IBM

The power of individualized interaction

- 2 seconds: How long you have to connect to a customer
- 75%: The percentage of customers who believe that companies do not tell in the truth in ads
- 78%: The percentage of consumers who trust peer recommendations
- 4 to 5x: How much more than the average is spent by multi-channel buyers
- 80% of CEOS think they deliver a superior customer experience, but only 8% of their customers agree
- 1: The numbers of small, personal touches that can have a major impact on a customer's perception of your brand.*

IBM Predictive Customer Intelligence can help you provide that one touch by:

- Gathering relevant customer information from internal and external sources.
- Using predictive analytics to determine the right offer for the right customer at the right time, no matter if they are interacting on the web, in your store or with an app.
- Providing the best way to address customer needs for each and every engagement channel.

Here's one way it works:

1. Natalie visits a retail website that offers loyalty points for all visitors before she logs in.
2. She logs in to the website. The solution recognizes Natalie's login ID, and Natalie sees MP3 players because of her demographic information, visit history and her in-store purchase.
3. Natalie sees a clearance discount on the Surf Force MP3 XR32-Silver player. Predictive models indicated the player is the one Natalie is most likely to purchase based on her behavior. In addition, the player was available and the discount was feasible.
4. Natalie clicks the product details link, adds the player to her cart and is reclassified as a product viewer likely to seek out offers. She sees new offers for a smartphone and bonus loyalty points.
5. She ignores them, pays for the player and is reclassified as a buyer.
6. The next day, Natalie is using the smartphone app for the retail site, which shows a special price for the Wave 33 audio system for MP3 players. She and other MP3 player purchasers are offered this price because of their browsing and buying behavior.
7. She buys it with the app. She is reclassified a repeat buyer and she receives a new offer for a 10% discount on a home theater receiver. The discount is based on her buying behavior.
8. On impulse, before she leaves the app, she adds an HDTV to her cart, but then deletes it. She later sees an ad on her Facebook page for a 15% discount on the HDTV. When she deleted the HDTV from the cart, she was classified as abandoning her cart and it generated the customized discount. Natalie is excited about this discount and wants to learn more about it and the HDTV.
9. Natalie calls the company and checks to make sure the discount is good in the store. A customer service rep tells her the discount will be good and offers to schedule a preview at the closest store to Natalie.
10. Natalie goes to the in-store preview, loves the HDTV and buys it with her discount, which is stored in the app on her phone.

Want to benefit from individualized interactions?

Learn more at ibm.com/software/products/en/predictive-customer-intelligence

* Forbes online, 13 Sept. 2013.