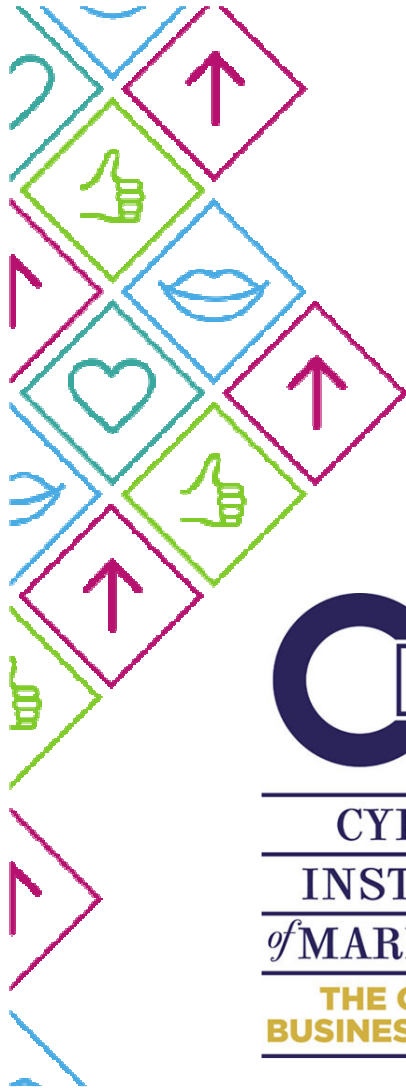


IBM



Designing the customer journey across your enterprise

Pantelis Xanthoulis
Dec 2015



A new way to work for marketers and marketing organizations

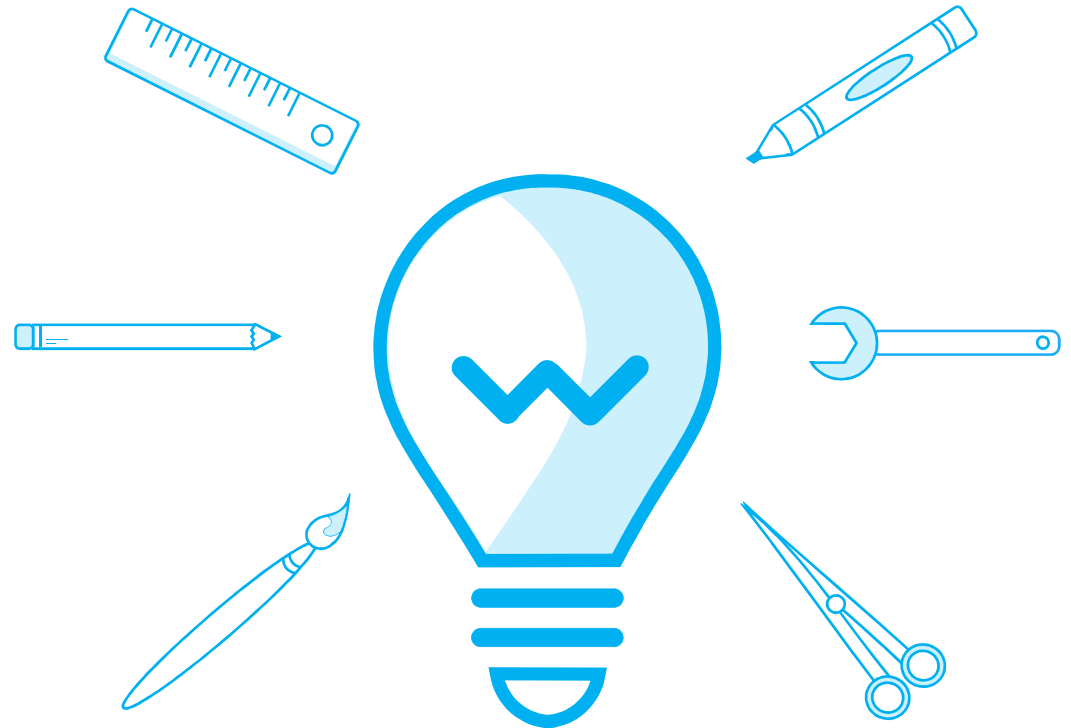
Design: Collaborate to create experiences

Analytics: Use analytics for impact

Agility: Freedom to innovate

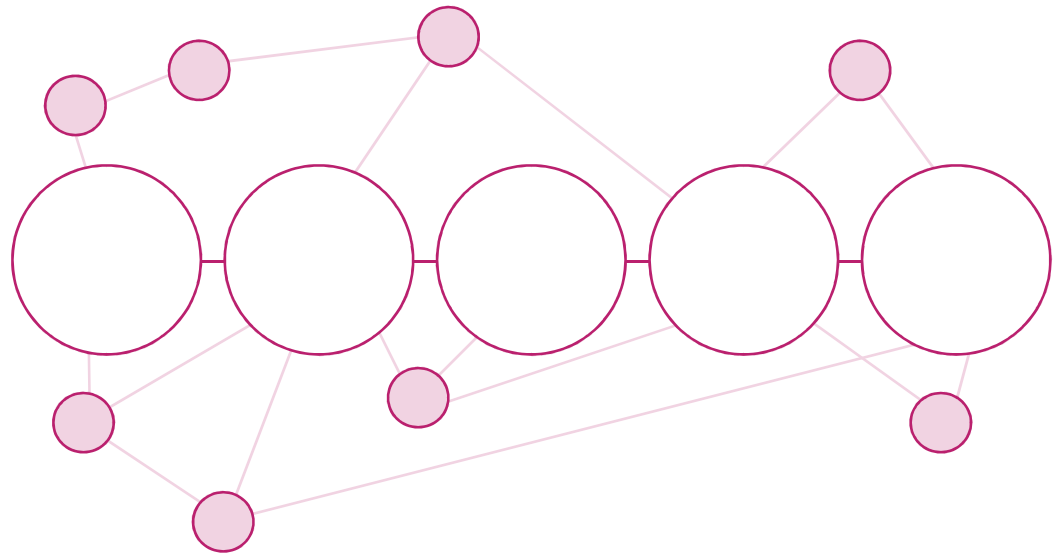
Design Thinking

Creative **orchestration** of customer engagement, **integrating** channel experiences, and optimize design through analytics.



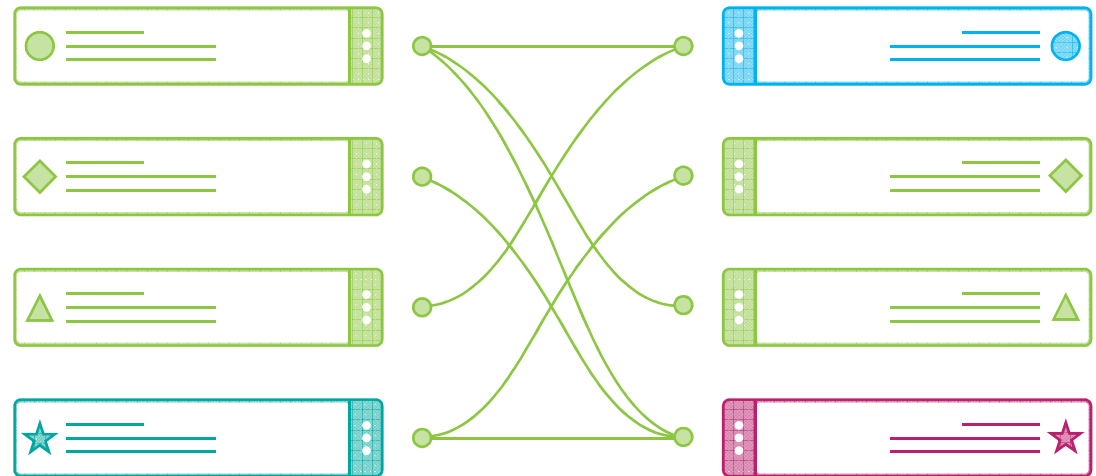
Driven by Analytics

Visualize the customer journey across channels to convert insights into impact



Agile For Your Unique Organization

Tightly **integrates** into your ecosystem regardless of other technologies you already use



Telefonica | Vivo

Telefonica Vivo is using IBM Marketing solutions to reach beyond demographics and target segments with the right offers realizing tremendous results.

30% Increase in revenue generated from direct marketing efforts

5x Increase in sales on days that campaigns are launched

70% Increase in opt-in rate for customers who receive marketing messages

ING Bank

Transforms their marketing effectiveness through a focus on personalization – all powered by IBM Marketing solutions.

17 Week reduction in campaign cycle times

3x Increase in customer responses

35% Reduction in overall marketing costs

ING invested in flawless service, brand preference and in personalised customer contact capabilities...

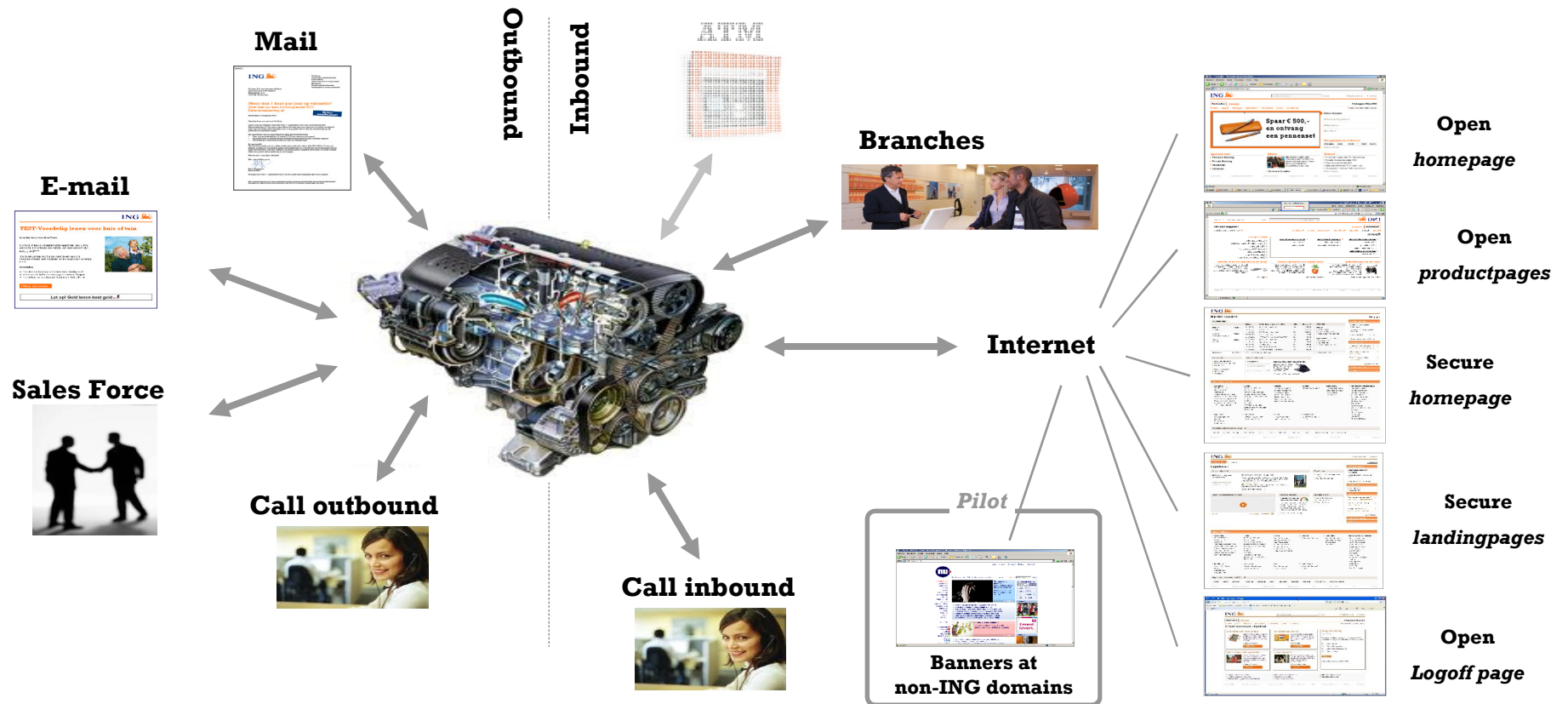
Nr 1 in NPS
Top 10 improvements to further increase Net Promoter Score

1	Savings interest rate
2	Costs banking
3	Internet banking
4	Availability
5	Bonus
6	Personal/ relevant
7	Customer centricity
8	Service
9	Customer friendliness
10	Speed

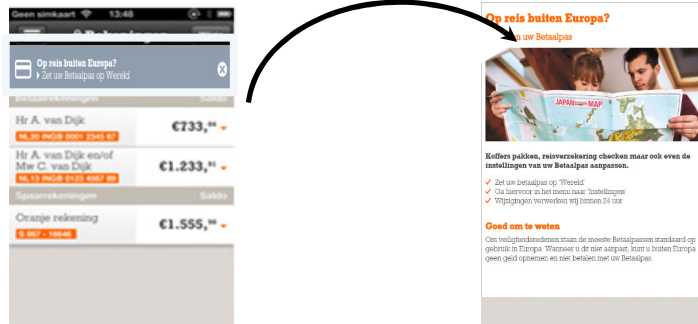
Consumer responses to mis-targeted marketing efforts



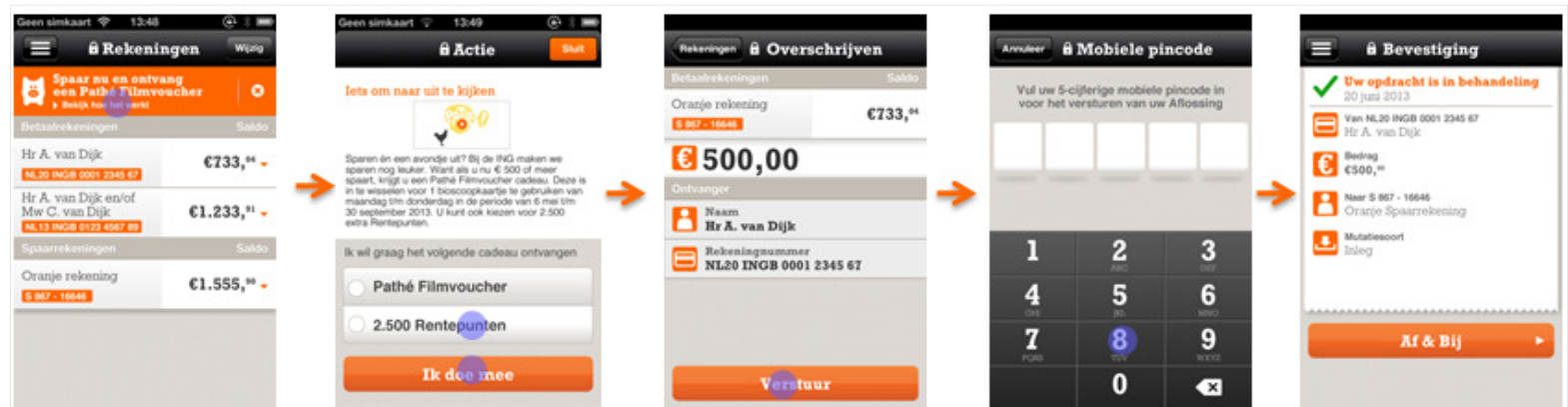
One "marketing" engine for all (relevant) channels



MOBILE APP
SERVICE



NEW MOBILE
APP:



Retail Campaigns



Browse and Cart
Abandonment
Recovery



Re-Activation
Programs



Post-Purchase
Programs



Geo-Targeting/In-
Store



Welcome Series
& Onboarding



Buyer Engagement
Insights & Advanced
Segmentation



Technology partnership to connect the reach of
Facebook with IBM Marketing and Customer
Analytics solutions

Partnership for Facebook to join innovative new
IBM Commerce THINKLab



City of Melbourne Spring Fashion Week

Used Facebook Lookalike Modeling to expand audience reach in highly targeted segments, optimize conversions and create ambassadors to build customer loyalty.

15% increase in live event ticket sales compared to last year using Facebook ads without Social Audiences.





Deliver the experiences your customers want—
even the ones they aren't expecting.

Try for free
IBM Journey Designer
IBM Watson Analytics

<http://watson.analytics.ibmcloud.com>

