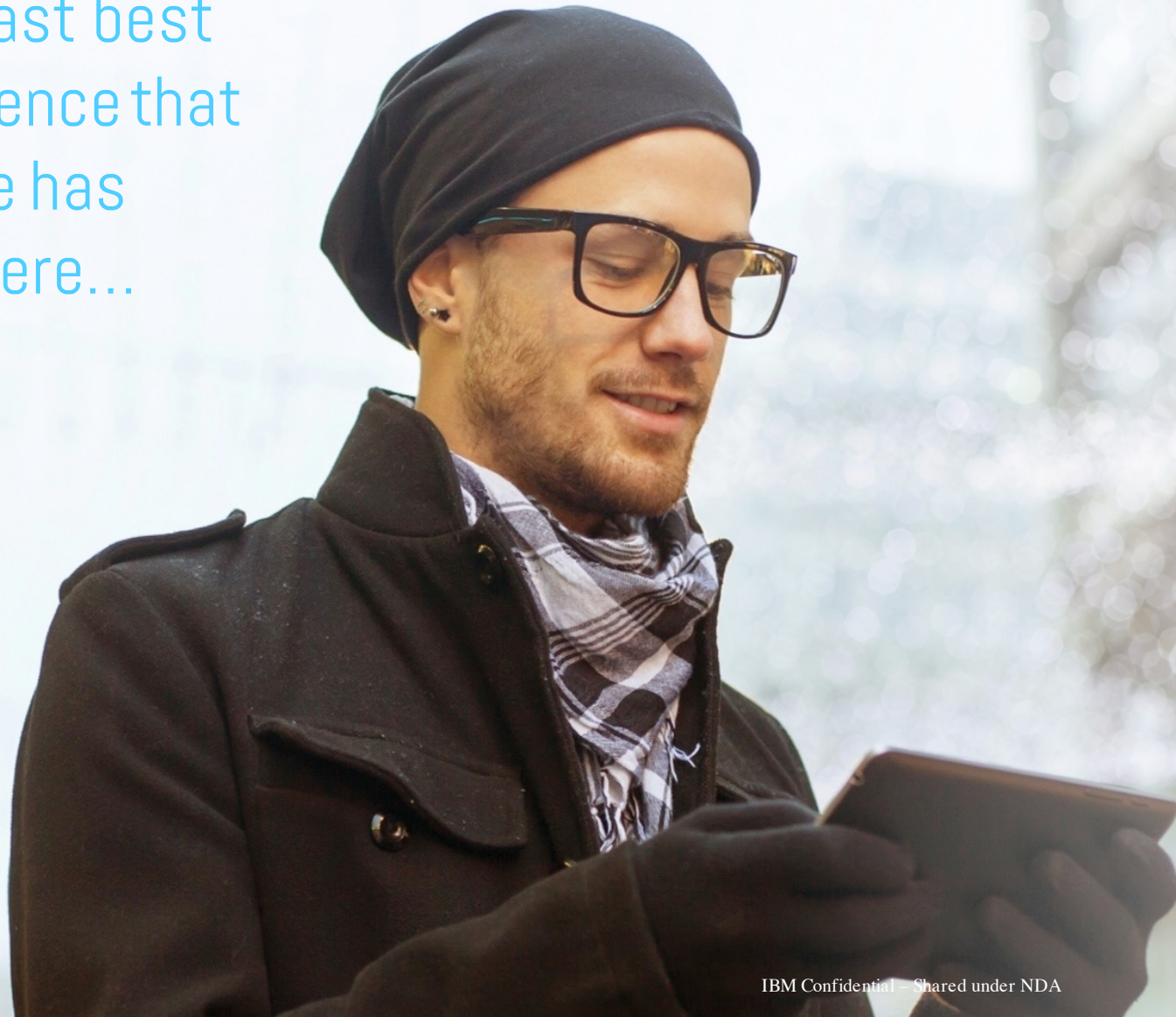Siete sul punto di essere…

…Uberizzati?

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"*La cosa più difficile è comprendere se ciò che sta succedendo sia una **moda**, un **trend**, o uno **tsunami**"*

Faik Açıkalın, CEO, Yapı Kredi Bankası, Turchia

"The last best experience that anyone has anywhere...

...becomes the minimum experience they want everywhere"

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Obtaining a 360° integrated customer view...

Through customer analytics

DEMOGRAPHIC DATA
Personal information to enable
Customer identification

BEHAVIORAL DATA
Personal preferences
and habits

TRANSACTION DATA
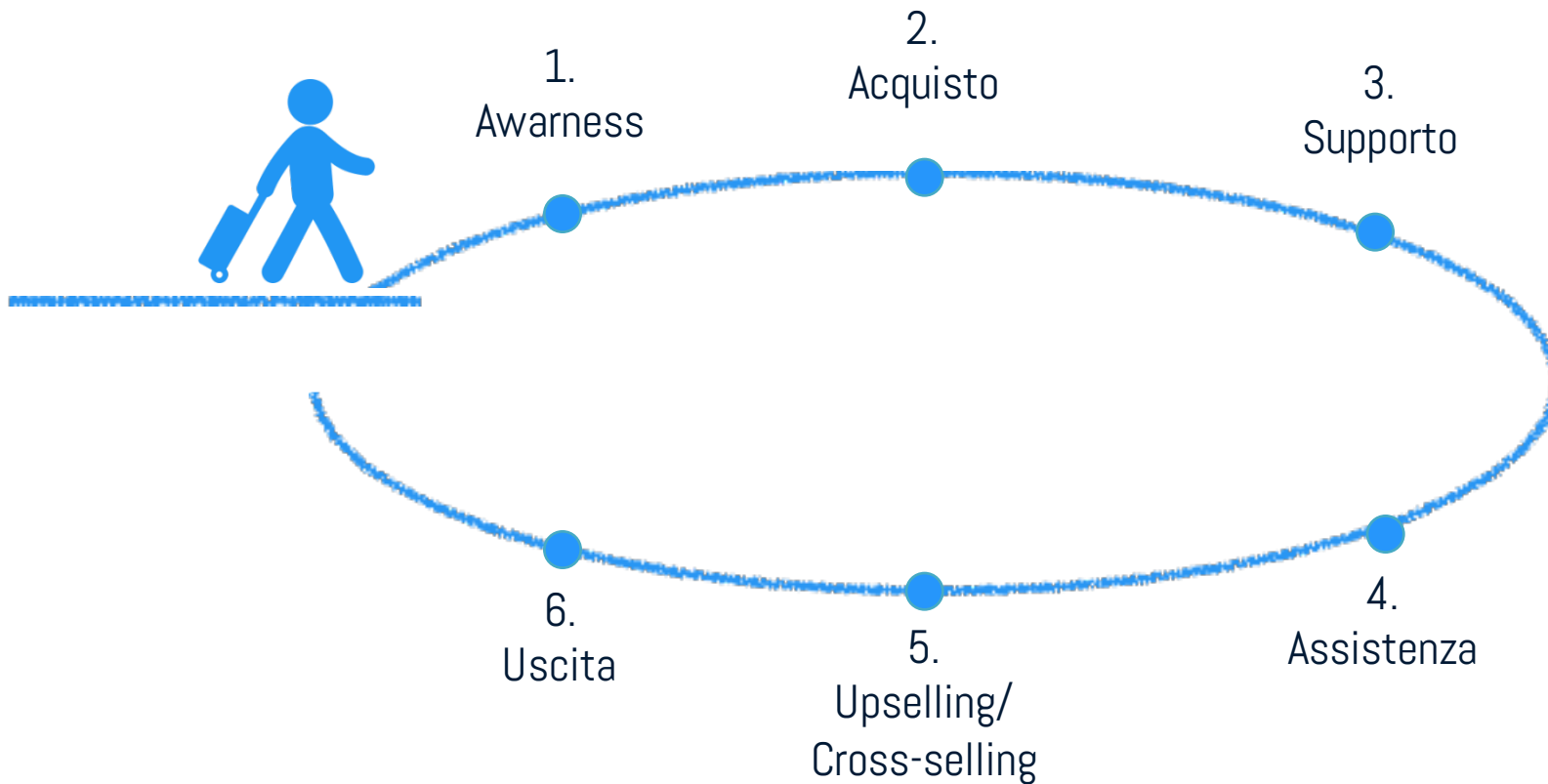Representation of buying behavior
through aggregated KPIs

INTERACTION DATA
Description of Customer-brand
interactions through touchpoints

Outer ring labels: Transactions, Atributes, Demogra-phics, Characte-ristics, Needs, Desires, Preferences, Opinions, In-person dialogs, Web click-streams, Call center notes, Email / Chat, Purchase stage, Usage history, Payment history, Orders

Inner wheel labels: Direct mail, In-store POS, Kiosks, Website, Search, Online Advertising, Mobile, Emails, SMS/MMS, Social Media, Customer Service, Call Centers, Client Centers, Events

360° Integrated Customer View

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How you can survive in this digital arena?

Empower Customer Journey

1.
Awarness

2.
Acquisto

3.
Supporto

6.
Uscita

5.
Upselling/
Cross-selling

4.
Assistenza

EXPERIENCES DESIGN

PROCESSES DEFINITION

TOOLS SETUP AND TRAINING

MONITORING AND CONTINUOUS IMPROVEMENT

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What we do

Real Time Event-Driven Marketing

Customer information analysis → Clustering → Interaction history → Real time information → Real-time offer

IBM CAMPAIGN	IBM INTERACT
Pre-calculated decisions	Real-time logic (segmentation & rules)

transformative capabilities

STRATEGY & INNOVATION +

Customer Insight
Business & Marketing Strategy
Digital Operating Model
Platform Strategy
Campaign Analytics
Proposition Development
Enterprise Mobile Strategy
Social Business Strategy

EXPERIENCE DESIGN +

Mobile & Tablet
User Experience Design
Persona Development
Information Architecture
Prototyping
Accessibility
Usability Testing

DATA ANALYTICS +

Advanced Customer Analytics
Digital & Physical Entity Resolution
Measurement
Reporting Dashboards
Personalization
Customer Data Management & Insight
Social Intelligence & Command Center

PLATFORMS +

Mobile
e-Commerce
Digital Marketing
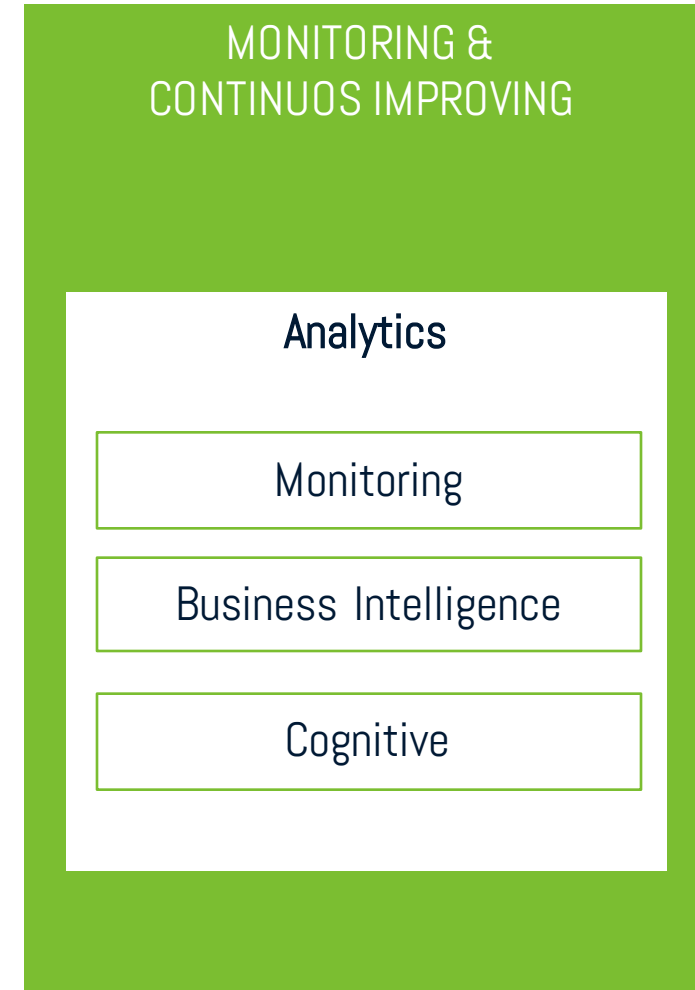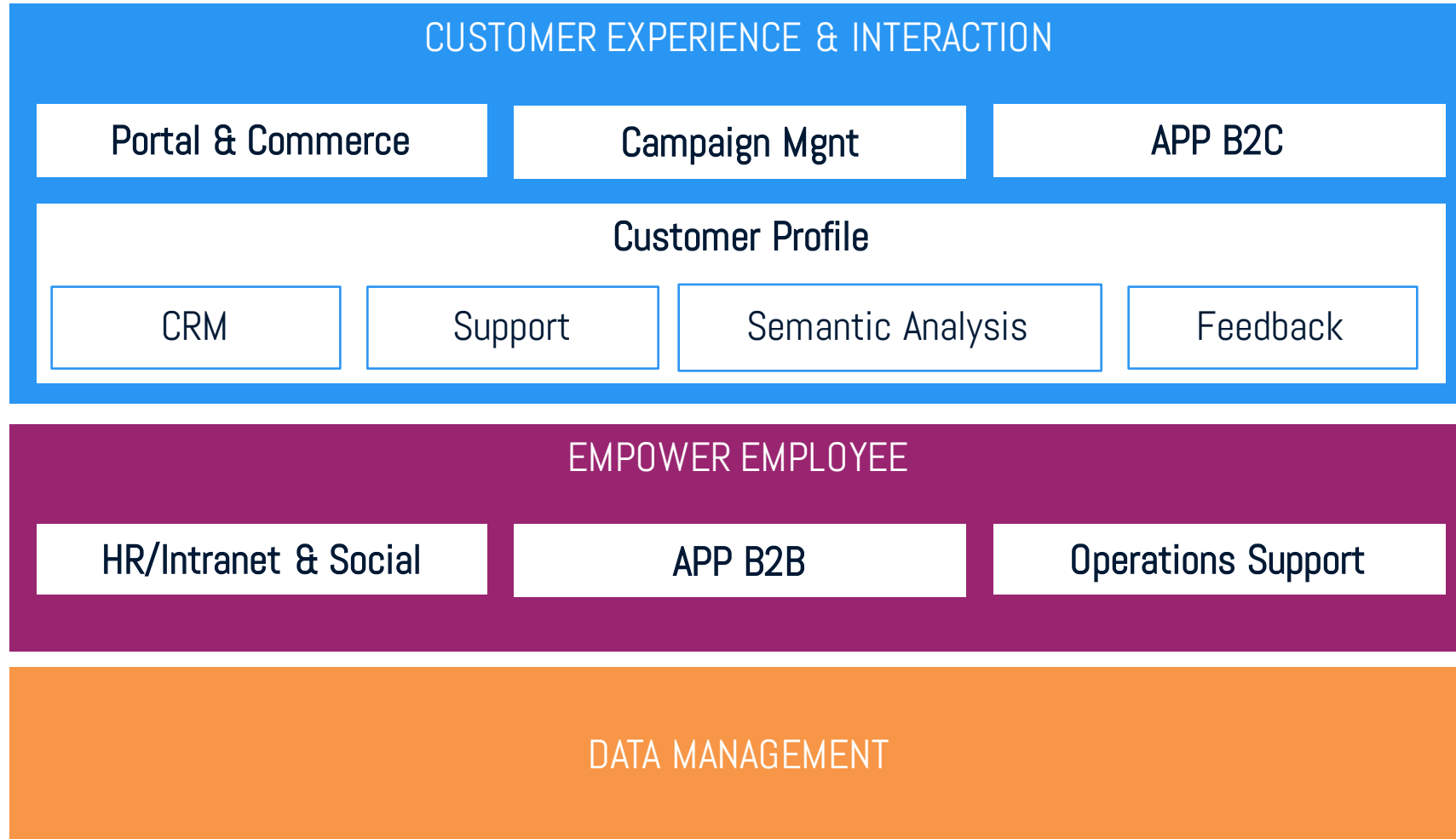CMS
Social Collaboration
CRM
Systems Integration
Cloud

IBM + 🍎 🐦

IBM Interactive Experience

The Weather Company

IBM Interactive Experience framework

CUSTOMER EXPERIENCE & INTERACTION

Portal & Commerce	Campaign Mgnt	APP B2C

Customer Profile

CRM	Support	Semantic Analysis	Feedback

EMPOWER EMPLOYEE

HR/Intranet & Social	APP B2B	Operations Support

DATA MANAGEMENT

MONITORING & CONTINUOS IMPROVING

Analytics

Monitoring

Business Intelligence

Cognitive

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How to get started: Digital Maturity Assessment

Interviews

Interviews and Meetings with SEA management will support:
- Current marketing capabilities assessment
- Target scenario definition using a maturity model approach in order to empower Customer Insight & Analytics and Campaign Management steps
- Point out main issues and capability gaps

Workshop

- Identify main key initiatives and recommendations to close the capability gaps pointed out in terms of:
    - Customer Experience Improvement
    - Operations & Skills
    - IT (Tools)
- Each initiative will be evaluated and defined considering competitors and comparables best practices

Action plan

- Recommendation and macro initiatives will be prioritized based on high level benefit and value to customers against delivering complexity (considering also projects interdependence) and cost magnitude
- A High-level roadmap sequence will be designed putting together the initiatives coming from the maturity assessment and the best practice evaluation

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Thank you!

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